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March 6, 1926

Motion Picture News

Reg. U. S. Patent Office

7 BIG MONTHS
on
BROADWAY
At $2 *admission*
(AND MAKING RECORDS EVERYWHERE)

THE MERRY WIDOW

VON STROHEIM'S PRODUCTION with MAE MURRAY and JOHN GILBERT

METRO-GOLDWYN-MAYER

Entered as second-class matter January 31, 1924, at the Post Office at Albany, New York, under act of March 3, 1879

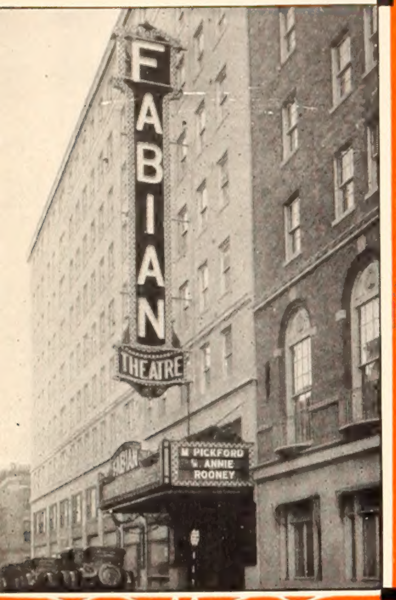
Vol. XXXIII No. 10

Published Weekly—$2.00 a year

PRICE, 20 CENTS

Albany — Los Angeles — New York — Chicago

The ORGAN ◆ as an added ◆ ATTRACTION



AN THEATRE
son, N. J.

THE Wurlitzer Organ, in it's advanced stage of perfection today, is an indispensable attraction in every motion picture theatre. The most stupendous production is inanimate without instrumentation which can interpret and follow the action, moods and atmosphere of the picture.

In the Wurlitzer Organ there are no limitations in effects, other than in the ability of the organist to create them, and the possibilities of achievement are innumerable. The absolute flexibility, elasticity, reliability and, above all, tonal majesty of the Wurlitzer is unapproachable in any other organ.

Recognition of superiority of the Wurlitzer Organ is evidenced by the overwhelming number of leading theatres in which the Wurlitzer is installed.

*Beautifully Illustrated Organ
Catalog Upon Request*

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REG U S PAT OFF

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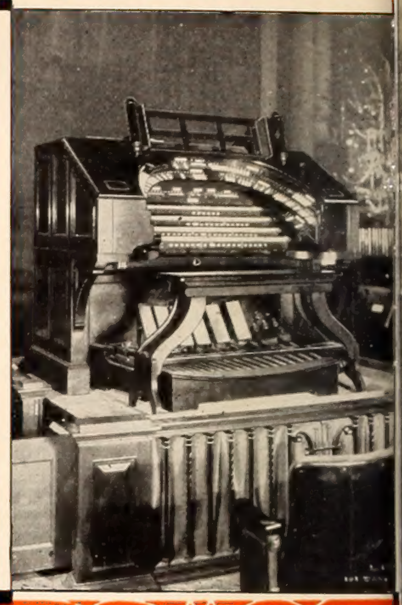
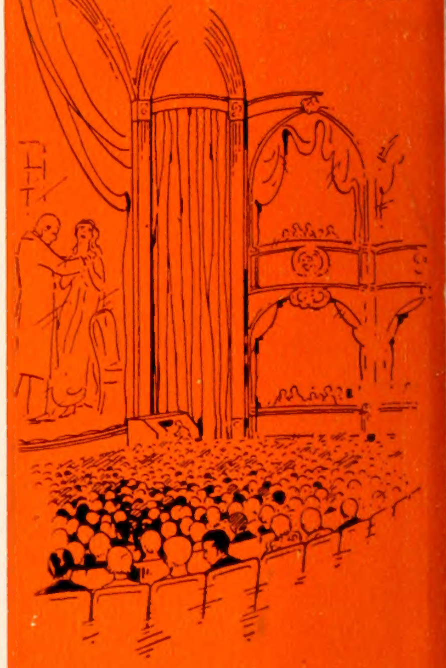
WURLITZER
Pianos are the highest achievement in instrument making.

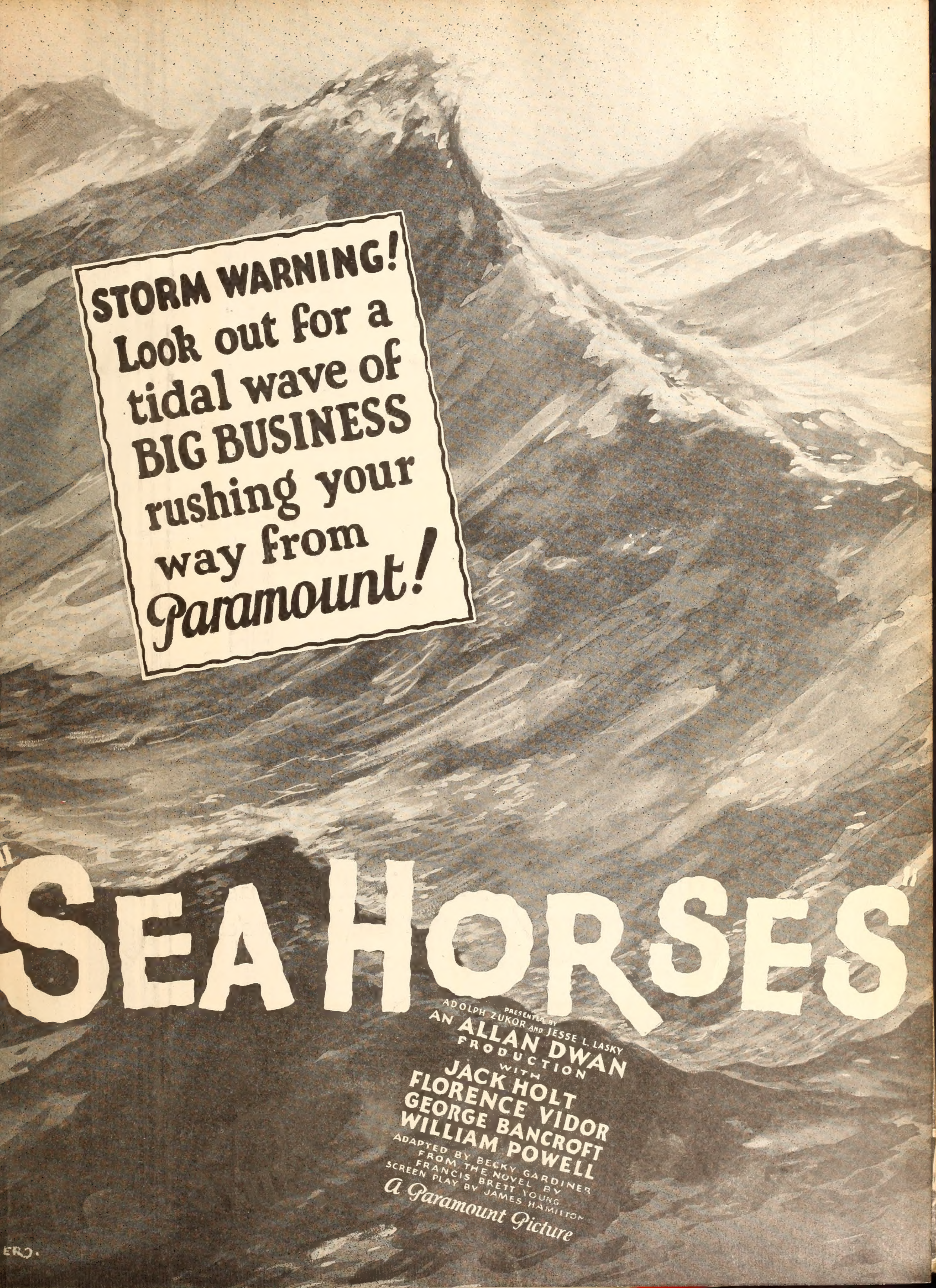
WURLITZER
Residence organs are the finest ever constructed.



Console of
FABIAN THEA
ORGAN



WURLITZER
◆ UNIT ORGANS ◆



STORM WARNING!
Look out for a
tidal wave of
BIG BUSINESS
rushing your
way from
Paramount!

"SEA HORSES"

ADOLPH ZUKOR AND JESSE L. LASKY
PRESENTED BY
AN ALLAN DWAN
PRODUCTION
WITH
JACK HOLT
FLORENCE VIDOR
GEORGE BANCROFT
WILLIAM POWELL
ADAPTED BY BECKY GARDINER
FROM THE NOVEL BY
FRANCIS BRETT YOUNG
SCREEN PLAY BY JAMES HAMILTON
A Paramount Picture

The Amazing Truth about "MOANA"!

It got $25,000 and broke the house record at the Rialto, New York!

It got $1,866 in three days at the Imperial, Asheville, North Carolina. Establishing a new record!

It broke all receipt and attendance marks at the Arcade, Jacksonville, Florida—with no exceptions!

It doubled the average business on opening day at the Stratford, Poughkeepsie, New York!

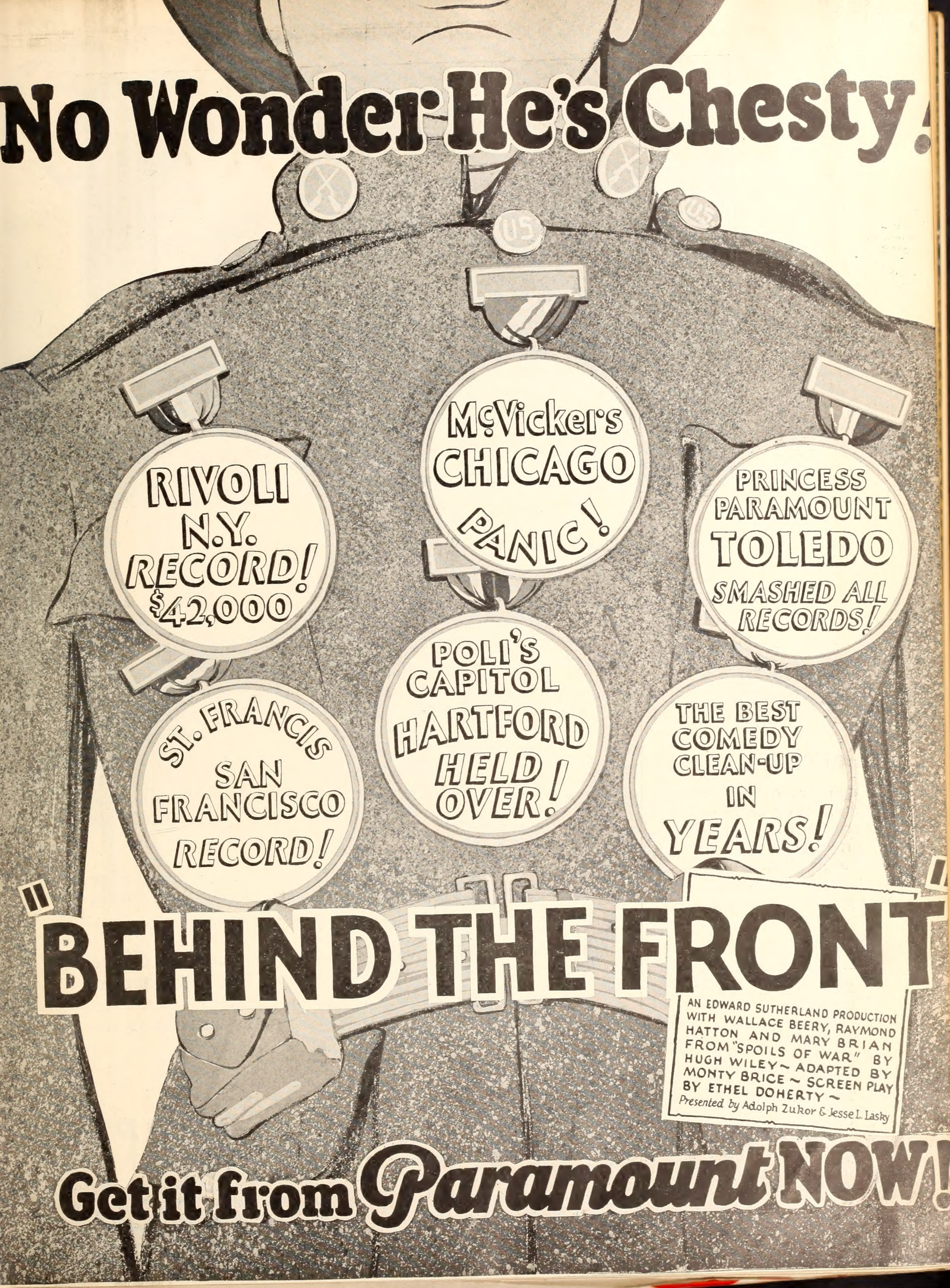
It did 25% more than average business at the Majestic, Austin, Texas!

It's different. They like it. They rush to see it. And they tell their friends to be sure and come too.

We're proud Robert Flaherty's great epic romance of the South Seas is

a Paramount Picture

No Wonder He's Chesty!

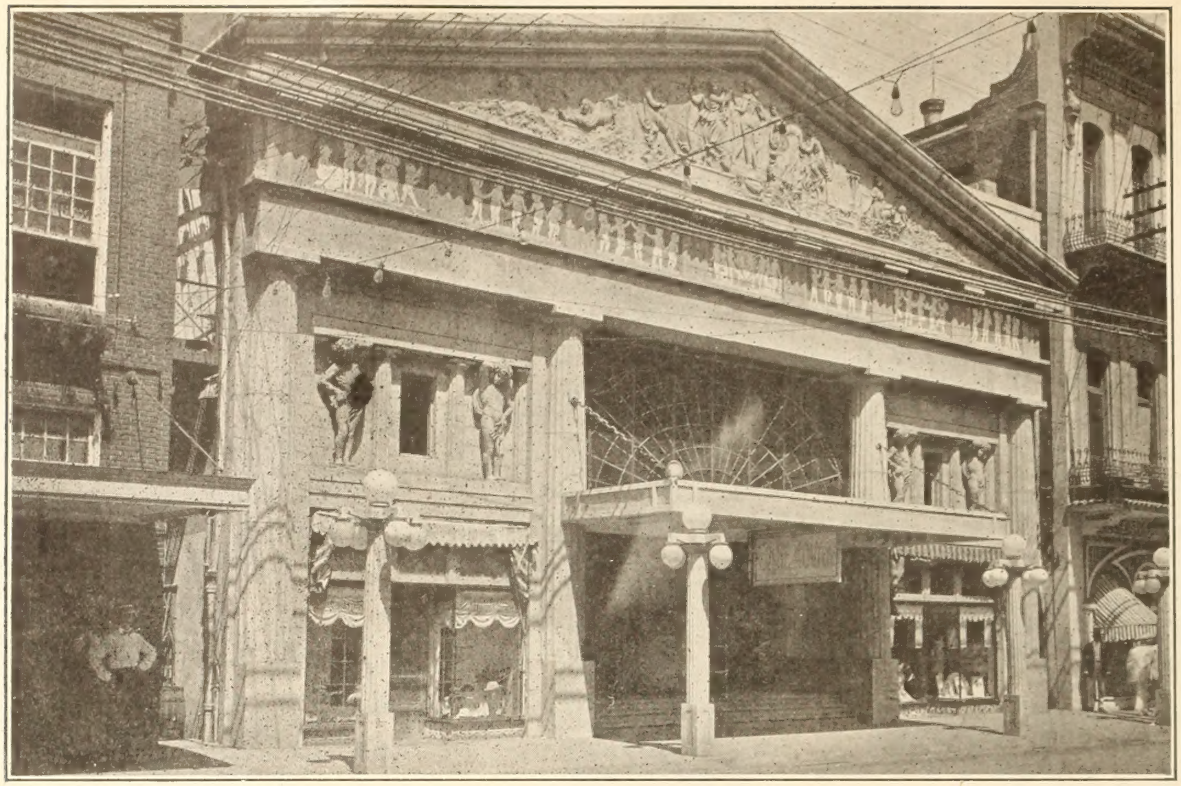

RIVOLI N.Y. RECORD! $42,000
McVicker's CHICAGO PANIC!
PRINCESS PARAMOUNT TOLEDO SMASHED ALL RECORDS!
ST. FRANCIS SAN FRANCISCO RECORD!
POLI'S CAPITOL HARTFORD HELD OVER!
THE BEST COMEDY CLEAN-UP IN YEARS!
U.S.
U.S.

"BEHIND THE FRONT"

AN EDWARD SUTHERLAND PRODUCTION WITH WALLACE BEERY, RAYMOND HATTON AND MARY BRIAN FROM "SPOILS OF WAR" BY HUGH WILEY ~ ADAPTED BY MONTY BRICE ~ SCREEN PLAY BY ETHEL DOHERTY ~

Presented by Adolph Zukor & Jesse L. Lasky

Get it from Paramount NOW!



Improves projection and saves you money

In small and medium sized theatres the Edison MAZDA Lamp for motion picture projection gives as good results as an arc light. It operates on half as much current and greatly improves working conditions for projectionists.

There are no fumes, dust or excessive heat from a MAZDA Lamp and when once adjusted it requires no further attention.

The saving of 50% on current costs soon pays for the extra equipment needed to get the best results from Incandescent Lamp Projection.

Our engineers will give you unprejudiced advice as to the advisability of installing Incandescent Lamp Projection in your Theatre. Write to Edison Lamp Works of General Electric Company, Harrison, N. J.

Get this booklet

Engineers of the Edison Lamp Works have prepared a bulletin on Incandescent Lamp Projection which covers the subject thoroughly. A copy of this bulletin will be mailed to you free on request:

Edison Lamp Works of
General Electric Company

Please send me your free bulletin on Incandescent Lamp Projection.

Name ....

Theatre ....

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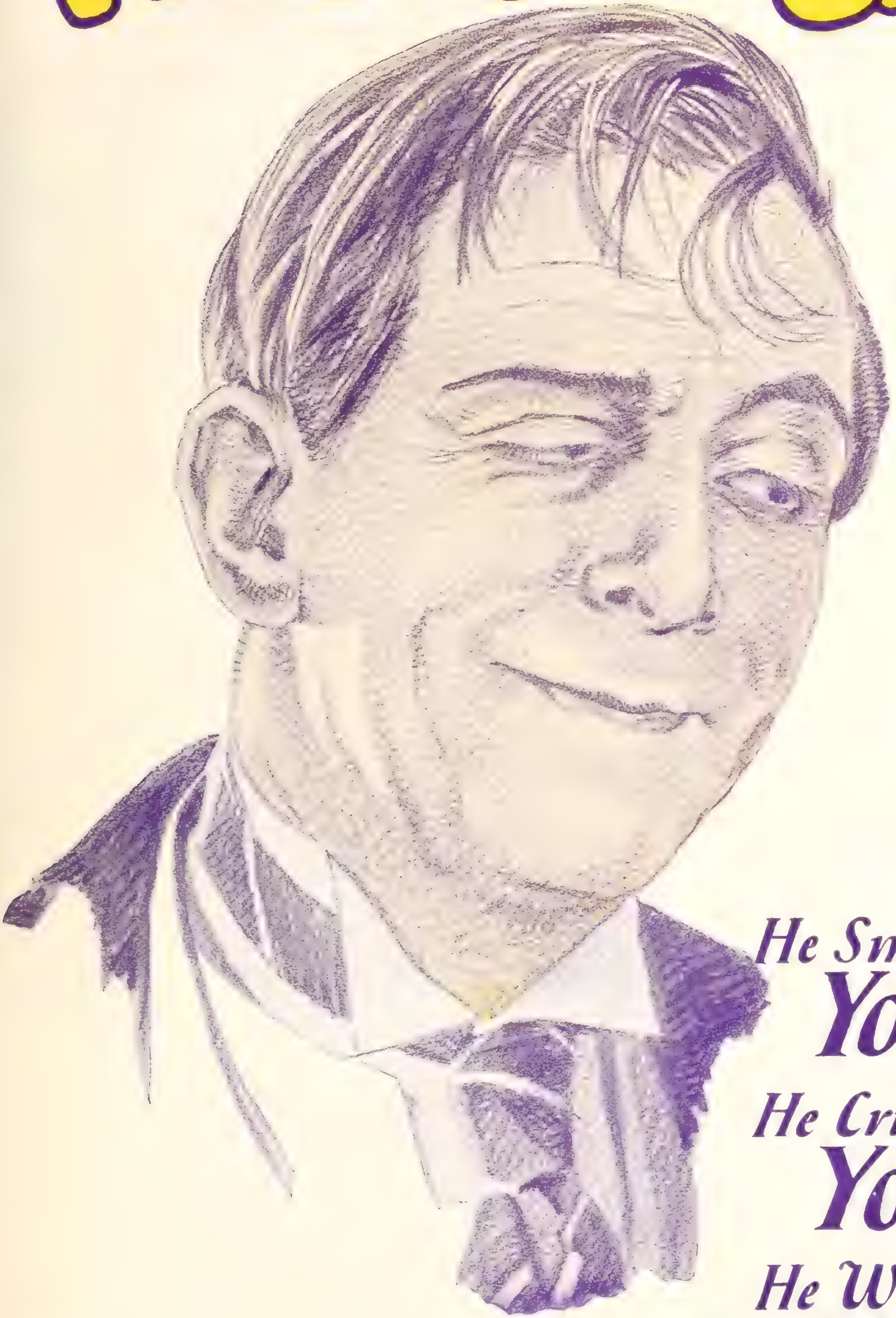
EDISON MAZDA LAMPS

A GENERAL ELECTRIC PRODUCT

HE'S A NUT!



He Smiles
You Laugh!

He Cries
You Laugh!

He Walks
You Laugh!

He Sighs
You Laugh!

Samuel S. Hutchinson Presents

Edward Everett Horton

in

“THE NUT-

It's a
HUTCHINSON
COMEDY!

CRACKER

with

Mae Busch

Harry Myers
Thomas Ricketts
Martha Mattox
George Kuwa
Katherine Lewis
Albert Priscoe
George Periolat

From the Popular Novel by Frederick S. Isham

Of Course, it's from

ASSOCIATED EXHIBITORS, *Inc.*

Oscar A. Price Pres.

SAMUEL S. HUTCHINSON, veteran producer of pictures with that touch of "*class,*" uncanny discoverer of coming ***big*** stars, has struck it again. Edward Everett Horton, already a well known player, with this one production becomes a top-line STAR. Popular Mae Busch rises to new heights as a comedienne. And the sum total is a series of smiles, chuckles, and LAUGHS that will play the finest theatres in the land.

Of Course, it's from

ASSOCIATED EXHIBITORS, *Inc.*

Oscar A. Price Pres.

It's a Comedy

SPECIAL

For the Season 1926–1927

No.
16

WILLIAM FOX *presents*

A Temperance Town

CHARLES
HOYT'S

*astounding
comedy
success*

First time on any screen!

The comedy-farce genius of Charles Hoyt at his best—now to be visualized for the entertainment of millions.

The entire country raved about this triumph of yesterday — the world will shout its praises as a master screen comedy of tomorrow.

Another publicly sold, proved box-office story success, — another big money making picture for the powerful FOX New Season line-up.

Fox has the big go-getters!

Watch for
No.
17

Fox Film Corporation.

"Love can cure anything— even cattle rustling— eh mom ?"

illiam Fox presents

PETER B. KYNE'S
"RUSTLING for CUPID"

WITH GEORGE O'BRIEN AND ANITA STEWART

SCENARIO BY — L. G. RIGBY

IRVING CUMMINGS PRODUCTION

Here it is—showmen! Just what you have been impatiently waiting for—the 2nd KYNE-FOX big clean-up!

Action! It sizzles with it! Romance! Scenic Beauty! Story! Box-office name values!

It's another big profit maker in the KYNE series.

x Film Corporation.

They're all playing
FOX FOR PROFITS!

Two great triumphs come to the screen with this one.

A personal triumph for that popular young artist, Olive Borden.

A producing achievement for Fox Film Corporation.

This picture has S. R. O. written all over it.

WILLIAM FOX presents

YELLOW FINGERS

Gene Wright's romantic novel of Adventure in the South Sea Isles

With a brilliant cast including ~ RALPH INCE

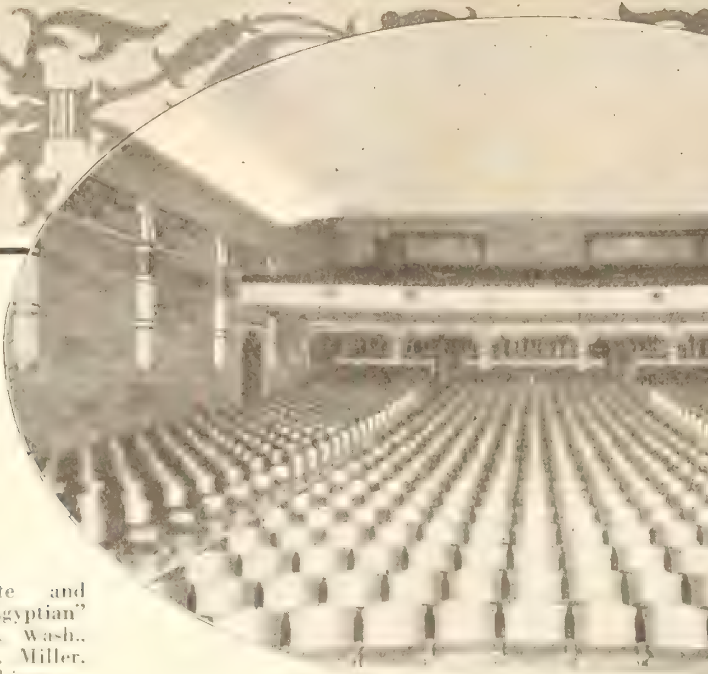
CLAIRE ADAMS ~ ARMAND KALIZ ~ EDWARD PIEL ~ MAY FOSTER ~ NIGEL de BRULLIER ~
JOHN WALLACE-OTTO MATIESON-JOSEPHINE CROWELL-CHARLES NEWTON ~ *Scenario by* EVE UNSELL ~

EMMETT FLYNN *Production*

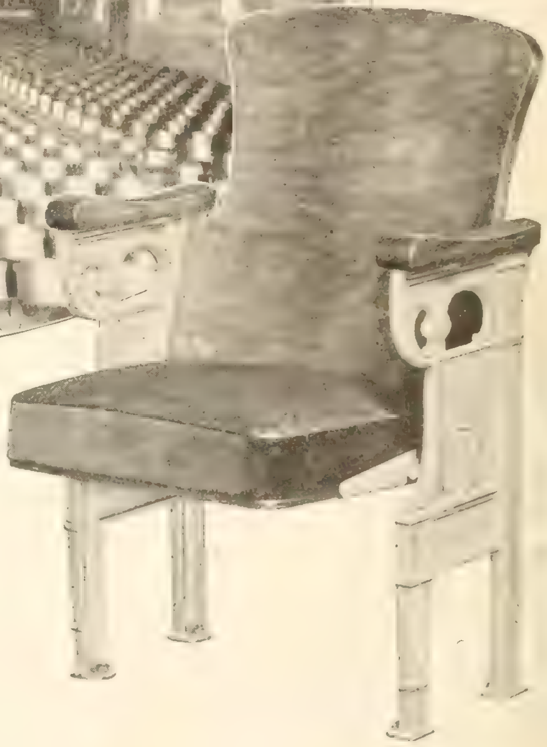
with
OLIVE BORDEN
The Screen's Newest Emotional Star ~

Fox Film Corporation

100 · YEARS · OF · MANUFACTURING · EXPERIENCE



Warners' Elaborate and Unique New "Egyptian" Theatre in Seattle, Wash., Designed by E. A. Miller, Portland, Ore., architect.



1400 Heywood Wakefield seats of this type were installed in the auditorium.

Equipment Experts Chose H-W Seats For New Pacific Coast Theatre

Heywood-Wakefield opera chairs are selected, as a matter of course, where theatre seating must be both comfortable, lasting and in keeping with the architecture and interior scheme of the finest play-houses.

The H-W line offers a wide selection in design and upholstery as to harmonize perfectly with any decorative plan no matter how elaborate.

Considerations like these influence such Theatre Specialists as B. F. Shearer, Inc., who equipped the "Egyptian," to choose Heywood-Wakefield seats.

H-W seating engineers, backed by 100 years of seat-building experience, will gladly collaborate with you, without charge, in efficiently seating the theatre you plan.

Heywood-Wakefield

REG. U.S. PAT. OFF.

HEYWOOD-WAKEFIELD WAREHOUSES

Baltimore, Maryland 113 West Conway Street
Boston 45, Mass. Winter Hill
Display Floor, 174 Portland Street
Buffalo, New York Wells and Carroll Streets
Chicago, Illinois 2653 Arthington Street
Display Floor, American Furniture Mart
Kansas City, Missouri, 1310 West Eighth Street
Los Angeles, California 801 East Seventh St.
New York, New York 516 West 34th Street
Philadelphia, Penn. 244 South 5th Street
Portland, Oregon 148 North Tenth Street
San Francisco, California 737 Howard Street
St. Louis, Missouri, Sixth and O'Fallon Streets

THE AMAZING BOX OFFICE RECORD OF THE MERRY WIDOW

FROM EVERYWHERE THE GREAT NEWS POURS IN

We print with pride what exhibitors are saying about this marvelous attraction—

THE MERRY WIDOW.

All praise to those who made it, to its director, VON STROHEIM, and its stars, MAE MURRAY and JOHN GILBERT.

—To METRO-GOLDWYN-MAYER, its producers, who have given the world a brilliant entertainment—

A showman's picture that is equally important in big cities, small cities, towns, hamlets—

Because it has the appeal of tender romance, of thrilling action, of sensitive beauty

THE MERRY WIDOW is deserving of the phenomenal support the public is giving it.

Read how showmen are profiting with this picture.

It is a picture that sooner or later—because the public demands it—must find its way into every theatre in the world!

HOUSE SOLD OUT HALF HOUR BEFORE SHOWING

(Wire)

"THE MERRY WIDOW opened today Columbia Theatre. House sold out half hour before show started. Thousands turned away. Public acclaimed this production greatest they have ever seen. Looking forward to record-breaking week."

N. W. Pyle, *Washington, D. C.*

(Wire)

"THE MERRY WIDOW pleased a packed house here at each performance. This is the best picture we have had since we opened. Pleased a hundred percent."

Clyde Homes, Mgr., Imperial Theatre,
Williamsburg, Va.

(Letter)

"We just closed the engagement of THE MERRY WIDOW at the Roosevelt Theatre and did a remarkable business. The picture caused quite a sensation in Chicago. I believe this picture will be a national success."

Max Balaban, Balaban & Katz,
Chicago, Ill.

HELD ENTIRE WEEK WHERE THREE DAYS IS USUAL RUN

(Letter)

"We showed THE MERRY WIDOW last week at the Cameo Theatre, our special run theatre, where only the biggest pictures are presented and had an exceptional business with this production.

"It held up for the entire week in this town where three days is the usual length of run and gave us one of the biggest weeks in the history of the theatre."

E. T. Crall, Cameo Theatre,
Newport News, Va.

(Wire)

"Last week was the best week we have had this year in the Strand."

Phoenix Amusement Co.
Lexington, Ky.

THE MERRY WIDOW IS MAKING HISTORY

(Wire)

"MERRY WIDOW opened today to biggest business we ever played to on an opening Wednesday. If there is a better picture in the world I have never seen it and the best of it is the public is of the same opinion. I confidentially believe all of our records will be smashed. Please accept my heartiest congratulations on a real triumph and a sure fire fortune getter."

Eddie Diamond, Mgr., Pantages Theatre,
Salt Lake City, Utah.

(Letter)

"THE MERRY WIDOW finished week of phenomenal business last night in face of Don Q, two vodvil bills, a stock company, two miserable days of rain, and the infantile paralysis ban on children under sixteen. THE WIDOW lends itself to unlimited exploitation. Hundreds of complimentary statements received from those who saw the picture. It is one of the finest productions we have ever had the pleasure of showing. THE WIDOW can justly be classified a gem. It is a masterpiece in its entirety. Heartiest congratulations to Metro-Goldwyn-Mayer."

Strand Theatre,
Lexington, Ky.

HE BOOKED IT THREE CONSECUTIVE TIMES

(Wire)

"I think you would be interested in knowing that we have just completed a series of the most unique engagements with THE MERRY WIDOW in the movie annals of Canton. Our first run of the picture played to turnaway crowds daily. Brought it back for second run and again packed them in and then was forced by overwhelming demand to play a third engagement and still they came, thus establishing a record for return engagements unparalleled in my years of experience. It seems that there is no end in sight even now and but for other bookings preventing, would like to play THE MERRY WIDOW another week."

L. B. Cool, Grand Opera House,
Canton, Ohio.

(Wire)

"The returning of the print of THE MERRY WIDOW to the exchange was to us like parting with a good friend and provider. We say this in spite of the fact that THE MERRY WIDOW cost us twice as much as originally bought for."

August & Ann Milg, Ohio Theatre,
Lorain, Ohio

(Letter)

"More than pleased with the manner in which our patrons praised the production.

"Hope we may have the pleasure of running more pictures of the quality of THE MERRY WIDOW."

R. F. Plank, Lyric Theatre,
Blacksburg, Va.

(Letter)

"THE FRESHMAN had a tentative booking date set for the Stillman Theatre, starting week of November 22nd; in fact it was already advertised in the Cleveland newspaper for the picture to start that date, but as a result of the wonderful showing made by THE MERRY WIDOW on the second week, absolutely forced to hold it over and therefore instead of putting a new picture in for a holiday week THE MERRY WIDOW is held over and THE FRESHMAN set back."

C. E. Almy,
Cleveland, Ohio.

(Wire)

"Tonight previewed Mae Murray in MERRY WIDOW to largest audience the house has ever had. Three hundred and ninety-five people standing. Absolutely your greatest picture this year. Congratulations on such a masterpiece. Audience unable to praise it enough."

De Luxe Theatre,
West Coast Langley Circuit.

BROUGHT THOSE WHO NEVER CAME BEFORE

(Letter)

"We went to great expense on advertising this production in three counties in this section; we brought in people who had never before been in our house.

"You have a great production in THE MERRY WIDOW. It is a 100 percent screen entertainment."

T. B. Kehoe, Athens Show Shop,
New Bern, N. C.

"EVERY EXHIBITOR SHOULD RUN IT," SAYS E. D. HINES

(Letter)

"THE MERRY WIDOW was a real box office surprise and is a real picture. Every exhibitor should run it as it is sure fire at the box-office and will please all patrons."

E. D. Hines, Jefferson Theatre,
Roanoke, Va.

(Wire)

"Everyone was pleased with it, regardless of age. Everyone will praise this picture."

L. G. Little, Palace Theatre,
Pocahontas, Va.

(Wire)

"THE MERRY WIDOW we are holding over for the second week. It speaks a language that the box office understands."

P. F. Schwie, Mgr.,
Friedman's Tower Theatre, *St. Paul, Minn.*

M-G-M GREAT. THE WIDOW SHOULD BE ROADSHOWED

(Letter)

"THE MERRY WIDOW is one of the really and truly great pictures of all time to my estimation. Just as soon as it was booked to the New Strand I told my patrons what to expect when it came to Duluth. I have found from experience in the past that honest advertising is productive of results and am proud to say that my patrons have taken my word when I have suggested unusual attractions they should not miss seeing. Duluthians will remember THE MERRY WIDOW long after other photoplays are forgotten. I have seen many pictures in the past 14 years (yes, been in it that long), but, THE MERRY WIDOW—words fail me. Suffice to say, it should be roadshowed. Any exhibitor who plays it is giving his patrons an outstanding production, one of those rare, once-in-a-long-time treats, and they'll come to see it again. Let us have more like it. Been raving a long time about METRO-GOLDWYN-MAYER PICTURES—but THE MERRY WIDOW—Oh, Man!"

Leo F. Ressler, Mgr., New Strand Theatre,
Duluth, Minn.

(Letter)

"THE MERRY WIDOW is head and shoulders above any picture we have played in many, many weeks. I do not believe that we have ever played a picture that has received such splendid comments as this one. I am not spreading salve when I say that we actually had patrons who came to see it three times."

U. K. Rice, Capitol Theatre,
Salisbury, N. C.

SURPASSED ALL PREVIOUS BOX-OFFICE RECORDS

(Wire)

"MERRY WIDOW has surpassed all previous box office records at Madison Theatre. Its popularity has greatly exceeded all expectations; should be big money maker for all exhibitors."

G. W. Trendle,
Detroit, Michigan.

(Letter)

"I am attaching herewith invitation and two tickets to the special De Luxe showing of THE MERRY WIDOW at the Liberty Theatre of Zanesville, on Saturday November 28th, at 11 P.M.

"You will note the entire lower floor is $1.00 admission and it is the first time in the history of Zanesville that any stunt such as the Liberty is using on THE MERRY WIDOW has ever been tried out."

C. E. Almy, *Cleveland, Ohio*

(Letter)

"We compliment your organization on this production. It is one of the best pictures that we have shown during the present season, and our audience was enthusiastic over the picture."

F. W. Twyman, Kendler Zimmerman Co.
Charlottesville, Va.

(Letter)

"THE MERRY WIDOW held over at Allen Theatre, Akron. As a result of the showing made the second week it was held a third week, which is the first time in the history of Akron any picture played more than two weeks. Allen Theatre is thoroughly elated over the successful engagement of THE MERRY WIDOW."

Almy, *Akron, Ohio*

SCALPERS SELLING SEATS AT ALDINE BOX-OFFICE

(Letter)

"THE MERRY WIDOW at an admission price of $1.65 at the Aldine Theatre in Philadelphia is doing a tremendous business.

"Last Saturday night, for the first time in the history of Philadelphia, scalpers were selling tickets at the Aldine Theatre box office."

B. LYNCH, *Philadelphia, Pa.*

(Wire)

"Easily the big outstanding picture of this season. Mae Murray reincarnated; John Gilbert at his best; Roy D'Arcy new find, cleverest screen villain in long while."

HARRY BERNSTEIN, Mgr.,
Wells Interests, *Richmond, Va.*

USED S. R. O. IN FACE OF WORST WEATHER OF YEAR

(Wire)

"Von Stroheim's MERRY WIDOW opened at my Paris Theatre yesterday with weather man against it; the worst weather we have had this year. In the face of this had to use S. R. O. Today, with weather not much better, we topped opening day. Congratulations to you and THE WIDOW."

DON NICHOLS, Mgr.,
Durham Amusement Co., *Durham, N. C.*

(Letter)

"THE MERRY WIDOW at the Avon Theatre, Utica, N.Y., the opening day broke every existing record of the house. On the last day of the engagement, people were standing in line, filling the lobby right out to the street. And now THE MERRY WIDOW will play second run at the De Luxe Theatre, a house whose policy is also first run pictures."

E. K. O'SHEA,
Utica, N. Y.

(Wire)

"MERRY WIDOW splendid production; let's have more like it."

STRAND THEATRE,
Cumberland, Md.

"YALE BOWL NEEDED TO HOLD OUR CROWDS"

(Wire)

"I anticipated a profitable week with THE MERRY WIDOW, but little did I dream that it play to such a tremendous crowd. The Yale Bowl seats about seventy-five thousand and that is exactly what was needed to hold the crowds. Like a well-known line in a popular ad there's a reason. All of Mr. Webster's adjectives fail to properly describe just how good THE MERRY WIDOW is. Mae Murray, John Gilbert and Roy D'Arcy deserve unlimited praise."

JAMES F. POWERS, Mgr., Bijou Theatre,
New Haven, Conn.

THE MERRY WIDOW

is one of the

*52 REASONS WHY

Erich Von Stroheim's production. Starring Mae Murray and John Gilbert. Henry W. Savage's stage success by Lehar-Leon-Stein. Screen adaptation and scenario by Erich Von Stroheim and Benjamin Glazer.

Metro-Goldwyn-Mayer

is the Talk of the Industry

***The Quality 52**

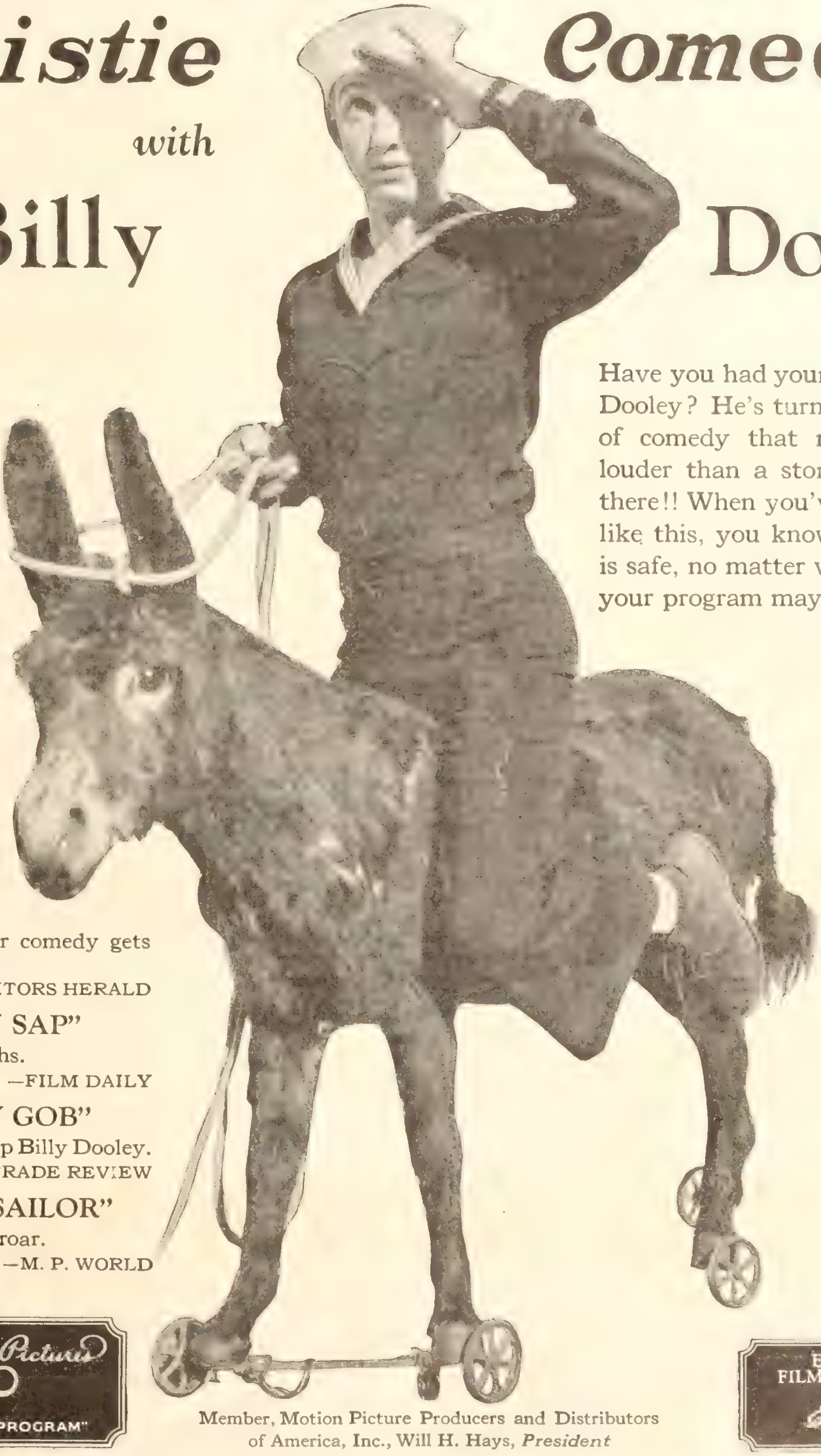
What ho! me hearties!
A wave of laughs ahead!

A regular tidal wave, too, whenever you book one of the new

Christie Comedies

with

Billy Dooley



Have you had your eye on this boy Dooley? He's turning out a brand of comedy that makes 'em roar louder than a storm at sea. He's there!! When you've got an anchor like this, you know your old boat is safe, no matter what the rest of your program may be!

Billy Dooley's sailor comedy gets funnier and funnier.
—EXHIBITORS HERALD

"A SALTY SAP"
Crammed with laughs.
—FILM DAILY

"A GOOFY GOB"
A sure bet . . . Play up Billy Dooley.
—EXHIBITORS TRADE REVIEW

"A MISFIT SAILOR"
Audiences ought to roar.
—M. P. WORLD

Educational Pictures
"THE SPICE OF THE PROGRAM"

Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, *President*

EDUCATIONAL
FILM EXCHANGES, Inc.
E W Hammons
President

More Proof—Exhibitors Everywhere Say

"Universal Is Making the Best Pictures in the Business"

"You have the pictures priced right that make big money for every exhibitor. The exhibitor is your friend. This year's product looks better than any on the market."

G. R. Norman,
Hostettler Amusement Co.
Omaha, Neb

"I believe that Universal was the most profitable buy I made this season. I helped your salesman sell a neighboring exhibitor."

L. L. Levy,
Palace and Grand Theatres
Nacogdoches, Texas.

"One record after another has been smashed with this year's Denny pictures, and to top all records we played 'The Phantom of the Opera.' We are making our bread and butter off your pictures."

William H. Creal,
Beacon Theatre
Omaha, Neb.

"There has never been a week in fifteen years I haven't used Universal including every unit of your service. Yours 100% Universal."

Brichetto Bros.,
Crystal Theatre
Knoxville, Tenn.

"For eight years I have gotten my best results with Universal Pictures. The force must be in the product."

Maurice Klein,
Golden State Thea. & Realty Corp.
San Francisco, Calif.

"I have used 'Universal' since May 14, 1917. That ought to be enough of what I think of Universal pictures and service, without saying any more."

E. W. Mahan,
Regale Theatre
Salem, So. Dakota.

"17 years ago I started using Universal, and a great deal of the 'Pastime's growth and popularity is due to the uniform high standard of Universal Pictures."

Ike Berney,
Pastime Theatre
Lewistown, Pa.

Current Bigger-Money Hits!

The COHENS *and* KELLYS
with George Sidney, Charley Murray *and* Vera Gordon
Produced in Assoc. with Faultless Pictures Corp.
E. M. Asher, *Pres.*
A HARRY POLLARD PRODUCTION

THE STILL ALARM
The greatest fire drama ever made *with*
William Russell *and* Helene Chadwick
An EDWARD LAEMMLE PRODUCTION

WATCH YOUR WIFE
with Virginia Valli *and* Pat O'Malley
A SVEND GADE PRODUCTION

HIS PEOPLE
with Rudolph Schildkraut, George Lewis, Blanche Mehaffey, Virginia Browne Faire, Rose Rosanova.
An EDWARD SLOMAN PRODUCTION

REGINALD DENNY
in
ROLLING HOME
A WILLIAM SEITER PRODUCTION

Presented by
CARL LAEMMLE

"I have used Universal service for two and one-half years and have always made a nice profit and my patrons are always pleased with Universal pictures."

John J. Northcutt,
Queen Theatre
Frisco, Texas.

"You cannot help but succeed, because you are giving the exhibitor the product that he can make money on, and nothing can stop you."

N. Rosen,
Model Theatre
Pittsburgh, Pa.

"Since starting your service there is a marked increase in the attendance, and my patrons are very much pleased."

C. F. Taylor,
Theatorium Theatre
Greenup, Ky.

"Congratulations to Universal's splendid pictures received on the Second White List."

Wm. Raynor,
Reade's Hippodrome
Cleveland, Ohio.

"We used your productions because we have done very good business on them. They are consistent money-getters."

H. C. Congleton,
Phoenix Amusement Co.
Lexington, Ky.

"I have run 1484 Universal programs in the last 14 years to 700 of all others."

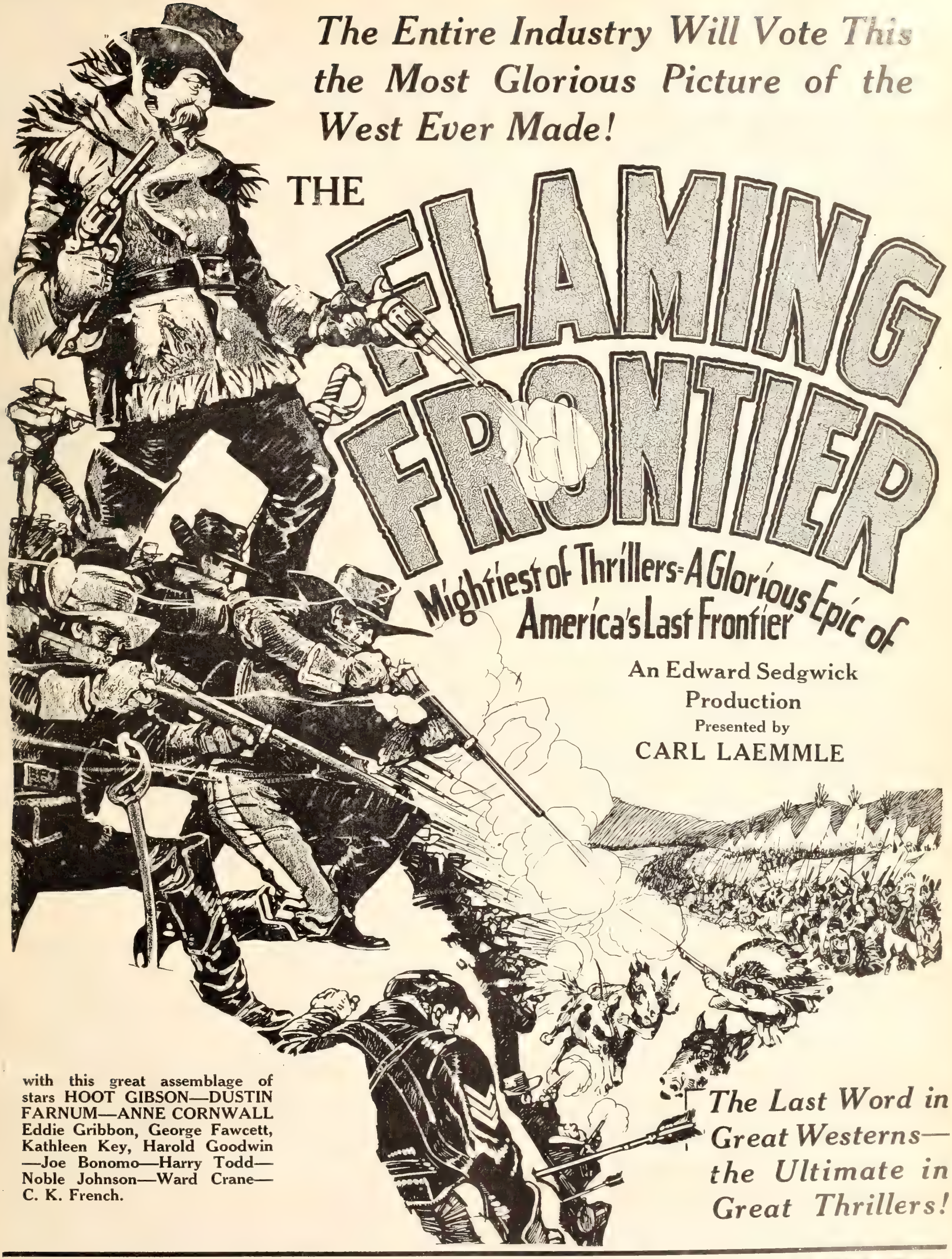
A. S. Parkin,
Bijou Theatre
Saskatoon, Sask. Can.

Universal's White List Miles and Miles Ahead of All!

The Entire Industry Will Vote This the Most Glorious Picture of the West Ever Made!

THE FLAMING FRONTIER

Mightiest of Thrillers—A Glorious Epic of America's Last Frontier



An Edward Sedgwick
Production
Presented by
CARL LAEMMLE

with this great assemblage of stars **HOOT GIBSON—DUSTIN FARNUM—ANNE CORNWALL** Eddie Gribbon, George Fawcett, Kathleen Key, Harold Goodwin—Joe Bonomo—Harry Todd—Noble Johnson—Ward Crane—C. K. French.

The Last Word in Great Westerns—the Ultimate in Great Thrillers!

A UNIVERSAL SUPER PRODUCTION

An alluring title

"No street in the world so fascinates the imagination as New York's famous Fifth Avenue, and under this alluring title, Producers Distributing Corporation is offering an exceptionally interesting human document of what happened to one little girl from the outside who sought fame and fortune along this celebrated thoroughfare."

M. P. WORLD.

JOHN C. FLINN PRESENTS

"FIFTH

A ROBERT G.
VIGNOLA
SPECIAL
WITH
MARGUERITE
De La MOTTE
and
ALLAN FORREST

Screen Version by Anthony Coldewey
Suggested by ARTHUR STRINGER'S
Saturday Evening Post story
PRODUCED BY
A. H. SEBASTIAN
for BELASCO PRODUCTIONS, Inc.

Beauty ~ Drama ~

that exploits itself

"As suggested by the title, the atmosphere is one of glamourous luxury, with a neat contrast obtained by a sudden switch to Bohemian quarters in Washington Square, and there's a gorgeous gown display that is bound to win admiration from women patrons."

M. P. NEWS.

"The title 'Fifth Avenue' offers a world of suggestions for exploitation, and when you add to that the excellent cast's and director's names, and the fact that the picture represents *real entertainment,* you have a real offering to make a noise about."

THE SPOTLIGHT.

AVENUE"

RELEASED BY

PRODUCERS DISTRIBUTING CORPORATION

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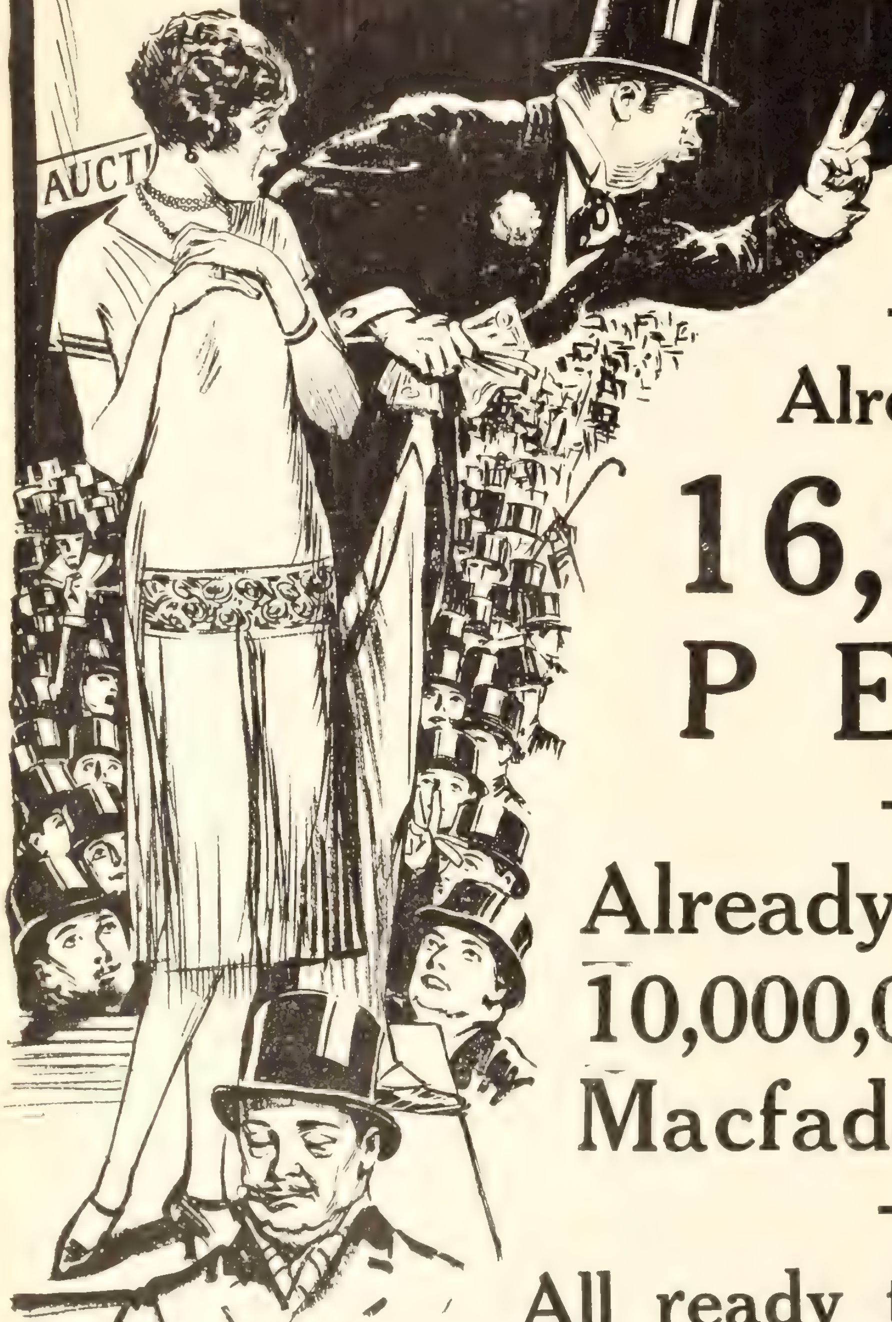
Foreign Distributors Producers International Corporation 130 West 46th Street N. Y.

Gorgeous Entertainment

WIVES



A Thrilling
Married Life

Already Advertised to

16,500,000
PEOPLE

Already Read by Over
10,000,000 Readers of
Macfadden Magazines

All ready to post the S. R. O.
Sign over Your Ticket Window

Somebody in Your Town Will

A TRUE STO

at AUCTION

True Drama of Modern
Presented by Bernarr Macfadden

Why the Popularity of True Story Pictures is Assured

The day that BERNARR MACFADDEN published the first issue of True Story Magazine marked a new epoch in literature. Human nature loves the truth, loves a truthful person, above all loves a true Story. A TRUE STORY gets right down to the root of life, deals with facts that every man and woman can understand. The American public from coast to coast opened its arms to True Story Magazine. Never did an idea find greater favor with the public, never did a magazine build circulation so rapidly, never did demand keep so far ahead of supply.

TRUE STORY first appeared upon the news stands seven years ago. Today BERNARR MACFADDEN controls not one but a large group of true story magazines read each month by upwards of sixteen and one half million men and women, one in every six people in the country. The number is increasing steadily.

Out of the TRUE STORY MAGAZINE idea grew the TRUE STORY PICTURES idea. A true story filmed has as much or more charm and lure and power as a true story printed. Men and women who will pay money to read true stories will even more gladly pay money to see them on the screen.

"WIVES AT AUCTION" the first TRUE STORY PICTURE is now ready. Others are following. They present a wonderful opportunity to every exhibitor of motion pictures.

Not only has every TRUE STORY PICTURE appeared in a MACFADDEN TRUE STORY MAGAZINE but every true story filmed is selected because of its tremendous success in the MACFADDEN TRUE STORY MAGAZINE in which it ran.

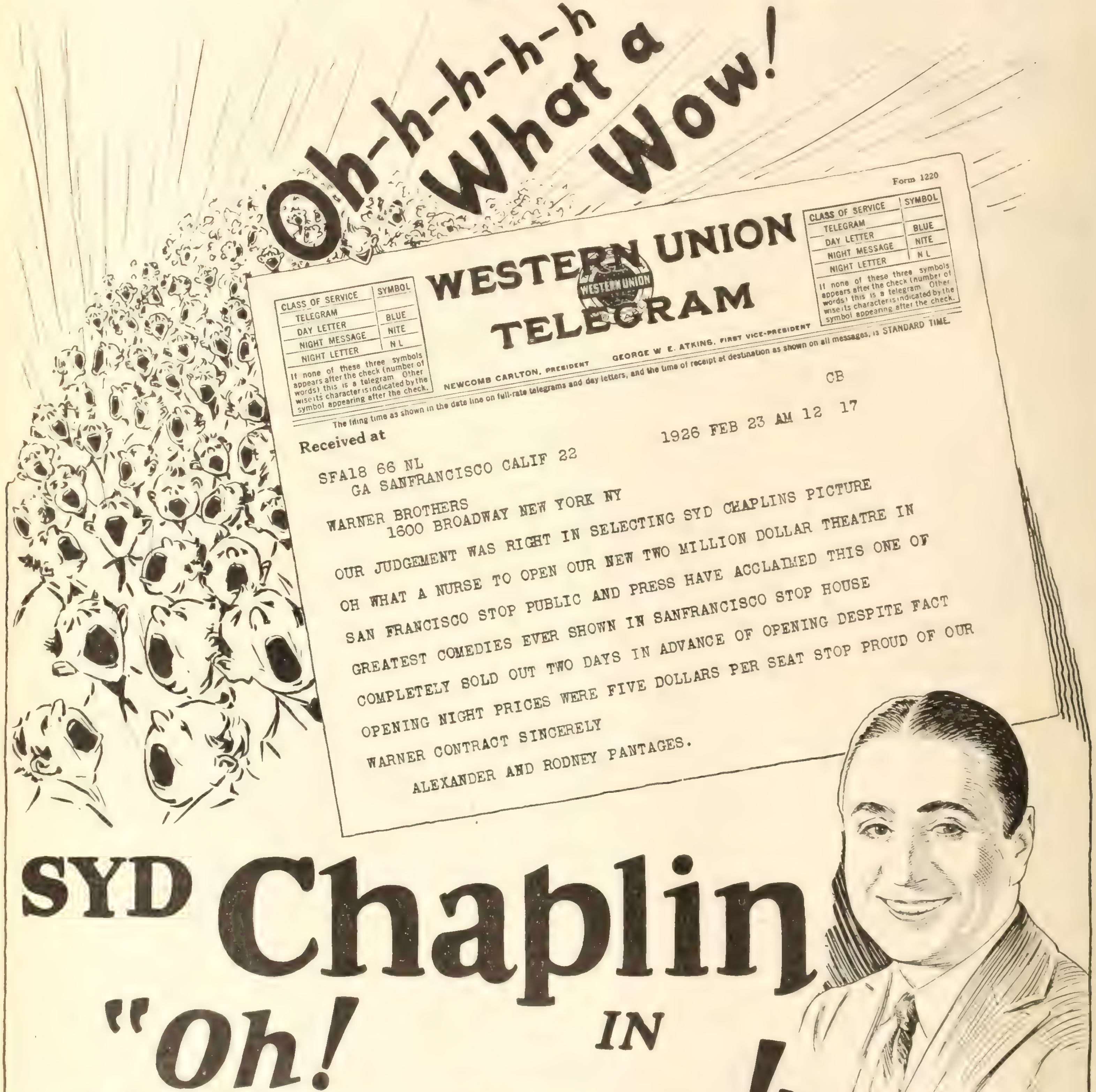
For months we have prepared the mammoth audience of MACFADDEN readers for the coming of TRUE STORY PICTURES. Each month a full page advertisement acquainting them with the progress of TRUE STORY PICTURES has run in each of nine great MACFADDEN MAGAZINES. They all know about "WIVES AT AUCTION," are waiting for it, eager to see it on the screen.

Can You Afford To Miss It?

Reap This Harvest ! Why Not You ?

RY PICTURE

a $5.00 Top Premiere



Form 1220

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WESTERN UNION
TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

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WARNER BROTHERS
      1600 BROADWAY NEW YORK NY

OUR JUDGEMENT WAS RIGHT IN SELECTING SYD CHAPLINS PICTURE
OH WHAT A NURSE TO OPEN OUR NEW TWO MILLION DOLLAR THEATRE IN
SAN FRANCISCO STOP PUBLIC AND PRESS HAVE ACCLAIMED THIS ONE OF
GREATEST COMEDIES EVER SHOWN IN SANFRANCISCO STOP HOUSE
COMPLETELY SOLD OUT TWO DAYS IN ADVANCE OF OPENING DESPITE FACT
OPENING NIGHT PRICES WERE FIVE DOLLARS PER SEAT STOP PROUD OF OUR
WARNER CONTRACT SINCERELY
       ALEXANDER AND RODNEY PANTAGES.
```

SYD Chaplin

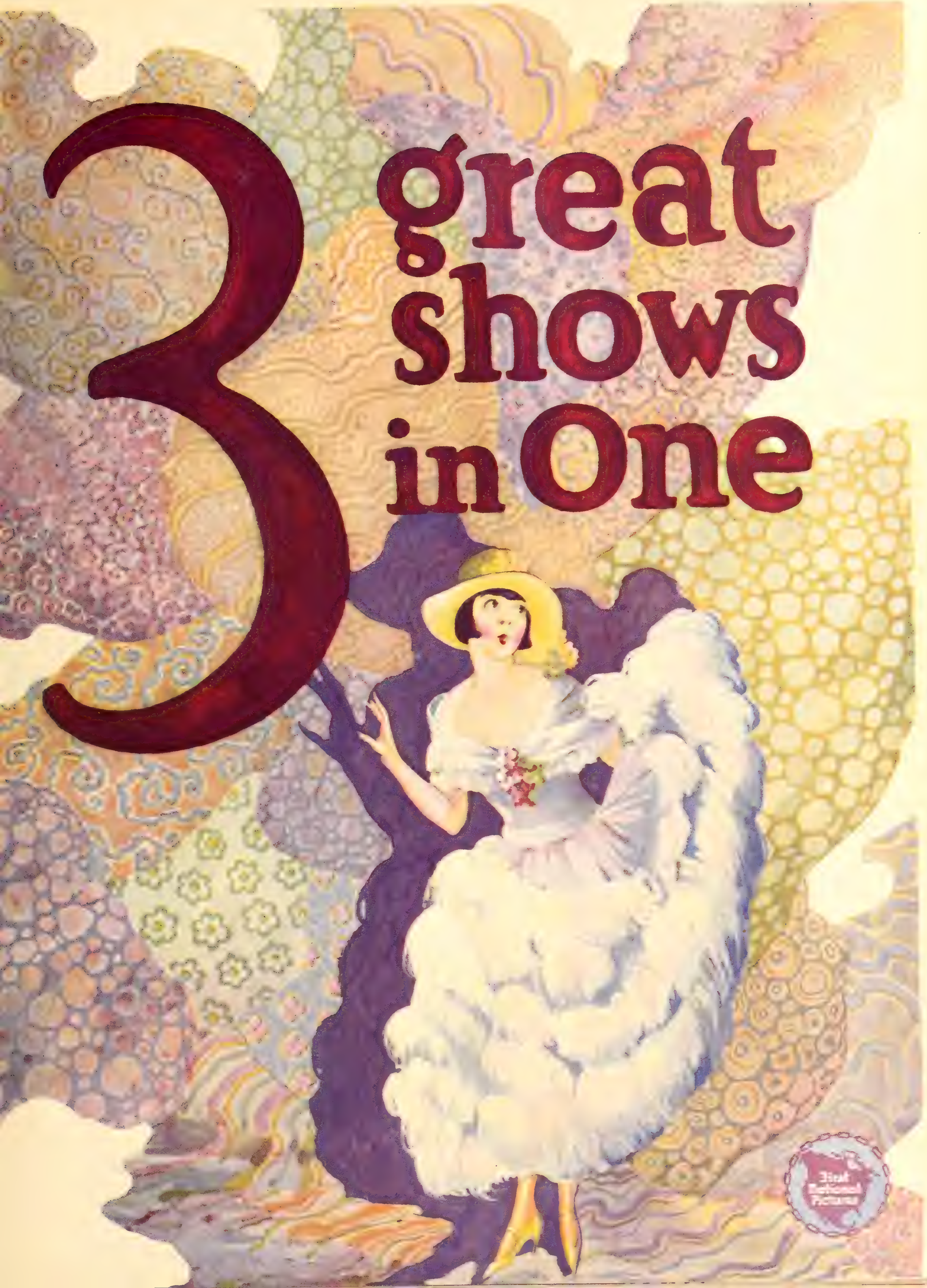
IN

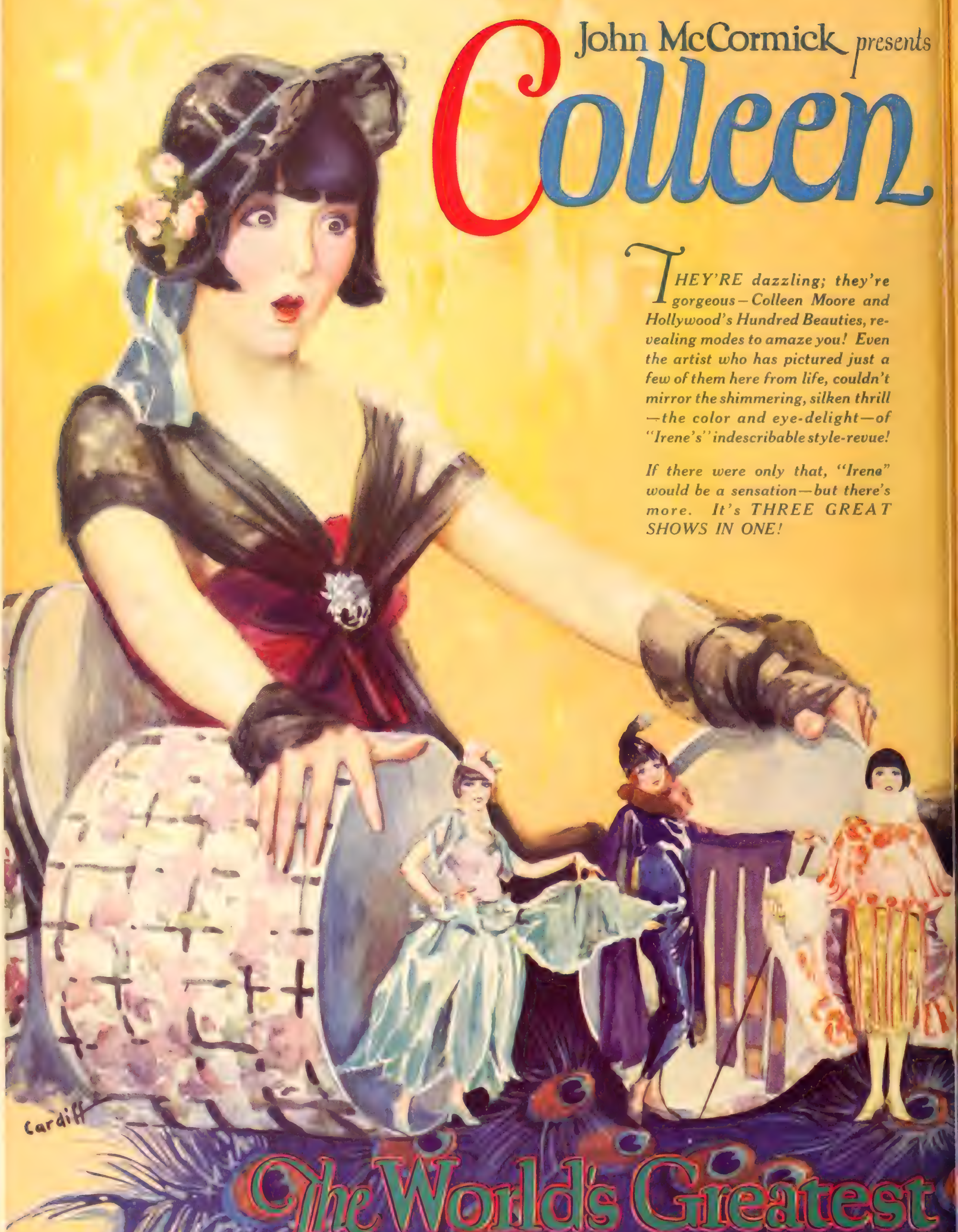
"Oh! What a Nurse!"

with
PATSY RUTH MILLER

Directed by
Charles *Chuck* Reisner

WARNER BROS. PRODUCTION


3 great shows in One
First National Pictures


John McCormick presents
Colleen
Cardiff
The World's Greatest

THEY'RE dazzling; they're gorgeous — Colleen Moore and Hollywood's Hundred Beauties, revealing modes to amaze you! Even the artist who has pictured just a few of them here from life, couldn't mirror the shimmering, silken thrill — the color and eye-delight — of "Irene's" indescribable style-revue!

If there were only that, "Irene" would be a sensation — but there's more. It's THREE GREAT SHOWS IN ONE!

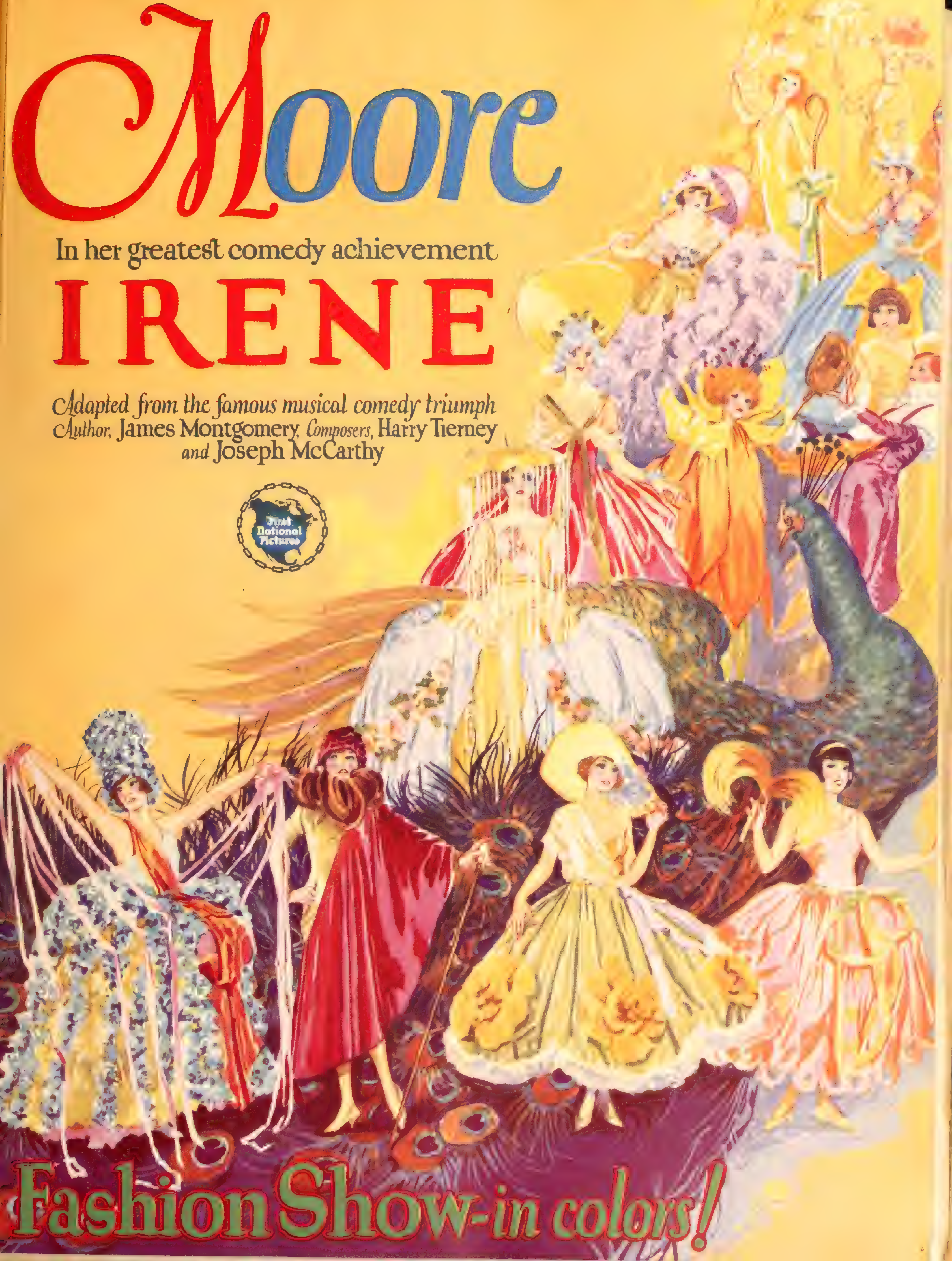
Moore

In her greatest comedy achievement

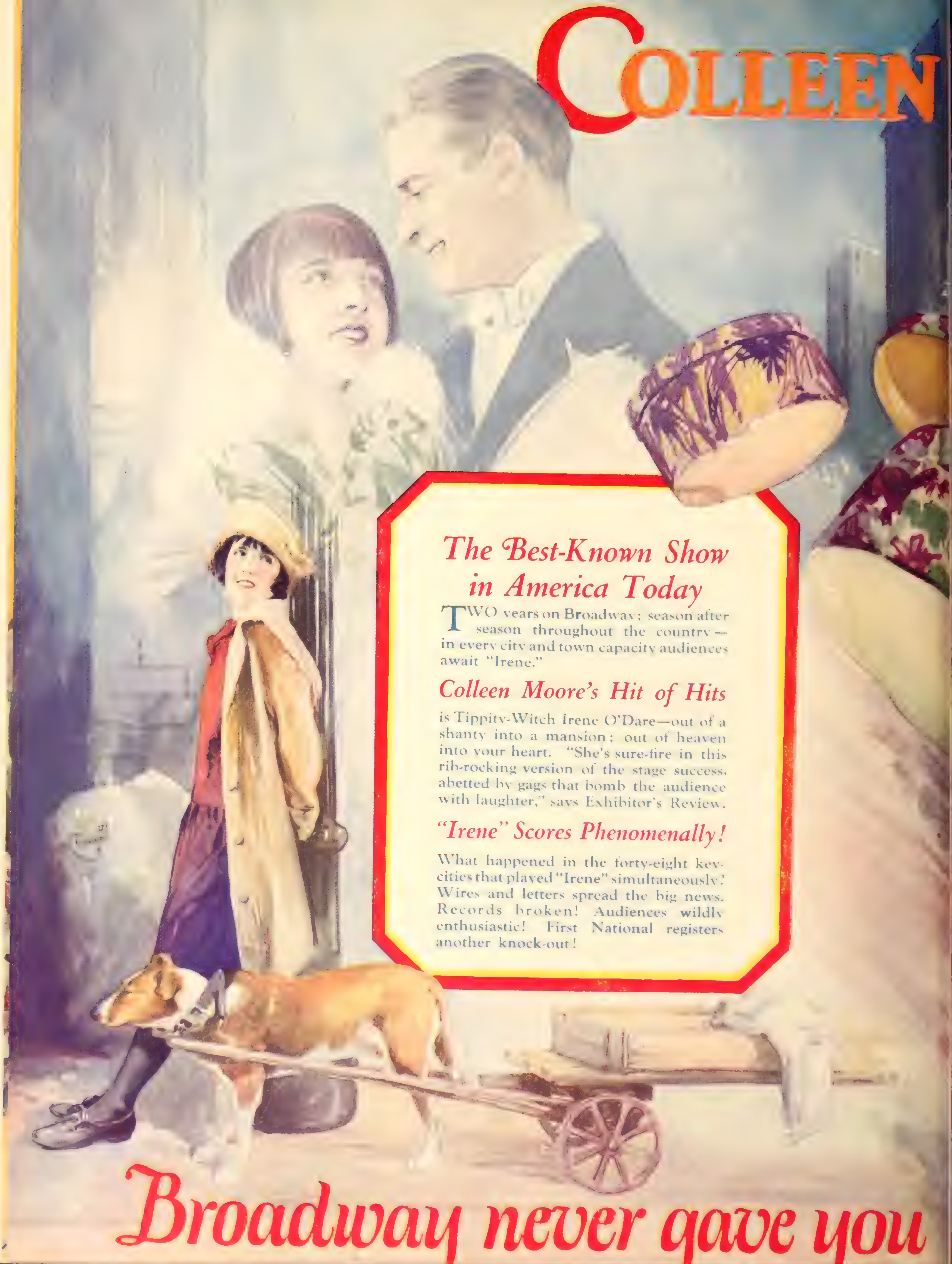
IRENE

Adapted from the famous musical comedy triumph
Author, James Montgomery, *Composers,* Harry Tierney
and Joseph McCarthy

First National Pictures



Fashion Show-in colors!



The Best-Known Show in America Today

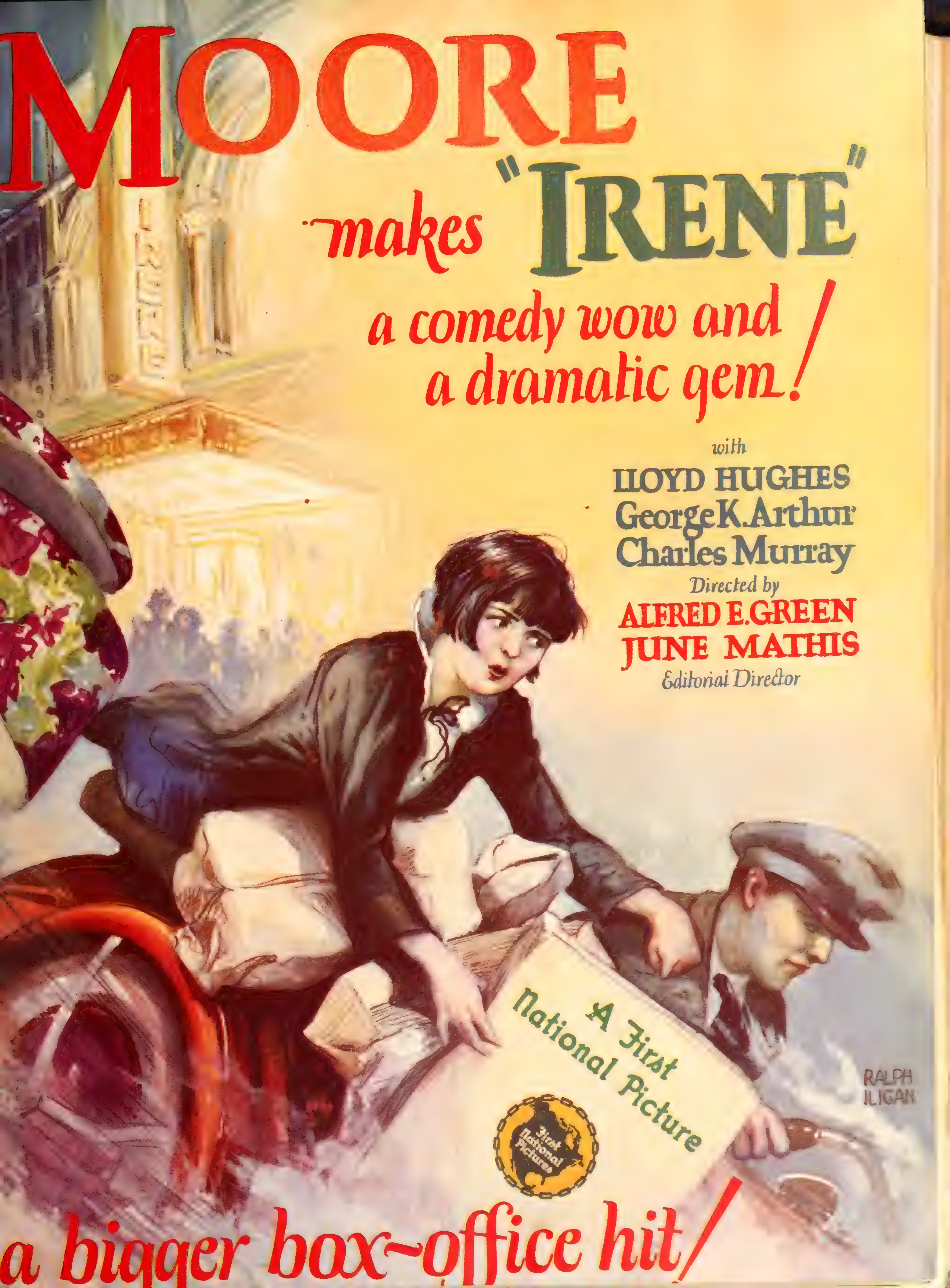
TWO years on Broadway; season after season throughout the country—in every city and town capacity audiences await "Irene."

Colleen Moore's Hit of Hits

is Tippity-Witch Irene O'Dare—out of a shanty into a mansion; out of heaven into your heart. "She's sure-fire in this rib-rocking version of the stage success, abetted by gags that bomb the audience with laughter," says Exhibitor's Review.

"Irene" Scores Phenomenally!

What happened in the forty-eight key-cities that played "Irene" simultaneously? Wires and letters spread the big news. Records broken! Audiences wildly enthusiastic! First National registers another knock-out!



MOORE

makes "IRENE"

a comedy wow and a dramatic gem!

with

LLOYD HUGHES

George K. Arthur

Charles Murray

Directed by

ALFRED E. GREEN

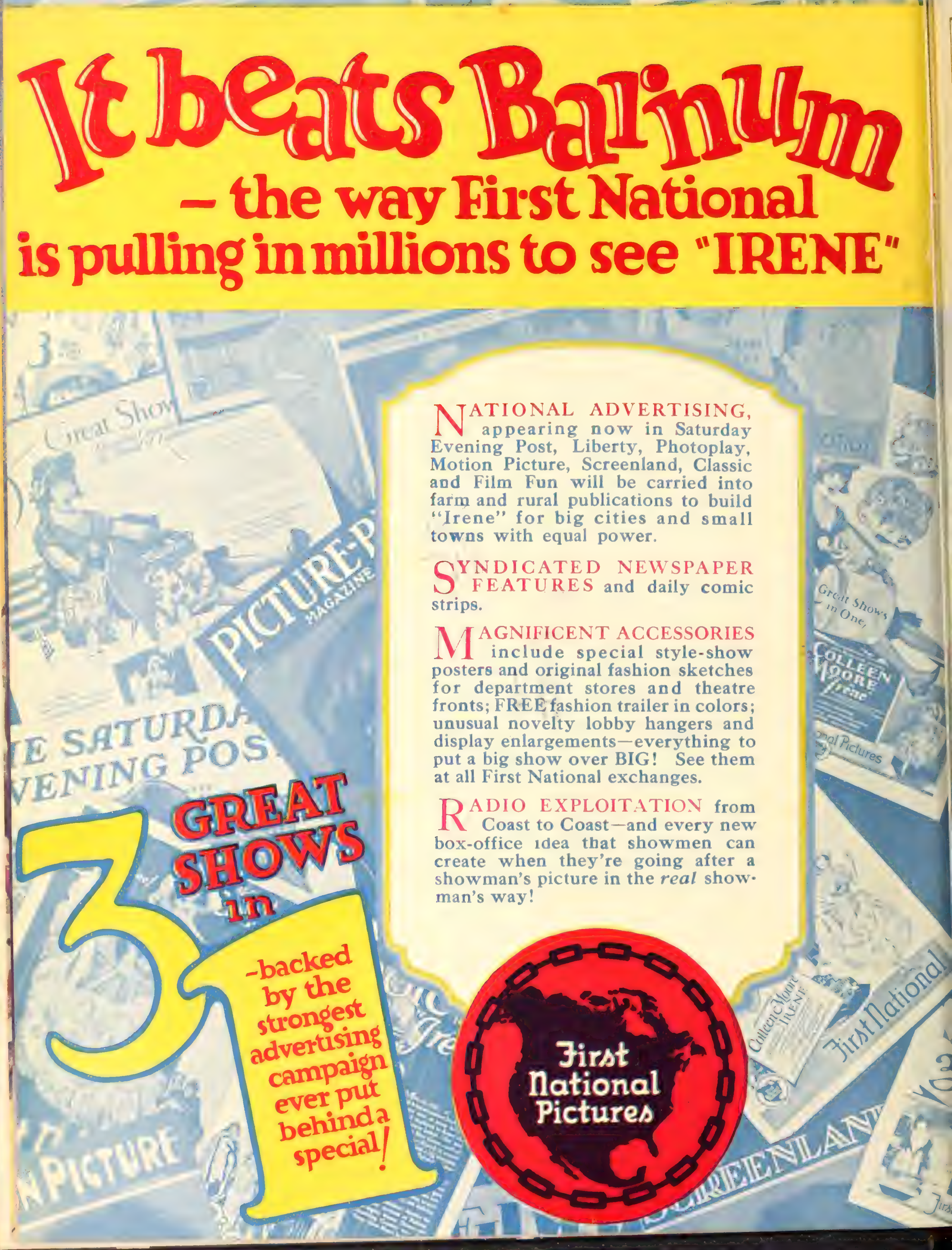
JUNE MATHIS

Editorial Director

A First National Picture

First National Pictures

a bigger box-office hit!


Great Show
PICTURE-P
MAGAZINE
E SATURDA
VENING POS
Great Shows in One
COLLEEN MOORE Irene
nal Pictures
Colleen Moore IRENE
First National
SCREENLAND
N PICTURE

It beats Barnum

– the way First National is pulling in millions to see "IRENE"

NATIONAL ADVERTISING, appearing now in Saturday Evening Post, Liberty, Photoplay, Motion Picture, Screenland, Classic and Film Fun will be carried into farm and rural publications to build "Irene" for big cities and small towns with equal power.

SYNDICATED NEWSPAPER FEATURES and daily comic strips.

MAGNIFICENT ACCESSORIES include special style-show posters and original fashion sketches for department stores and theatre fronts; FREE fashion trailer in colors; unusual novelty lobby hangers and display enlargements—everything to put a big show over BIG! See them at all First National exchanges.

RADIO EXPLOITATION from Coast to Coast—and every new box-office idea that showmen can create when they're going after a showman's picture in the *real* showman's way!

3 GREAT SHOWS in 1

–backed by the strongest advertising campaign ever put behind a special!

First National Pictures

Motion Picture News

Volume XXXIII ALBANY, N. Y., AND NEW YORK CITY, March 6, 1926 No. 10

Theatres

IN 1916 MOTION PICTURE NEWS published a survey which indicated that over 80% of all the theatres of the country were under 550 seats. This survey originated the phrase: "the eighty percenter," frequently used since then in referring to the average small house and its problems.

The figures were a good deal of a jolt to the industry. Everyone was thinking, at that time, in terms of the larger downtown houses then well under way all over the country. At least one prominent company—a distributor—held a board meeting and decided that it was wise to consider the interests of the great majority of small theatres.

* * *

The downtown city house, however, continues, as pictures grow better, to wax in importance. It got the distinction of a "first run," and consequently it became a strategic booking point. It became, in fact, so powerful, that it just about moulded the industry this way and that to suit its own leadership.

These large theatres affected, of course, the attendance at the small city and suburban theatres. In New York and Chicago, for instance, the number of picture theatres very quickly declined to about half the number that existed in the "store show" days.

* * *

And a change was also going on outside the cities. In the smaller centres of population everywhere larger houses were building, and, along with the good roads movement and the general exodus of the young people to the larger towns, they prospered for the most part, and the surrounding little houses died out or became semi-active. This change is still steadily under way.

From our various trade viewpoints we regard the developments accordingly. If we are one of the doomed smaller houses we protest bitterly. But, after all, it is inexorable progress — the progress of the public. The public wants better roads, better pictures, better seats, better music — and someone is always ready to give the public what it wants and will pay for.

So the march of theatres is simply the march of the public — onward and upward. We are a more prosperous people today; the dollar is considerably cheaper; and because of better pictures and better theatres the motion picture audience is very much wider, embraces more classes of people.

* * *

So the theatre map has changed basically as the public has changed and as picture makers and theatre builders have been wise enough to foresee and meet these changes. And, if motion picture entertainment is to help and improve its place in the sun, the changes will go right on.

The fact is that they are going right on and faster than ever.

* * *

We are in a new era right now. And that is the building of great neighborhood houses in the big cities. We used to consider a twenty-five hundred seat house a big one. Today, five thousand seats is nearer the mark. It is idle to say that these houses will overseat the cities. They will simply replace and add to the poorer seats affording not so good entertainment.

W A Johnston

MOTION PICTURE NEWS
MARCH 6 1926
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Editorially Speaking

THE sale by Sol Lesser of his West Coast Theatre holdings to a group of First National franchise holders and executives, reported this week, comes as a somewhat unexpected conclusion to the negotiations which Lesser has been conducting for several weeks with Eastern banking interests. This, following upon the sale to Samuel Goldwyn of "The Winning of Barbara Worth," leaves Lesser free of connections or alliances at the moment, and his future moves will be watched with great interest.

The consideration involved in the two transactions will undoubtedly place him in a financial position of complete independence, but those who know him best are likely to doubt that he will be able to remain long away from the industry in which he has played such an interesting role.

* * *

UNIVERSAL'S balance sheet for the year, made public this week, is something to be proud of, showing, as it does, profits of nearly two million dollars. Universal has gone in for considerable expansion this year, and the increase in the number of special productions, accompanied by a general higher gearing up of studio activity, meant increased sales effort if profits were to be maintained. The fact that the net profit is sufficient to meet the dividend requirements many times over is gratifying evidence that the increase in production quality has paid handsomely.

* * *

WINFIELD R. SHEEHAN is once more in Hollywood, prepared to grapple with the mighty job of keeping production going full blast and at the high level which Fox Films has set. He has a high mark to shoot at in trying to surpass the product of recent months, but the plans outlined give every hope of reaching it. With the four Peter B. Kyne stories, the Golden plays, the Belasco masterpieces, the Hoyt successes, "What Price Glory?" and other rich veins of story material, plus the facilities in studios and personnel being lined up, backed by the driving force of Mr. Sheehan's dynamic management, Fox pictures should be worth watching for. And with Jimmy Grainger on the job at the sales end, the future looks rosy all around for this organization.

Joseph M. Schenck (right), United Artists' production chief, has added a new accomplishment to his many activities—athletics. He is here seen with his trainer, Douglas Fairbanks, who is said to be something of an athlete himself.

* * *

CECIL B. DE MILLE is in New York for a four weeks' stay, the longest he has made in years, and the outcome of his conferences with P.D.C. officials is expected to be the most elaborate program which this producer-director has yet essayed. He has brought with him a print of "The Volga Boatman," which is expected to mark something of a departure in screen fare. In organizing his own forces De Mille has had many problems and difficulties, but the coming season should see him in his proper stride.

* * *

ON any list of really fine pictures a large O. K. should be placed opposite the name of Producers' Distributing Corporation. This concern is coming along very rapidly in its product. The facts prove it. For example, three pictures recently shown deserve very high rating: "Three Faces East," by all odds one of the finest melodramas ever made and certain to hit home with audiences everywhere; "Fifth Avenue," a style show de luxe plus an interesting story; and "The Million Dollar Handicap," which, our scouts tell us, is just about the last word in racing pictures.

..This is an unusual group for any company at one time. They are box-office films; well-made, interesting in story and treatment—and, what is even more important, individual and distinctive.

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March 6, 1926 MOTION PICTURE NEWS Vol. XXXIII, No. 10
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PICTURES AND PEOPLE

George Sidney and Charlie Murray as two of the name characters in Universal's new comedy feature, "The Cohens and Kellys."

The make-up man, E. V. Meadows, puts the finishing touches on Ben Lyon before the latter steps before the camera in "The Savage" (First National).

AFTERMATH OF HONESTY

EVIDENTLY C. J. Latta, Shenandoah, Iowa, exhibitor started something through the nation-wide publicity which he received when he advertised that his show was "not so good." This reputation as an honest man recently brought him a letter from a man in Sacramento, Calif., asking Latta to find him a good, honest Iowa girl who would come to sunny California as his bride. He had, he stated, tried the California article, but she turned out to be a flapper so he divorced her. Latta used the letter to exploit "I Want My Man."

TOMMY'S BIRTHDAY

THOMASINA MIX, daughter of Tom Mix, reached the dignity of five summers and five California winters last Saturday, and entertained forty-seven members of the junior film colony at the Mix home in Beverly Hills. Bob Mathews, the clown, entertained with his trick pony. At each guest's plate was a miniature bale of hay with a concealed favor. The place cards were rearing horses, cowboys and cowgirls. The birthday cake with its five candles was surmounted by a chocolate reproduction of Tony, Thomasina's dad's famous steed.

STILL A FAVORITE

THEODORE ROBERTS, one of America's best loved players, opened the other day at the Moore theatre, Seattle, in a sketch written by William de Mille, "The Man Higher Up," and chalked up a house record second only to that set years ago by Sarah Bernhardt. His act is preceded by a trailer showing excerpts from his picture successes over a period of ten years. Despite the length of his enforced retirement, it is evident that the public has not forgotten him and will be awaiting his return to the screen with avidity.

Lois Moran, who has been signed by Paramount for the leading feminine role in "Padlocked," which is expected to add to her already great laurels.

June Marlowe, who plays a prominent role in support of Jean Hershott in the Universal-Jewel, "The Old Soak," which is now in production.

She's not a star, though she looks like one. This is Cora McGeachy, who designed 200 beautiful gowns for Colleen Moore's "Irene" (First National).

Katherine MacDonald returns to the screen in her first "vamp" role in "The Desert Healer," the Marion Fairfax production for First National release. She is here seen talking it over with Director Maurice Tourneur.

Bet you can't guess who this is! Wrong! It's Gertrude Olmsted, made up to look plain for the opening scenes of "Monte Carlo" (Metro-Goldwyn-Mayer).

"HY" ARRIVES

AMONG the arrivals in New York City from the Coast last week was Hyatt Daab, better known as "Hy," who came to take up his new duties as director of advertising and exploitation for Film Booking Offices. He found a beautiful desk clock awaiting him, as well as a new memo pad with the notation: "Don't make any dates for Friday night, for on that night we are going to take you out and give you a bang-up feed." The walls of his office were decorated with a series of "welcome" signs of a humorous nature, and nothing was left undone by his many friends in the Home Office to make him feel at home at once.

"Who's the new kid on our block?" Three directorial aces at the De Mille studio, William K. Howard, Rupert Julian and Paul Sloane, talk over Donald Crisp, the latest addition to the group of megaphone wielders producing for Producers Dist. Corp. release.

MIDNIGHT WAMPAS

THE program of this year's Wampas Frolic has been received, and a glance at the elaborate book prepared evokes the thought that "those West Coast boys certainly do it up right!" For the program is a young book of no less than 120 pages on enameled paper, beautifully printed and replete with novelty, humor and interest.

The Frolic, which is reported to have been a tremendous success, included such features as a ballet of 50 youngsters under eight years of age, Doraldina, presentation of the Baby Stars, Doug. Fairbanks and his trainers in a game of Badminton, Clyde Cook in eccentric dances and highlight scenes from "Ben-Hur," "Kiki," "The Midnight Sun," "Irene," "The Wanderer" and "The Volga Boatman."

Congratulations should be extended to the Wampas boys, both for the Frolic and for the splendid publication which they prepared to accompany it.

WISE CASTING

YVETTE GILBERT, the great French *chanteuse*, is the latest addition to the splendid cast assembled for the Ufa production of "Faust." She will play the role of Martha, the other principal members of the cast being Emil Jannings and Gosta Ekman. F. W. Murnau is directing.

Photographic copies of the sketches for the principal scenes of "Faust" have reached the New York office, and if they are carried out as faithfully as there is every reason to expect, "Faust" should be one of the most beautiful and at the same time most powerful film epics ever screened.

SHOWMAN-WRITERS NEEDED

J. I. SCHNITZER, vice-president in charge of production for F. B. O., sees the greatest need of the screen at the moment as writers with showmanship. "Stories," says Schnitzer, "are more than ever the thing. What we need more than anything else are writers who combine practical showmanship with actual writing ability. We need writers with ideas and these ideas must be box-office ideas. We must have the big story idea well produced with a good cast. Time-worn themes are absolutely worthless unless the treatment of the story gives it originality and appeal. If our best writers could study the distribution phases of our business for a few months; if they could take the place of the exhibitor and learn his problems at first hand, they would benefit immeasurably. I am convinced that the new year will bring forth many new writers and they will be men and women who, besides being able to write good, dramatic stories, will also possess the practical showmanship which is so essential today."

Sensible words, and a sane summing up of the whole problem as it exists in regard to screen stories and, especially, originals.

Director Clarence Brown passes on the make-ups of Norma Talmadge and Roland Colman for a scene in "Kiki," now nearing completion at the United Studios in Hollywood for First National release.

HERE FOR PREMIERE

THE opening of "Ibanez' Torrent" at the Capitol theatre, New York City, last Sunday had the added brilliance of the presence of three stars, just arrived from the Coast—Ricardo Cortez, who plays the leading male role, Alma Rubens, his bride, and Gertrude Olmstead, who has been loaned by M-G-M to First National for one of its Eastern productions.

Owen Moore, who returns to the screen as leading man for Peggy Hopkins Joyce in "The Skyrocket," for Associated Exhibitors' release, and whose work has aroused much favorable comment.

Wonder what a gag man thinks about? Here are five of the comedy constructors of the Christie lot, who think up merry pranks in Christie comedies for Educational. Left to right, as they say, they are: Frank R. Conklin, F. McG. Willis, Norman McLeod, Sig Herzig and Hank Mann.

THE ADVANCE GUARD

ROBERT FAIRBANKS, accompanied by his wife and two small daughters, has arrived in New York from Hollywood en route for Paris, and will remain abroad at least six months. He is conferring with Hiram Abrams, and will leave shortly for Boston to go over the printing and assembling of "The Black Pirate" at the Technicolor plant.

He will make his headquarters in Paris while abroad, but will visit all the principal continental cities in connection with initial runs of Doug's new color opus. The first of these will be that at the Tivoli in London, but other engagements will follow closely upon it.

Doug and Mary will also sail for Europe before long, but the illness of Miss Pickford's mother has made plans indefinite at present. Albert Parker, director, William Nolan, in charge of cutting, and Mortimer Wilson, the composer, are all in the East to assist in preparing for the premiere.

Charlie Chase, Hal Roach comedian in Pathe comedies, who is vacationing in New York City, accepted the invitation of Bernarr Macfadden the other day and joined the Early Bird Gym Class broadcasting from station WOR. (New York Evening Graphic Photo.)

ENTER THE THEME

IN the judgment of Major H. C. S. Thomson, president and managing director of F.B.O., the next immediate development in screen drama will be the steadily increasing importance of the "thematic" production—the story with a purpose and a point.

"In the last year or so," he says, "an educational thread has been creeping into the warp and woof of motion picture weaving; in some instances, perhaps, without the conscious knowledge of some producers. But in an effort to turn out the 'epic' type of picture history has naturally been ransacked and the classics worked over. By thematic pictures I mean productions that will be based upon a theme of direct educational value. It will not be propaganda, however. 'Her Honor, the Governor', a picture that we are going to do shortly, is 'thematic'. It glorifies the American woman in politics and dramatizes the figure of a woman governor. Civil government, like history, is of educational interest and I believe that there will be a predominance of pictures next season with at least a modicum of instructive value. Many of our productions are being so planned right now."

An unusual "odd shot" of Fred Thomson, F. B. O Western star, hanging over a balcony and about to drop on the villains in a scene from "The Tough Guy," his latest starring vehicle.

M-G-M STUDIO FROLIC

EMPLOYES, stars, directors and executives of the Metro-Goldwyn-Mayer studio at Culver City joined in their second annual frolic on February 5th at the El Patio ballroom. The personnel department staged the affair, which is to promote good fellowship and personal responsibility.

Charles Ray was master of ceremonies, and introduced the executives to the employes. A Fanchon & Marco "Idea," Trixie Friganza and the "Red, White and Blue" chorus from Grauman's Egyptian presentation of "The Big Parade" figured in the entertainment. Louis B. Mayer, Harry Rapf, Hunt Stromberg, Eddie Mannix and other officials were on hand, as well as many of the M-G-M players.

FINE ARTS REUNION WEEK

THIS week is reunion week at the Metro-Goldwyn-Mayer studios in Culver City for graduates of the famous old Fine Arts company who tutored under D. W. Griffith. Bessie Love, Pauline Starke and Carmel Myers, who were at Fine Arts with Norma and Constance Talmadge, Colleen Moore, Mildred Harris and others, are working side by side on sets at the big M-G-M plant, and off moments are filled with reminiscences and anecdotes. Miss Starke has the leading role in "Love's Blindness," Carmel Myers is in "Toto," and Bessie Love has been signed for the coveted name role in "Lovey Mary."

A typical character study of a rising young actor Big Boy, star of the Educational Juvenile comedies in a pensive moment.

Greta Garbo, the beautiful Swedish star appearing in "Ibanez' Torrent," the Cosmopolitan production for Metro-Goldwyn-Mayer, and the musicians who aided her on the set in interpreting the emotions of a fiery Spanish opera singer.

Ring Lardner, whose "You Know Me, Al" stories have been bought for the screen by Stern Brothers. (International Newsreel Photo.)

Hoot Gibson, Universal Western star, as a West Point cadet of the '70s in "The Flaming Frontier," the Universal special production opening soon.

CUT-RATE ACTING

DURING the casting of "The Flaming Frontier" at Universal City, Fred Schuessler, casting director, was approached by an old time actor of the Shaksperian school, who offered his services at $50 per diem. "Sorry," said Schuessler, "but an Indian role at $25 is the best I can offer." The thespian was indignant, "My price, sir," he retorted, "is $50. I cannot play an Indian for $25, but I will consent to appear as a half-breed at that figure." He got the job.

COMEDIANS ENTERTAIN AMPAS

TWO stage comedians who are about to invade the screen world were guests at last week's meeting of the A.M.P.A., February 18th. These were Lester Allen and Eddie Buzzell, well known Broadway funsters, and both entertained the assembled publicists in royal fashion. Joe Moore, champion speed skater, was introduced by Paul Perez. President Glen Allvine presided and Jack Kopstein was barker for the day.

ASTERISKS OF THE WEEK

FOUR pictures were selected by the National Board of Review this week for special mention, one feature and three short subjects. "Ben-Hur" was the multiple reel attraction to receive commendation, while the short subjects were "Madame Mystery," the Hal Roach-Pathe comedy with Theda Bara, Pathe Review No. 10, and "Moving Day," one of the excellent Helen and Warren comedies being produced and distributed by Fox Films.

FOX PUBLICIST RETURNS

BETH O'SHEA, of Fox Films publicity department, has returned after a three months' leave of absence in Europe. She sailed on a Norwegian freighter for Marseilles, stopped at Barcelona and spent Christmas in Copenhagen with friends. She returned to France through Germany and Belgium and spent a month in Paris before crossing to England, from where she returned home.

" PRIDE OF OREGON " DIES

ONE of the finest horses of screendom, "Pride of Oregon," the prize stallion presented to Hoot Gibson by the citizens of Pendleton, Ore., died from pneumonia last week. He was a beautiful specimen of the dappled palomina, with white mane and tail. He appeared in many pictures with Hoot, and the actor feels the loss of the intelligent and affectionate animal keenly.

Yola d'Avril, one of the Christie beauties appeairng in comedies for Educational, wearing the new "ball-and-chain" engagement emblem.

Syd Chaplin and Patsy Ruth Miller find a barrel of fun in "O! What a Nurse!" (Warner Bros.) hiding from the cameraman.

Harley Knoles, who is both director and author of Al Lichtman's first production for Universal release, "Oh, Baby!"

New Theatre Plans Continue Lively

Kansas Circuit Contemplated; New Houses Announced for San Diego and Chicago; Fox to Enter San Francisco

THERE was no sign of abatement this week in announcement of plans for new theatre construction throughout the country, both from the circuit operators and from independent groups. Practically all parts of the country figured in these various announcements, and nearly all of the projected theatres will be of large seating capacity and elaborate appointments.

Famous Players Canadian Corp., Ltd., has officially announced its decision to erect a large new theatre of the Capitol Theatre type in Saskatoon, Sask., the work of construction to start in the early spring. Famous Players already has the Daylight Theatre at Saskatoon, of which F. Miley is the manager. The corporation has large theatres at Regina and Moose Jaw in the Province of Saskatchewan. This province is now bounding ahead as a result of bountiful crops.

About thirty theatres will be included in a new chain circuit which is in the process of organization in Kansas City. The circuit is being established by a syndicate headed by Archie Josephson. The theatres will be operated as combination houses, showing motion pictures and vaudeville.

The syndicate already has under control the Gillham, Penn Valley and Lincoln Theatres of Kansas City, the Main Street in Lexington, Mo., and the Grand in Mexico, Mo. This week a 3-story building in Pittsburg, Kas., was placed under option to be rebuilt into a large theatre. Locations also have been selected in Trenton, Mo., and Clinton, Mo., with deals pending on many other theatres. The business will operate as the Josephson Amusement Company and the Josephson-Finklestein Circuit. These officers have been elected: Archie Josephson, president; Rube Finklestein, vice-president and general manager; Reuben Josephson, secretary and treasurer; Francis E. Ritter, auditor; Leonard Uhlman, general counselor; Moe Epstein, second vice-president; Herman S. Gould, director of publicity and presentations.

Two more large first run theatres are planned for Western Missouri. In Springfield the steel work of a $400,000 house already has begun and the theatre is expected to be completed in September. The owner of the house, to be built by out-of-town interests, has not been announced by Wingo & Wingo, Springfield attorneys representing the owner. The house will seat about 2,200, it is said, and show only the best first-run pictures. In Joplin, Mo., a site has been obtained by Monette, Mo., interests for the erection of a 2,500-seat theatre to cost $500,000. Work on the theatre will start March 1.

Salt Lake to Have New Film Exchange

NEGOTIATIONS which will mean a $200,000 film exchange building in Salt Lake City to house all of the film distributors of the intermountain section, are about to be consummated, according to well-founded rumor. The deal has progressed to the extent that twelve of the big distributors have already signed leases in the building, which is expected to be ready for occupancy on June 1st.

The plans of the building have been proposed by Woolley and Evans, architects, and bids have been called for. It will be a one-story structure in the vicinity of First South and Second East streets, and will be erected on a scale commensurate with the growing importance of film distribution in this area.

144-Ton Truss Placed in Paramount Building

THE giant 144-ton steel truss, heaviest of the eight huge steel beams which will span the auditorium of the new Paramount Theatre building, being erected at 43rd and 44th streets and Broadway, New York, was hoisted into place last Monday. Police stopped traffic in 43rd and 44th streets while the derricks lifted the great truss to its place 115 feet above the street.

George Tearney, Carl E. Meeks, C. J. O'Brien and M. E. Newman are among those interested in the recently formed M. T. & O. Corporation, which, it is reported, is contemplating building several large theatres in Chicago and vicinity, the first of which will probably be a house in McKinley Park.

Walter Schroeder, local realty and hotel operator, has been named president of the newly formed New Capital Investment Co., which will built a theater costing $1,000,000 at Madison, Wis. The Saxe enterprises will take over the house on a lease.

Tentative plans for a new theatre for North American Theaters, Inc., were made known when a group, including Harry C. Arthur, Frank R. Wilson, and Howard P. Ingles stopped at Bakersfield, Calif., recently.

Ascher Bros. chain of 15 theatres will be enlarged to 17 next month when the Highland and Colony open in Chicago.

According to announcement from A. C. Blumenthal, real estate operator of San Francisco, William Fox in conjunction with A. P. Giannini, president of the Capitol Company, a subsidiary of the Bancitaly Corporation, plans to erect a 5,000-seat theatre on Market Street, to be known as The Capitol.

Fox also recently acquired a lease on a block of property across Market Street, which is separate from the theatre transaction.

San Diego is to have two new theatres to cost $1,000,000, according to report.

One is said to be a Sid Grauman house, at Second, Third and A Sts. The other house is to be sponsored by either the Junior Orpheum or Loew interests.

The Jefferson Hotel Bldg., Syracuse, N. Y., has been sold to Marcus Loew for $1,600,000. The hotel will be demolished and a ten-story theatre building erected on the site.

The N. Y. Times reports the visit of Herbert L. Stern, president of B. and K. to Mexico City for the purpose of extending his company's interests in that field.

The Boro Hall theatre, Court St., Brooklyn, operated by Samuel Strassberg and Morris Goodman, has been sold to Albert Goldberg and Frank Koren, former operators of the New Atlantic Garden on the Bowery. The deal was consummated through Berk & Moross.

For the past week there has been considerable talk and interest around Detroit concerning the rumor that Cohn Theatrical Enterprises would take over the C. H. Miles Circuit, until Lou Cohn stated that this rumor was absolutely unfounded. Where the rumor started is unknown.

Persistent reports are in circulation to the effect that negotiations are pending between the Stanley Company of America and the Wilmer & Vincent Theatre company for the purchase of the Wilmer & Vincent interests in a number of Pennsylvania picture theatres that are now owned jointly by the two companies. C. Floyd Hopkins, head of the Wilmer & Vincent interests in Harrisburg and Reading, Pa., said he had heard the report but that he had no information on the subject. Wilmer & Vincent operate six theatres in Harrisburg and three of these, the Victoria, the Grand and the Capital, are partly owned by the Stanley Company.

The Grand and the Capital are neighborhood theatres, and the Victoria is a large Market street theatre, in the business section of the city.

Reports from Ohio indicate that William James, president of the M. P. T. O. of Ohio and head of the Ohio Theatres corporation, is negotiating for the purchase of a considerable number of houses throughout the state, both first and second run. James denied this week that he was acting as agent for any outside interests in the matter.

Butterfields to Open New House in Michigan

W. S. Butterfield's new Capitol Theatre at Owesso, Michigan, is rapidly nearing completion, and will open its doors on Thursday, March fourth at seven P. M. Harry Easton, formerly manager of the Blackstone Theatre, South Bend, Indiana, is to be the manager. The house will play a combination policy of vaudeville and pictures.

Vital of Canada Not Affected

THE financial difficulties encountered in New York by Vital Exchanges, Inc., will have no direct effect upon Vital Exchanges of Canada, Limited, which is a separate organization, according to R. J. Romney, president and general manager of the Canadian company whose head office is at St. John, N. B. Canadian Vital has offices at four Canadian cities and the respective branch managers are as follows: St. John, R. J. Romney; Toronto, William Melody; Montreal, James A. Kirkpatrick, and Winnipeg, I. H. Allen.

Canadian Vital recently announced the release of six James Oliver Curwood features, as well as various specials including "My Neighbor's Wife"; "The Red Kimono"; "1001 Arabian Nights" and others.

Consolidated Independent Distribution is Rumored; Columbia Denies Combine

An unconfirmed rumor gained circulation this week to the effect that several independent organizations were to merge the distribution of their production into one chain of exchanges. Companies mentioned in the reports from the Coast were Chadwick, Banner and Columbia, with others hinted at.

Jack Cohn, treasurer of Columbia, promptly and specifically denied that that company would enter into any such merger. "Columbia is able to stand alone on the merits of its own productions," he stated. "No mergers for us."

The New York offices of other companies mentioned were without information on the subject, and it appeared that the plan, if authentic, was confined to negotiations on the West Coast at the present time. It was admitted, however, that such a move was not altogether unlikely, and was more or less "in the air."

Test K. C. Arbitration Board

By-Laws of Organization Said to Conflict With the Laws of the State of Missouri

There appears to be a much rattled skeleton in the proverbial closet of the Joint Board of Arbitration at Kansas City. In fact the entire foundation and by-laws upon which the board is based may be swept aside as the result of a test case now in progress.

Should the by-laws of the board and the state laws of Missouri conflict, and there appears to be little doubt of it, what would the effect on joint boards of other cities be, as well as past decisions handed down by the Kansas City board? That is a much debated question along Kansas City's film row today.

Several days ago, W. O. Burkey, manager of the Admiral theatre, Kansas City suburban house, had an arbitration case pending against him, the plaintiff being Paramount. Incidentally Mr. Burkey had a $15,000 damage suit pending against Moe Levy, Fox branch manager and a member of the board. Burkey challenged the right of Levy to sit on the board in hearing his case, contending Levy could not do so without being prejudiced. Burkey also challenged the right of Joe Levy, Warner Bros., branch manager and a member of the board, on the grounds that the latter was prejudiced.

Both of the board members refused to temporarily refrain from sitting on the board during the case. As a result Burkey employed an attorney and the case was taken to the Jackson County Court of Appeals. It was contended by Burkey's counsel that the arbitration board was illegal in that its by-laws conflicted with state laws pertaining to the right of the defense to challenge jurors or persons who sit in a case to be arbitrated. The arbitration board's by laws provide for no challenges. Since the case was taken to the court of appeals the term of Moe Levy on the board has expired, but Joe Levy remains.

It is understood that the flaw in the board's by-laws was discovered several days ago and that the discovery was responsible for the provision for challenges, which was included in the new proposed uniform contract, or standard exhibition contract. It probably will be a week or more before a definite decision is reached in the Burkey-Paramount case, which will set a precedent in the Kansas City territory, at least.

Creditors Storm Hearing of Bankrupt

An array of creditors bent upon a thorough investigation that would "get at the bottom of things" fired an avalanche of questions at the one representative of Enterprise Distributing Corporation, bankrupt, who showed up at the call of Judge Harry Dodd, referee, on Thursday, February 18, for the "purpose of examining bankrupt, allowing claims, selecting Trustee," et cetera.

The usual quiet formality that characterizes such an examination did not prevail at this hearing. Six attorneys, representing creditors in Atlanta and New York, had gone far enough into the case prior to the hearing to feel that the occasion called for rigid investigation.

The most significant evidence brought out at the hearing—and the evidence was developed from testimony of John W. Quillian vice president of the bankrupt company under oath—is that the stockholders of Enterprise Distributing Corporation, Jenkins Securities Corporation and Enterprise Film Corporation are practically identical.

John F. Sheridan, Film Pioneer Passes Away

Deputy Sheriff John F. Sheridan, 58, a pioneer in providing adequate facilities and promoting popular priced motion picture houses at Manchester, Conn., did at his home there this week, following a period of ill health.

For a number of years police chief and a selectman, he had largely devoted himself during recent years to duties as deputy sheriff and proprietor of the Hotel Sheridan.

His identification with the motion picture industry in former years was largely in the providing of modern housing facilities, leaving actual direction of the houses to a manager. His widow and two sons survive.

Sunday Closing Breaks Out in Colorado

The Sunday closing question has again broken out in two Colorado cities. The question will play an important part in the coming April election in Arvada, Colo. Because of an existing "blue law" on the statute books of the state and an objection on the part of certain citizens of Arvada against Sunday shows the exhibitor R. A. Pruess has closed the theatre.

In Golden, Colo., the city council recently decided that an existing city ordinance passed in 1879 which prohibited amusements on Sunday did not apply to a motion picture theatre so M. W. McFarland re-opened his theatre on Sunday. Now a citizen has filed a charge against McFarland because of operating on Sunday. The action of the District Attorney under the state law will be awaited with interest as there is no doubt but that a majority of the citizens of Golden desire Sunday shows.

Seattle, Portland Owners Discuss Joining

Several Seattle showmen and also several exhibitors of the Washington territory in general visited Portland last week, during the discussion of whether the exhibitors of the two Northwest states should unite in an all-Northwest body.

Frank Edwards of the Winter Garden, H. W. Bruen of the Arabian and William Hartford were the Seattle members in the party, and other Washington exhibitors who made the trip were L. A. Drinkwine of Tacoma, president of the M. P. T. O. W.; Ned Edris of Tacoma; Frank Graham of Centralia; and F. W. Graham of Shelton.

Michigan Exhibitors Hold Quarterly Meeting

The Quarterly Get-together Convention of the M. P. T. O. of Michigan, which was held last week at the Wolverine Hotel, brought approximately 200 exhibitors from all parts of Michigan. Speakers were H. M. Richey, general manager of the M. P. T. O. of Michigan; Dave Palfryman, secretary of Film Board of Trade; Judge Murphy of Detroit, and Edgar Guest, America's own poet. Entertainment was also provided, and everyone had a fine time.

Wilkes - Barre Amusement Company Chartered

A charter was granted February 21, to the Fernbrook Park Amusement Company, of Wilkes-Barre, permitting it to operate and sell "all manner of amusement devices." It is capitalized at $5,000, of which $500 is paid in and the par value of shares is $100. Oscar Boughner is treasurer. The incorporators are Mr. Boughner, and Gerwin W. Adair, of Virginia Terrace, and Hugh J. McKane, Wilkes-Barre.

Clara Beranger Adapting Hobart Production

Clara Beranger is adapting "Three Nights of Don Juan," for Henry Hobart productions to be released by Associated First National. It is a translation from the Hungarian.

West Coast Stock to Hoyt Syndicate

Sol Lesser's Interest in Theatre Circuit to Pass to Group of Franchise Holders and First National Executives

SOL LESSER'S holdings in West Coast Theatres, Inc., amounting to about 30 per cent. of the stock in that corporation, are to be purchased by the Richard F. Hoyt Syndicate, composed of men prominent in First National and banking interests connected with that company, according to information from various sources this week.

The syndicate includes Hoyt, a junior member of Hayden, Stone & Co., of New York, which is financially interested in First National, and Robert Lieber, Richard A. Rowland, Moe Mark, the Fabians, the Skouras brothers and the Gore brothers, according to stories.

About 35 per cent. of the West Coast stock is owned by Fox, leaving approximately two-thirds in the hands of First National interests. The Gore brothers will manage the entire circuit for these interests and the expansion planned will bring the chain up to some 250 houses.

Abe Gore and Sol Lesser have been in New York City for some eight weeks in negotiations with banking interests relative to new financing for West Coast. Gore returned to the Coast this week, leaving power of attorney. Final consummation of the deal will be made in Los Angeles.

Lesser, in a statement to the press several weeks ago, admitted that he was in the East in connection with a financial reorganization looking to further expansion of West Coast, which now embraces 169 theatres, but that did not know precisely what form this would take. He also stated that offers had been made to buy his interest in the circuit outright.

Finances have been offered him, it developed at that time, for the development of an Eastern circuit similar in nature and policy to West Coast, but he did not feel that the sum mentioned was in any way adequate for such an undertaking, the financial needs of which would be enormous.

Lesser recently disposed of the screen rights to "The Winning of Barbara Worth" at a record figure to Samuel Goldwyn, although he had made unusually elaborate plans for its production. The two deals thus leave Lesser free to form any future connections desired, and speculation has been rife as to his plans.

The report that he had gone to Atlantic City with Aadolph Zukor this week gave rise to rumors that Lesser would join the Paramount production forces, and others that he would become identified with the Publix organization, but there was apparently little basis in fact for these assertions.

The deal by which the Hoyt syndicate takes over the Lesser holdings, against spirited bidding from other sources, may be taken to indicate a firm intention to keep First National solidly organized along its present lines.

New England Committee Chairmen Named

HENRY P. SCULLY, president of the New England Film Board of Trade, has appointed the following committee chairmen and these chairmen, in conference with President Scully, will name the other members of the committees:

Joint Board of Arbitration, G. J. Schaefer of Famous Players-Lasky Corp.; Acting Chairman of Board of Arbitration, M. E. Morey, American Feature Film Co.; Chairman Legislative committee, H. F. Campbell of the Fox Film Corporation; Chairman Transportation committee, John Scully of Educational Films, Inc.; Chairman Executive committee, T. Spry of First National Pictures of New England, Inc.

Pommer Sees New American Attitude

Former Ufa Chief, Here for Negotiations, Says Co-operation Will Replace One-Sided European Relations

THE American film indusry is rapidly reaching a new viewpoint in the matter of foreign trade relations, in the opinion of Erich Pommer, who recently resigned as a director of the Ufa of Germany, and who has been in New York for the past two weeks negotiating important details in connection with his future plans.

"A lasting foreign trade cannot be built up on the principle of taking all and giving nothing," he says. "For many years, American companies accepted all the revenue they could extract from Europe without a thought of any return, and without thought as to possible future results of such a policy.

"One such result is the German Kontingent law, restricting imports into Germany on the basis of one to one. Austria, when I left, had decided upon a Kontingent of four or five to one. Hungary has a twenty to one ratio.

"France, I am confident, will shortly impose a law placing a tax upon every metre of film imported into that country, the revenue to be used as a government subsidy to French producers. The method of allocating this money has not been arrived at and is likely to prove rather difficult and unsatisfactory.

"The various measures proposed in England are too well known to need repetition. Other European nations, too, are considering plans to protect their own film industries.

"Had the American industry, in past years, shown a greater inclination to co-operate with these various countries, such laws would not now be necessary nor would they be considered.

"Meanwhile, I find American companies realizing more and more that the way to insure future profits is to give as well as take. They realize that a country cannot be drained dry and still continue to yield revenue, and that each nation is entitled to co-operation which will keep its own national production alive.

"Only the unusual American productions—those with some element of bigness or novelty—are succeeding largely in Europe today. Mediocre attractions, as in America, fail. The individual attraction is the thing, and the machine-made picture will soon have no place in Europe.

"American companies have tried to place too much product in Europe. Each company's entire program has been forced onto the market indiscriminately, where a smaller group of selected pictures, each suitable for European tastes, would have grossed more money than the greater number, and at the same time would have built an unsurpassable reputation for the company which thus showed only its very best productions."

Pommer returns to Europe on Saturday of this week, and will probably be able to announce his future plans before sailing. He hopes, in future, to be able to devote more attention and time to individual productions, rather than a large program of less worthy pictures.

Seider Suffers Breakdown Woodhull in Post

DUE to the strain of overwork during the negotiations on the Standard Contract, and other matters before the organization, Joseph M. Seider, business manager of the M. P. T. O. A., suffered a nervous breakdown last week and was ordered to Atlantic City by his physicians to recuperate.

R. F. Woodhull, national president, will handle the duties of business manager in Seider's absence, aided by Julian Brylawski of Washington. It is hoped that Seider will be able to return to his desk next week.

Blunt Still Represents Brazil Company

Henrique Blunt, American representative of Companhia Brazil Cinematographica, in New York, emphatically denies rumors current that he is no longer connected with the South American Company. He announces that Francisco Serrador, president of the organization, is expected in New York in March, at which time they will discuss plans and a program for the future.

According to Blunt, Companhia Brazil Cinematographica, whose headquarters are in Rio de Janerio, Brazil, has opened in that city three new first run houses in the past six months. They are the Capitol, Gloria and Imperio. The Odeon, a replica of the New York Capitol, with 2,500 seats is scheduled to be completed in April.

F. B. O. Month Will Be Celebrated in March With Good Business Prospects

F. B. O. enters upon its annual yearly sales celebration in March, which will be known as F. B. O. Month. According to Colvin W. Brown, vice-president, the company during that month will enjoy the most excellent business in the history of the organization.

Discussing the celebration Brown said: "It is perhaps due more to the general excellence of the current product this year, rather than any intensive sales campaign that F. B. O. offerings are lodged in more first run houses during March than ever before."

The following list of productions figure prominently for the month:

"When Love Grows Cold" with Natacha Rambova (Mrs. Rudolph Valentino), "The Keeper of the Bees," a film version of Gene Stratton Porter's novel; "The Midnight Flyer," Arthur Guy Empey's romance of the thundering rail; "The Last Edition," Emory Johnson's newspaper drama; "Queen o' Diamonds," Evelyn Brent's starring vehicle; "Flaming Waters," a drama of the oil fields; "The Night Patrol," starring Richard Talmadge; "The King of the Turf," a narrative of the race-track; "The Tough Guy," starring Fred Thomson, and his mount, Silver King.

Among the short subjects which will make their screen bow in March are the first of the new Fighting Hearts Series. The series is by Sam Hellman, the Saturday Evening Post humorist, and stars Alberta Vaughn. Other "shorts" released during March are two Bray Cartoons, "A Beauty Parlor," which is a Standard Fat Men Comedy, and "A Fraternity Mix-up," a Blue Ribbon Comedy starring Alice Ardell, both from the Joe Rock Studios.

Sheehan Returns to West Coast

Will Assign Casts and Directors for Fox Specials; to Remain Until Schedule is Completed

AFTER a period of five weeks spent at the home office, Winfield R. Sheehan, vice-president and general manager of Fox Films, started back for the coast last week where he will proceed with the casting of the productions making up the Fox program for the next season, remaining until the completion of the schedule.

Sheehan has mapped out what is said to be the most ambitious program in the history of Fox Films, due to the purchase of a great number of outstanding stage successes and fiction works, the engaging of several successful directors and the placing under long and short term contracts of several noted artists.

Winfield R. Sheehan, vice-president and general manager of Fox Films, who has returned to the West Coast.

Sheehan will start with the casting of "What Price Glory," and the assignments of directors and players in "The Music Master," "The Auctioneer," "The Return of Peter" and other Belasco plays, "Seventh Heaven," the John Golden unit production, the several plays purchased from Sam H. Harris, the Selwyns, "Is Zat So," "One Increasing Purpose," A. S. M. Hutchinson's latest novel, and upwards of thirty other productions. He plans to have production activities at their peak by the time the annual Fox convention is held in Los Angeles in April.

Henry Trinz Passes Away at Hot Springs

Henry Trinz, brother of Joseph, Samuel and Aaron Trinz, died at Hot Springs, Arkansas, and his remains were brought to Chicago for burial, the services being held on February 22nd with many film men in attendance.

Trinz had been active as a theatre owner and manager for many years and at one time was president of the Wisconsin Division of the Motion Picture Exhibitors League. Of recent years he was interested in Chicago theatres, including the Madison Square and Windsor.

New Theatre Company is Chartered in Maine

McPhee & Fernandez, Inc. has been incorporated at Old Town, Me., to operate motion picture theatres, with capital of $10,000. W. E. McPhee and L. M. McPhee of Bangor and O. B. Fernandez of Old Town are the directors.

Bandits Loot Three New York City Theatres

Three motion pictures theatres in Greater New York were the victims of daring robberies this week. The houses robbed were the Cosmo, 176 East 116th street; the Flatbush Theatre, Flatbush, and the Culver, at Gravesend and Eighteenth avenues, Brooklyn. The raids took place last Tuesday.

It was reported that $15,000, said to be the receipts of a chain of houses, was taken by gunmen who entered the Cosmo about noontime with pistols drawn. Three men overpowered the night watchman at the Flatbush Theatre and made off with $8,000 after forcing the safe. Making a forced entrance through a side door of the Culver theatre, the robbers broke open the office safe and made a successful getaway with $1,000.

Exhibitor Robbed, Bound to Bandstand

C. L. Pendell, owner of the picture house at Fairfield, Ill., was kidnapped and robbed by two bandits the night of February 13. They took $150. Pendell told the police at Mount Vernon, Ill., that the bandits abducted him about 11 p. m., robbed him of his money, blindfolded him and they took him to Mount Vernon in an automobile. He was tied to the bandstand in the public park at Mount Vernon.

Secretary of Film Boards Visits Southeast

Dorothy Kenney, national secretary of the Film Boards of Trade, spent several days in Atlanta last week where she met with members of the local Board to discuss the various problems incident to the efficient functioning of that group. Miss Kenney was the principal speaker at a special called meeting of the Atlanta Film Board of Trade on Tuesday.

Elmer Pearson Returns to New York From South

Elmer Pearson, vice-president and general manager of Pathe, has returned to his office in New York following a visit of several weeks at Pinehurst, N. C.

First National Calls Spring Sessions

THREE Spring conventions have been scheduled by First National to bring together branch executives and salesmen from all parts of the United States and Canada. The eastern contingent will meet in New York April 26th. The Southern District, most of Canada and the middle west representatives will gather at Chicago April 30th, and the West Coast and Rockies branches will assemble at Los Angeles May 6th.

The meetings, which will consider important sales plans, will be presided over by Samuel Spring, Secretary-Treasurer; Ned Marin, Western Sales Manager; Ned E. Depinet, Southern Sales Manager, and A. W. Smith, Jr., Eastern Sales Manager.

Blue Law Revival in Missouri Seen

Court of Appeals Sustains Conviction for Sunday Operation; Laws Dating Back to 1825 Held Still Valid

EXHIBITORS in the state of Missouri are faced by one of the most serious Blue Law menaces yet to present itself, with no immediate relief in sight. Sunday laws a century old have been found on the statute books and it is feared that reformers may work havoc with Sunday activities pending possible repeal next year when the legislature is again scheduled to meet.

It has been discovered that the Kansas City Court of Appeals which on December 7 handed down a decision upholding the conviction of Jack Kennedy, a motion picture theatre owner of Howard County, held that under previous Missouri Supreme Court decisions "it must be held that the operation of a picture show, selling tickets, and requesting and permitting persons under the management thereof to operate a picture machine and piano do not constitute such household offices of daily necessity as the statute contemplates. In this view of the case we can hold the judgment of the trial court was proper."

Kennedy had been fined $25 and costs for violating Section 3596 of the Revised Statutes of 1919. The section reads:

"Every person who shall either labor himself, or compel or permit his apprentice, or servant, or any other person under his charge or control, to labor or perform any work other than the household offices of daily necessity or charity, or who shall be guilty of hunting game or shooting on the first day of the week, commonly called Sunday, shall be deemed guilty of a misdemeanor, and shall be fined not exceeding $50."

This section is re-inforced by a long list of Missouri Supreme Court decisions holding the law constitutional and with the new interpretation by the Kansas City Court of Appeals places in the hands of the reformers a club with which to inflict their views on all of Missouri. They hope to close all theatre, baseball and other amusement parks, dance halls, soft drink parlors, newstands, tire repair shops, gasoline filling stations. In fact everything but the churches.

Under a strict interpretation of the law not even street cars, trains or motor buses could operate.

Lawyers agree that the only way Missouri can extricate itself is to repeal the law.

The Missouri legislature does not meet until January, 1927.

While it is probable that no serious attempt will be made in Kansas City or St. Louis to inflict the effects of this measure on the people until the reformers take legal steps to force the police to act, it is certain that in hundreds of the smaller towns of the state the blue law advocates will shut things down tight on Sunday.

The first Missouri blue laws were passed in 1825 and have been lying dormant on the statute books since. Now, however, the Kansas City Court of Appeals has given carte blanc to the reformers to go full speed ahead.

As the legislative term of Kansas approaches, adverse amendments and legislation looms darkly, thereby making the annual convention of the M. P. T. O. Kansas-Missouri, to be held early in April, the place being virtually determined as Joplin, Mo., as an ultra important gathering. While Governor Baker of Missouri was forced through wide-spread opposition to withdraw his proposed 10 per cent amusement tax recently, it generally is conceded that he will offer a revised measure for theatre taxation, the money to go to state school funds.

The Committee on Public Morals now being organized in St. Louis, Mo., will confine its immediate efforts to "a campaign against such salacious publications as magazines, postal cards, pamphlets and posters, the direct result of which is to corrupt the mind of the reader," if the recommendations of its committee of nine appointed to determine the scope of the organization's operations are carried out. The group meets February 26 to perfect final organization.

At a recent meeting in Columbus of the Ohio Pastors' Association, the subject of operating picture shows was discussed under the heading: "Is Any Change in the Ohio laws regulating Sunday amusements desirable?" Under this main question followed discussions on "whether the church is responsible for popular amusements," and "what can the Ohio council of churches do to secure better law enforcement."

The sentiment of the majority of those present at the convention was against any change in the present law regulating the showing of motion pictures on Sunday, according to Rev. Ferdinand Q. Blanchard, pastor of the Euclid Avenue Congregational Church of Cleveland, and chairman of the Moral Welfare committee of the association.

The spring elections will decide whether Bertha, Minn., is to continue as a Sunday show town. Petitions are now being circulated to close the theaters there.

Jake Wells Will Fight Virginia Tax

JAKE WELLS of the Administrative Committee of the M.P.T.O.A. has been delegated by the National organization and his own Virginia state unit to campaign against a threatened new tax measure which is contemplated in Virginia. The bill provides that on and after July 1st of this year ten percent levy on all admissions to motion pictures and legitimate houses in Virginia would become effective.

Wells will appear personally against this measure which has already been referred to the Committee on Finance. This body will report the recommendations back to the General Assembly of Virginia in the near future.

Harry Durant Asks for Reinstatement

HARRY R. DURANT, once prominently identified with Famous Players and other motion picture interests in New York and elsewhere, father of the now-famous film tax statute enacted by the Connecticut legislature at its last session, has filed application in the superior court at Waterbury, for reinstatement as a member of the bar of that state. He was disbarred as a practicing attorney in 1907 for claimed encouragement of a witness in a divorce action, with which he was identified as counsel, to commit perjury. He appealed to the supreme court, which upheld the disbarment decision of the superior court judge.

Hearing on application for reinstatement is scheduled to be heard by Superior Court Judge Alfred C. Baldwin at Waterbury March 4.

Englert Theatre, Iowa City Destroyed by Fire

The Englert theatre at Iowa City, one of the string of houses owned by A. H. Blank, of Des Moines, burned on February 13. The building was a complete wreck and only a mass of charred timbers and twisted metal remain. The loss is estimated at over $125,000.

An investigation made by the Fire Chief, J. J. Clark, to determine the origin of the fire brought little result for the interior of the building was so completely destroyed as to make it very doubtful whether any one could decide what caused the fire. It is believed that the blaze started in the loft above the theatre stage and that defective wiring was the probable start of the blaze. It is estimated that insurance will cover $80,000 or more of the loss in the fire.

Although plans are still indefinite, assurance was extended by representatives of the A. H. Blank interests, which were associated in the ownership of the Englert, and of Mrs. James J. Hanlon, owner of the building, that a new theatre will be erected here on a more pretentious scale than that of the burned structure.

German Public Interested by Ufa Loan

The recent Ufa Agreement with several American firms, states a recent Department of Commerce news release, whereby, according to press statements, the Ufa Company has received a 15 million mark ten year loan from these, has more than ever attracted public attention to the film industry in Germany. Despite this fact the excessively sparing manner of granting credit by German financial groups to the film industry in general is of interest.

The "Lichtbildbuehne," one of the most prominent German film trade magazines, published an article in a recent issue in which it was stated that the film industry belongs to that class of German industries receiving the lowest amount of credit as compared to its working capital. For example —whereas in the mining industry 32.4 per cent, in the iron and steel industry 26.2 per cent, and in the textile industry 39.3 per cent of the working capital is covered by credits, only 0.6 per cent of the working capital of the German film industry is covered by credits.

Intensive Copyright Campaign

Reports Indicate Effectiveness of Appeals Made by Theatre Owners

WHAT Business Manager Joseph M. Seider describes as one of the most intensive legislative campaigns the Motion Picture Theatre Owners of America has ever inaugurated has been directed against the proposed amendments to the Copyright Law during the past two months.

Because these amendments would greatly enlarge the scope of power of the American Society of Authors, Composers and Publishers and would permit them to practically have free reign in the dictation of a levy on taxable music, theatre owners of the country through the Official Bulletin of the Motion Picture Theatre Owners of America were first urged to voice their opinions to their Congressional and Senatorial representatives.

Reports in the last five issues of the Official Bulletin indicate that theatre owners have not only expressed their verbal dissent but have interviewed, and communicated with, the law makers at Washington, D. C. Replies from the national legislators reveal that the theatre owners are helping greatly to clarify the congressional viewpoint on the American Society's attitude.

One of the first steps in this campaign was the action of the Administrative Committee of the National Exhibitor body to retain the services of Fulton Brylawski, a well-known attorney of Washington, D. C. and a specialist in copyright matters. After an exhaustive study of the proposed documents, Mr. Brylawski, in a communication to the Official Bulletin, declared to the theatre owners of America that so astutely compiled were these amendments that the whistling of more than four bars of a copyrighted tune in public would make the whistler liable for taxation.

'U' Shows $1,925,506 Earnings

1925 Net Equal to $6.18 a Share on Common—1924 Profits Were $1,785,011

THE consolidated income account of Universal Pictures Co., Inc., for the year ended November 7, 1925, shows net profits of $1,925,506 after taxes and charges. This is equivalent after allowing for first and second preferred dividend requirements to $6.18 a share earned on outstanding 250,000 shares of no par common stock. The net income for the previous year was $1,785,011 or $5.62 a share.

The expansion of the production program, announced by Universal early in 1925, substantially doubling the previous output of feature pictures and short reel productions, is reflected in the balance sheet by an increase in inventory from $6,057,920 in 1924 to $8,030,769 last year.

Further evidence of recent expansion of the company's activities is the establishment of Universal Chain Theatres Corp., a subsidiary, organized to operate theatres in all parts of the country, and the recently concluded agreement with Ufa of Germany, whereby Universal will have the privilege of releasing ten films each year in Ufa's chain of houses in Germany. In addition, Universal product will be marketed as formerly in all other German distributing centers. Concurrently with the announcement of the agreement with Ufa, Universal announced an arrangement with Metro-Goldwyn and Famous Players whereby nine Universal productions will be given first run showings in Broadway houses operated by these companies.

Yegg Given "Oakley" is "Pinched" in House

MISS PRISCILLA NEWCOMB, ticket seller at the Central Square Theatre, Cambridge, Mass., calmly faced a hold-up artist when he appeared at the box office Thursday, produced a gun and demanded the cash. The girl treated the matter as a joke, jollied him and finally passed out a ticket to the show, telling him to go inside and enjoy himself. As soon as he entered the theatre, the girl notified the police, then went into the theatre and pointed him out to an officer, who placed him under arrest. Police seized a revolver from his person when they arrested him.

Sunday Closing Bill Hearing in Washington

Reformers and liberals will clash on the question of Sunday closing in the District of Columbia on March 4. On that date the judiciary subcommittee of the House District of Columbia Committee will hold a public hearing on the bill introduced by Representative Lankford of Georgia, which has for its object the closing on Sunday of all motion picture and other theatres and places of public amusement.

This is the first measure of the sort to come before the committee this session.

Celia Lynn Changes Name to Lucille

Celia Lynn, featured member of the cast appearing in "Ballots and Bullets," a Max Graf comedy released through Pathe has decided to change her name to Lucille Lynn, the name under which she was christened. She will be exploited under the new name in future productions.

Cleveland Carlyon Theatre Opens Doors

The new Carlyon Theatre in Cleveland opened its doors Thursday, February 18th despite inclement weather. A capacity audience was on hand for the opening performance and marvelled at the decorations and fittings.

Defunct Company Aided by Picture House

Five thousand certificate holders of the Union Home Builders of St. Louis, Mo., a 3 per cent housing trust which failed a few years ago, will receive a total dividend of $414,886 or 40 per cent on their $1,037,216 in claims within the next few weeks.

Receivers for the housing trust have taken over a motion picture theatre in Baltimore, Maryland, and a summer resort in Missouri and both have proven profitable under the new management.

Motion Pictures Figure in Memorial Plea

For the first time in the state's history, motion pictures were used at a hearing before the Massachusetts Legislative committee on Military Affairs. They were used in support of the bill of Slater I. Washburn of Worcester who advocates a memorial to the World War Veterans.

Death Calls Friend of St. Louis Exhibitors

St. Louis film men lost a warm friend when death claimed W. K. Matthews, editorial director of the St. Louis Times on February 12th. During his regime the Times aided in many big motion picture publicity campaigns.

St. Louis Gem Theatre Building Burns

The Gem Theatre Building, 14 South Sixth street, St. Louis, was damaged by a fire which started in the headquarters of the Waiters Union on the third floor. The Gem Theatre was damaged by smoke and water. The loss to the building and contents was placed at $9,000.

Utica Gaiety Planning Shorts Program

The Gaiety Theatre in Utica is planning to use a program of short subjects in the near future and "Sim" Allen is paving the way for the same through considerable exploitation.

Ask Discontinuance of School Showings

Discontinuance of film showings in Minneapolis public schools has been asked by the Minneapolis operators' union. It is declared that inflammable films are used and that they are handled by non union operators.

Youngstown is Threatened by Blue Laws

Youngstown is being threatened with an attack of the long arm of the Blue Laws. It is reported that the council there is to force a vote on the matter of closing up all the stores and all the theatres on Sunday.

Troy Junior Movies are Still Popular

About fifteen hundred boys and girls were on hand at the Troy Theatre on Washington's birthday for the Junior Movies which were given under auspices of the Parent-Teachers' association.

Novel Plans Formed for Convention

Los Angeles is Mapping Pretentious and Diversified Program for M. P. T. O. A. Gathering in June

ONE of the most pretentious and diversified programs of entertainment ever offered convention visitors will be that devised for the two thousand or more persons who will attend the next national convention of the Motion Picture Theatre Owners of America, which is to be held in Los Angeles June 1, 2, 3, 4 and 5 next.

It may be termed a million-dollar blowout, for all of the studios, including the stars and the executive departments of the production division of the industry, are getting together to give delegates and guests of the convention the most enjoyable and memorable time they have ever had.

In addition to a trip to Catalina Island, trips to the seaside, bathing parties, dances, private entertainments and other social functions, herewith is a brief review of the program that has been somewhat definitely arranged by the entertainment committee, of which Glenn Harper, secretary of the California Division of the Motion Picture Theatre Owners of America, is chairman:

Tuesday, June 1—Gala night at the Metro-Goldwyn-Mayer studios in Culver City, at which all of the stars of this production unit will appear as hostesses and hosts in a feature program, the details of which are now being worked out.

Wednesday, June 2—Universal Night, to be held at the extensive plant of that organization at Universal City. It has been tentatively arranged to put on a series of stellar boxing matches, and also to feature Reginald Denny and other stars in the squared circle in fighting togs.

Thursday, June 3—DeMille Night, to be featured by a banquet served on the spacious lawn in front of the colonial studio building fronting on Washington boulevard at Culver City. All of the DeMille stars will act as hostesses and hosts at the banquet, and after the lawn fete there will be a grand ball on one of the large stages of the lot.

Friday, June 4—Paramount Night, which will be held on the ranch property of this establishment and will be feaured by the shooting of a great mob scene in one of the large productions, all of the convention visitors participating as actors. A barbecue banquet will be served on the lot and each guest will be given a copy, or film, of that part of the picture in which the visitors appear.

Saturday, May 5—Warner Brothers Night—which will be a big radio frolic extending through the entire evening, and during which the guests will be permitted to broadcast so that their friends throughout the country can hear their voices. There will be a general carnival in the Warner studios, including dances and other entertainment features.

These are but the high lights of the program. Los Angeles, appreciating the opportunity that presents itself of making a lasting impression upon the exhibitors of the country, is bending every effort to put on a show that will really do the industry proud. The Chamber of Commerce, city, county and state officials, civic and social organizations and leading citizens are giving generous assistance.

Boifeuillet for Georgia Public Service Comm.

GOVERNOR WALKER, of Georgia has appointed Colonel John T. Boifeuillet to fill the vacancy on the Public Service Commission caused by the death of Paul Trammeli. Boifeulet is a native of Macon and has served in the Georgia House of Representatives and on the railroad commission. He was attached to the American Embassy at London for two years during the world war.

On the rare occasions when Colonel Boifeuillet has departed from his usual policy of writing special articles of historical or political interest he has turned his talents to questions of vital importance to the motion pictures, showing an appreciation of their scope, power and constructive influence unusual in a layman. For this he is accounted one of the industry's staunchest friends, and the film fraternity of Atlanta and all Georgia rejoice in the Governor's action.

No Exhibitors at Freiberg Hearing

Bill to Admit Unaccompanied Children in New York Attacked by Reformers; Passage Considered Unlikely

APPARENTLY motion picture exhibitors in New York state are taking very little interest in the outcome of the Freiberg bill introduced in the New York State Legislature on February 2, and on which a public hearing was held before the cities committee on Tuesday afternoon of this week. The bill would amend the general municipal law of New York state to the end that the governing bodies of cities, towns or villages could enact an ordinance which would allow unaccompanied children between ten and sixteen years of age, to be admitted to motion picture theatres between 2 and 6 o'clock on Saturdays and legal holidays, Sundays excepted. The bill further provides that all children, however, must be out of the theatre by six o'clock and furthermore that the pictures shown must have been specially selected and bear the words "for family use." The bill does not apply to New York city.

Not a single exhibitor put in an appearance at the hearing although Valentine E. O'Grady, a Buffalo lawyer, was present and stated that he appeared for the motion picture exhibitors outside of New York city. Mr. O'Grady was the only one speaking in support of the bill and his contention was that the measure had been backed by the Federation of Women's Clubs and similar organization, who believe that it possesses much of merit.

On the other hand the opposition was strongly reinforced by a number of reformers from various parts of the state, including Nathaniel J. Walker, of Albany, who is connected with the society for the Prevention of Cruelty to Children; Ernest K. Coulter of New York city, associated with the same organization; Philip J. Snyder, manager of the society's branch in the Bronx; Rev. O. R. Miller, of the New York Civic League, and Eugene Johnson, also of the same organization.

The chief contention of those opposing the bill was that its passage and enactment into law would be but the entering wedge of a movement that would serve to wipe out the existing law as it now relates to these children, and which is declared to have been found to be beneficial. Practically all of those speaking against the bill were emphatic in their declaration that the parents and not the exhibitor should have the say as to when their children should attend the motion picture theatres.

The possibility of the New York State Motion Picture Commission being abolished, also became a factor used by the opposition to the Freiberg bill. It was pointed out that if the commission was abolished that there would be no agency in New York state authorized or empowered to select pictures suitable for children.

The Freiberg bill contains a provision to the effect that unaccompanied children are to be segregated and in charge of a matron. Those opposing the measure declared that segregation was not feasible, as there would be danger of stampede in case of fire. When Mr. Walker addressed the committee he cited a number of cities an counties in the state in which the S. P. C. C. is located and which had gone on record as opposing the bill.

Colonel Coulter's opposition was based on the declaration that the bill would break down parental control and that there would be necessarily an inadequate supervision of the children by any matron. Rev. O. R. Miller, who has opposed many motion picture bills in the past, asserted that the only ones interested in the Freiberg bill were those who sought to have its passage brought about in order that their theatre earnings might become all the larger through the admission of unaccompanied children.

Whether the bill will be reported out of committee or not is a question. It should be borne in mind that the introducer of the bill is the chairman of the committee and it is hardly likely that the committee will vote to pigeon-hole its chairman's bill. Its passage, however, on the floor of the legislature can hardly be expected.

Storm Due on Commission Bill

N. Y. Legislators Differ on Placing of Body Under State Department

A STORM threatens to break over the New York State Motion Picture Commission during the next few days, following the report of the Hughes reorganization commission, which is expected to recommend the placing of the commission with the State Education department. Former Assemblyman Walter F. Clayton, introducer of the original bill which brought about motion picture censorship in New York state, does not like the idea of placing the commission under a state department and attempted to so inform Mr. Hughes and his associates last week.

When denied the privilege, Mr. Clayton retorted by saying that he would carry the fight to the legislature, and would oppose any bill offered by the Hughes committee which would in any way change the status of the censorship commission. The Hughes committee has been authorized to draft a program of consolidation which will bring together something more than 100 departments and commissions into twenty-one departments.

In the meantime, nothing is being heard relative to the possible passage of the bills abolishing the commission, which have already been introduced and referred to a committee. There is not as much interest being shown this year at Albany, on the question of censorship as in other years. When the first attempt was made back in 1922 to abolish the commission, there was much talk and considerable action, including a hearing that packed the Senate Chamber to its doors. As the years have passed the wrangles over censorship have become less and less, and it now looks as though the attempt to abolish the commission this year will really cause no great amount of excitement or furore.

If the commission continues, as it now seems probable, it will undoubtedly be given a berth in the State Education department, becoming a bureau with a single head.

Independent Exchanges Listed

I. M. P. A. Compilation Shows No Falling Off in Number During Past Year

THERE has been no falling off in the number of independent exchanges and State right buyers this year, as compared with a year ago, according to a compilation just completed by Frederick H. Elliott, General Manager of the Independent Motion Picture Association of America and which is now being prepared for distribution among the members of the organization.

There were 254 independent exchanges and State right buyers in the United States with the beginning of 1926, operating in 45 cities scattered throughout thirty-two States and the District of Columbia. Canada has fifteen exchanges distributed among six cities making a total of 269 exchanges in both countries.

Of the 254 exchanges in the United States, the Empire State heads the list with thirty-five of which twenty-one are in New York City. California is second, with twenty-six of which fourteen are located in Los Angeles and eleven in San Francisco. Pennsylvania is third, with twenty-five of which fifteen are located in Philadelphia and nine in Pittsburgh. Massachusetts is fourth, with fourteen, all located in Boston. There are eleven exchanges in Chicago, while Detroit and Minneapolis have nine each and Oklahoma City and Milwaukee have eight each. Cleveland, St. Louis, Atlanta, Indianapolis, Kansas City, Dallas and Washington, D. C., have seven exchanges each.

F. P.-L. Sales Conference in Atlantic City

ARRANGEMENTS have been completed for the annual spring sales conference of Famous-Players-Lasky Corporation, to be held at the Ambassador Hotel, Atlantic City, from March 23rd to 27th, inclusive. Heretofore, it has been the policy of the company, with one or two exceptions, to hold district sales conferences, but this year the entire sales force, numbering more than 700, will assemble from all over the United States at Atlantic City. The 1926-27 product will be tentatively announced at that time and a sales policy for the ensuing year will be outlined.

Motion Picture Stocks Up in St. Louis

St. Louis motion picture stocks listed on the St. Louis Stock Exchange closed on February 20th as follows: St. Louis Amusement $55 asked. Skouras A., $49.50 offered. The latter stock was up $1.50 a share, while St. Louis Amusement Company remains stationary.

St. Louis Famous Exchange is Robbed

The safe in the office of the Famous Players Lasky exchange, 3721 Washington avenue, St. Louis, was blown open by yeggmen the night of February 14. About $45 was taken.

"Isle of Retribution" in Production

Director James Hogan headed a party of twenty up Mt. Kaiser, California, to film snow scenes for the F.B.O. production, "The Isle of Retribution," from the novel by Edeson Marshall. The cast includes Lillian Rich, Robert Frazer, Mildred Harris and Victor McLaglen.

New Theatre Company in Pittsburgh

A charter of incorporation has been issued at the Pennsylvania State Department, at the capitol in Harrisburg, to the Rowland & Clark Theatres Company, Pittsburg. The capital stock authorized is $5,000, of which $500 has been paid in. The par value of shares is $100. The purpose of the corporation is to "construct, own, lease, manage and operate theatres." The treasurer is Paul C. Weller, State Building, Pittsburgh, and the other incorporators are James B. Clark and Paul B. Jones, both of Pittsburgh.

Exhibitor Aid Urged for Censorship Bill

About 300 copies of the bill introduced in the New York state Legislature, calling for the abolishment of the Motion Picture Censorship commission, were sent out of Albany during the past week, to exhibitors with the request that they interest themselves in the measure and endorse the same with a letter to their respective senators and assemblymen. The bills were sent out of the headquarters of the New York State M. P. T. O.

Strike Acquires Venice in Nephi, Utah

Louis Strike, of the Star and Kinema theatres, Salt Lake city, has returned from his trip to the east, and has left for Nephi, Utah, to take over the Venice Theatre there. This house was formerly owned by Victor Foote who is leaving for a month's vacation in Los Angeles, after which time he will open up a drug store in San Diego. Strike will take over the management of this theatre February 22nd.

Church Offered $150,000 as Theatre Site

Trustees of the First Baptist church of Pittsfield, Mass. say they have received an offer of $150,000 for the church and land from a large motion picture company desirous of building a theatre on the site. It is understood that the offer came from New York. The church has not acted upon the offer although it is known that the church is desirous of selling the property.

Directors Name Reginald Barker President

The Motion Picture Directors Association has elected Reginald Barker president to succeed William Beaudine. Other officers named at the session were Henry Otto, assistant director; Rupert Julian, technical director; Francis Powers, secretary, and Frank Cooley, treasurer.

Sam Bullock Reported Ill in Cleveland

Sam Bullock, former field representative of the M. P. T. O. of Ohio and nationally known for his constructive work among exhibitor associations, is reported to be seriously ill at his home in Cleveland, with congestion of the lungs.

Ronald Colman Heads "Beau Geste" Cast

PARAMOUNT has engaged Ronald Colman for the role of Michael, the title character in "Beau Geste," which Herbert Brenon will produce as a special for next Fall release. The engagement of Colman is by special arrangement with Samuel Goldwyn. Mary Brian has also been awarded a featured role.

Ronald Colman

With the selecting of the popular young man, and Miss Brian the cast of "Beau Geste" is complete with the exception of several minor characters. Those included in the principal roles are Neil Hamilton, Ralph Forbes, Wallace Beery, Norman Trevor and Alice Joyce. Director Brenon expects to start shooting within a week.

Universal Loans Players and Director

Universal has loaned Svend Gade, director, and Einar Hanson, Swedish star, to E. M. Asher for Corinne Griffith's next picture. Gade's most recent picture is "Watch Your Wife", with Pat O'Malley and Virginia Valli. Hanson is playing his first American role opposite Laura La Plante in Mel Brown's "The Big Night." Universal has also loaned Louise Dresser to Famous for her third consecutive picture, "Padlocked."

Two Added to Cast For "Money Talks"

George Kawa, Chinese comedian, and Dot Farley have been added to the cast of "Money Talks", the Rupert Hughes comedy which Archie Mayo is directing for Metro-Goldwyn-Mayer. Previously announced in the cast are Owen Moore, Claire Windsor, Ned Sparks and Bert Roach. The story was adapted to the screen by Fred and Fanny Hatton.

Bunn Joins Sales Force Of Warners

Clarence Bunn, until recently in charge of the open market specials of First National, has been engaged by Warner Brothers and for the present will do special sales promotion work on "The Sea Beast" and Syd Chaplin's "Oh What A Nurse", which is having its eastern premiere at the Strand in New York this week.

Jesse Goldberg Completes First for Tennek

Jesse Goldberg, who has been giving most of his attention recently to production, is making a series of two reel comedies for Tennek Film Corporation starring Sid Smith. The first of the series, entitled "North of 67°," has just arrived in New York, and the second is now in production.

Prize for Suitable Character

$500 Award for Person Suggesting Portrayer of Theodore Roosevelt Role

HERMANN HAGEDORN, secretary of the Roosevelt Memorial Association, acting in cooperation with the Famous Players-Lasky Corporation, has offered a prize of $500 to the person who first suggests a suitable character to play the role of Theodore Roosevelt in the picture production of "The Rough Riders." A number of applicants for the role have put in an appearance, including many well known screen actors, but none has been found suitable.

It is the desire of the Paramount organization to obtain a character who will live not only in the minds of the general public, but in the minds of the Rough Riders themselves, who knew him intimately, as Roosevelt. For this reason it is hoped that a man can be obtained whose face has never before been seen on the screen. Preferably he should have some experience as an actor, possibly in a small stock company or amateur theatricals, according to Hagedorn. But above all, he must be familiar with the character of Roosevelt, the spirit of his life, his habits, his characteristics, his mannerisms.

"The perfect double of Abraham Lincoln has been found in George Billings," said Hagedorn. "Ralph Faulkner is a perfect double of Woodrow Wilson. I feel sure that somewhere, perhaps in an obscure hamlet, there is a man who is an ideal double of Roosevelt.

"We are extremely anxious to obtain the widest possible cooperation of the public. Those who know of persons who bear a striking resemblance to Roosevelt will confer a real favor on those producing 'The Rough Riders,' by letting me know, and sending a photograph of the man with their letter. No letters will be considered without photographs, for it is impossible for us to judge with only a written description. Information with photographs should be sent to Hermann Hagedorn, Famous Players-Lasky Studio, Hollywood, California. In case more than one person suggests the winning man, the suggestion submitted first will receive the award."

De Mille Here for Conference

Producer Will Discuss Coming Season's Product With New York Executives

CECIL B. DE MILLE arrived in New York February 22nd for a series of conferences with executives of Producers Distributing Corporation and the Eastern financial group interested in De Mille, Metropolitan and Producers Distributing Corporation activities. Accompanying the producer on the trip are Mrs. De Mille, their daughter Cecilia, Bertram Millhauser, editor, and Lou Goodstadt, assistant general manager of the De Mille Studio.

Cecil B. De Mille, who arrived in New York City this week for an extended conference with officials of Producers Distributing Corp.

The arrival of De Mille marks the close of his first fiscal year as an independent producer. While here, he and his staff will attend all of the current Broadway plays and interview prominent authors and playwrights on subject matter for pictures to be produced on De Mille's second year's schedule of independent offerings.

With the De Mille organization functioning like a well oiled machine after its first year of activity he is planning an elaborate program for the coming year. It is said that $10,000,000 will be spent on productions to be made at the De Mille and Metropolitan studios during 1926. The producer will remain in the east for the next four weeks.

Ned Marin on Sales Trip Through the West

Ned Marin, western sales manager of First National, left New York last week for a six weeks trip through the west. His itinerary includes stops at Detroit, Toronto, Chicago, Des Moines, Omaha, Minneapolis, Seattle, Portland, San Francisco, Los Angeles, Salt Lake City and Denver.

The trip is being made primarily in the interests of "Irene," "Kiki" and other First National pictures. Marin plans to conduct sales meetings at the exchanges and conferences with leading exhibitors. While on the coast he will see the newest of the First National productions with a view to planning sales campaigns.

Four Due from First National

Release Schedule for Month of March Includes Quartet of Attractive Features

FIRST NATIONAL'S schedule of releases for March includes four features. They are "Tramp, Tramp, Tramp," starring Harry Langdon, "Mlle. Modiste," starring Corinne Griffith; "Her Second Chance" and "High Steppers."

"Tramp, Tramp, Tramp" is the first Harry Langdon feature length comedy. So great has been the interest in this picture, according to First National executives, that many exhibitors are arranging for previews to test the reaction of the public before the company decides upon a definite sales policy. It is scheduled for release March 21st. Harry Edwards directed and the cast includes Edwards Davis, Joan Crawford, Carlton Griffin, Tom Murray, Brooks Benedict and Alec B. Francis.

"Mlle. Modiste," the Corinne Griffith vehicle is an adaptation from the musical comedy in which Fritzi Scheff starred a number of years ago. Supporting the star are Norman Kerry, Rose Dione, Willard Louis, Dorothy Cumming, Paulette Duval and Tony Merlow. Robert Z. Leonard directed. The release date is March 28th.

"Her Second Chance," to be released March 7th, is taken from a story by Mrs. Wilson Woodrow for which Eve Unsell wrote the continuity. Numbered in the cast are Anna Q. Nilsson, Huntly Gordon, Charlie Murray, Mike Donlin and a number of others under the direction of Lambert Hillyer.

"High Steppers" is an Edwin Carewe production based on the novel "Heirs Apparent" by Philip Gibbs.

Lloyd Hughes, Mary Astor, Edwards Davis, John T. Murray, Dolores Del Rio, Alec B. Francis and Rita Carewe have roles of conspicuous importance. The picture is scheduled for release March 14th.

Warners to Film in England

H. M. Warner Makes Announcement Before Sailing; Unsuccessful in Shaw Attempt

CONCURRENTLY with extensive agitation in the British press toward taxation of American film producers on their English revenue came the announcement this week that Warner Brothers will produce pictures in England in the near future. This was made public by Harry M. Warner immediately prior to his sailing for New York on the Berangeria.

No details as to pictures or players were made. Warner expressed disappointment at having been unsuccessful in trying to interview George Bernard Shaw relative to filming of his plays. The playwright, it is said, refused to even discuss the matter. Warner expressed the feeling that if the great British authors would co-operate with picture producers it would do more than any other one thing to aid in reviving film production in Great Britain.

Promoters of the campaign to tax American film companies allege that the payment of income tax is being dodged through bookkeeping methods which make it appear that the subsidiary is being operated at a loss, a disproportionate share of the production cost being allocated to the British branch, they claim. Since there is no paper profit in such cases, there is no income tax to be paid.

This campaign is gathering in intensity just at the time when Chancellor of the Exchequer Churchill is about to frame his budget.

Simone to Establish Exchanges Abroad

CHARLES SIMONE, one of the pioneers of the film industry and a steadfast advocate of independence, has just completed an exhaustive survey of the independent field here and abroad and has closed several deals with American producers for the exclusive rights in Italy and Italian dependencies, where every arrangement has been made to promptly establish a chain of distributing offices.

Headquarters were opened in Rome some months ago with Eugenio Mancini, Mr. Simone's chief associate, in full charge, and the success already attained has surpassed every anticipation, which fact augurs well for the enterprise sponsored and managed by Mr. Simone.

Bebe Daniels and Troupe to Florida for Exteriors

Heading a company of thirty, Bebe Daniels started for Miami, Florida, last week where exteriors for "The Palm Beach Girl," her latest starring vehicle for Paramount from a story by Byron Morgan, will be filmed under the direction of Earle Kenton. Lawrence Gray will appear opposite the star and the supporting cast is made up of Josephine Drake, Armand Cortez, Roy Byron and Maude Turner Gordon. Forrest Halsey wrote the script.

Harlan Joins "Winning the Futurity" Cast

Chadwick Pictures Corporation has engaged Otis Harlan for an important role in "Winning the Futurity," the racing special being directed by Scott Dunlap. Harlan has appeared in several Chadwick pictures, the most recent of which was the Larry Semon special comedy, "The Perfect Clown."

"Broken Hearts" Opened at Cameo, New York

"Broken Hearts," a Jaffe production directed by Maurice Schwartz and in which he also plays the leading male role, was opened at the Cameo theatre, New York City, on February 28. Lila Lee plays the chief feminine role.

John Ford to Direct "The Shamrock Handicap"

In accordance with the wish expressed by Peter B. Kyne, when he signed with Fox Films to contribute four of his stories to that company for picturization, that John Ford be assigned to direct at least one of them, the announcement now comes that Ford is to direct "The Shamrock Handicap," a racing drama of California and Ireland, which was written by Kyne. Janet Gaynor and Leslie Fenton have the leading roles in this Fox production.

Love to Play "Heavy" in Valentino Production

John W. Considine, Jr., producer of "The Son of the Sheik," starring Rudolph Valentino, for United Artists release, has signed Montague Love to play the heavy role in this production which George Fitzmaurice will direct. Frances Marion, who is writing the scenario of the E. M. Hull novel, expects to finish work on it within the next few days and production of the picture will probably start March first.

Embassy Pictures Signs Two to Write Scripts

Leah Baird and Frank O'Connor have just been signed to collaborate on scripts for Embassy Pictures Corporation, according to an announcement by Arthur F. Beck, president.

In addition to his scenario activities O'Connor will also direct. The first assignment of the duo will be the big circus picture which will mark the inauguration of Beck's new series for release by Universal.

De Putti Coming Here for Paramount Production

Lya de Putti, Hungarian actress who is co-featured with Emil Jannings in "Variety," a Ufa picture made by E. A. Dupont which will be distributed in America by Paramount as a result of the alliance recently made with Ufa by Paramount and Metro-Goldwyn-Mayer, arrived in this country this week to begin her career as a Paramount star. Miss De Putti started her career as a dancer.

Josephine Drake In Bebe Daniels' Feature

Josephine Drake has been signed by Paramount for an important part in Bebe Daniel's new starring vehicle, "The Palm Beach Girl". Miss Drake scored in a comedy role in "The Song and Dance Man". Her most recent appearance was in support of Adolphe Menjou in "A Social Celebrity", just completed by Mal St. Clair.

Sam Sax Signs Virginia Brown Faire

Temporarily abandoning her intended trip to New York, Virginia Brown Faire has just signed a contract with Producer Sam Sax to portray the starring feminine role opposite William Fairbanks in "The Mile-a-Minute Man." Production activities on the picture will start immediately.

Lichtman Changes Title of "U" Picture

AL LICHTMAN has changed the title of his first production for Universal from "Charley's Niece" to "Oh Baby." The picture is being produced at the Tec-Art studios in New York City with Little Billy, of vaudeville fame, in the featured role. Billy, though twenty-eight years of age is only three feet tall. Others in the cast are Madge Kennedy, Creighton Hale, Ethel Shannon, Flora Finch and David Butler. Harley Knoles is directing.

Barthelmess Production at Neilan Studios

Richard Barthelmess has rented the Marshall Neilan Studios where his coming production "Ransom's Folly," will immediately go into production under the direction of Sidney Olcott. It was only possible for the star to secure the Neilan plant because director Neilan is to guide Marion Davies' new starring production "The Red Mill," for Metro-Goldwyn-Mayer and will not return to his own studios until he has completed this special, which is scheduled to be two or three months in the making.

Eltabran is to Distribute Gothams in South

Eltabran Film Company, headed by Thomas A. Branon, has acquired for distribution throughout the southeast, the full lineup of Gotham Productions, produced by Lumas Film Corporation, which is headed by Sam Sax.

A trio of scenes from "The Danger Girl," a Metropolitan Picture in which Priscilla Dean will be starred by Producers Distributing Corp.

Scenes from the Metro-Goldwyn-Mayer picturization of the Rex Beach story "The Barrier."

Fox to Release Five in March

"Siberia" Heads Supreme Attractions for Exhibitors During Next Month

FOX has scheduled five Supreme Attractions for release during the month of March. The list is headed by "Siberia," a Victor Schertzinger production of Bartley Campbell's drama of Russia. This is scheduled for release on March 21st. Alma Rubens and Edmund Lowe have the leading roles, with Lou Tellegen, Lilyan Tashman, Tom Santschi and Helena D'Algy in the supporting cast.

"The Dixie Merchant" is the first release of the month on March 7th. It is an adaptation from the Barry Benefield story, "The Chicken Wagon Family." The cast includes Madge Bellamy, Jack Mulhall and J. Farrell MacDonald. Frank Borzage directed.

The March 14th release is titled "Hell's Four Hundred." It was taken from the Vaughan Kester novel, "The Just and the Unjust." The cast includes Margaret Livingston, Harrison Ford, Wallace MacDonald and Harry Kolker. John Griffith Wray directed.

Buck Jones' latest starring vehicle, "A Man Four Square," will be released on the 21st. It is based on the novel by William MacLeod Raine and was directed by William R. Neill.

On March 28th Olive Borden will make her debut as a star in "Yellow Fingers," a story of the South Sea Islands from the novel by Gene Wright Ralph Ince will appear in the supporting cast, as will Claire Adams, Armand Kaliz, Edward Piel, May Foster, Nigel de Brullier, John Wallace, Otto Matieson, Josephine Crowell and Charles Newton. Emmett Flynn directed.

Quite an array of short subjects are also on the March release schedule. Among them are "The Reporter" of the Van Bibben series on the 14th; "Moving Day" of the Helen and Warren series on the 28th; "Pawnshop Politics" and "Two Lips in Holland," Imperial comedies on the 7th, and "Drops From Heaven," a Fox Varieties on the 7th.

Dorothy King Plays Opposite Donald Kerr

Dorothy King, well-known screen beauty who has appeared in several Famous Players and First National productions, has been chosen by Messrs. Cantor and Brandell to play the lead opposite Donald Kerr in "Some Baby," the first of 10 two-reel comedies which they will produce here in the east. Bryant Foy is directing.

Produced Right
Price Right
Profits Right

COLUMBIA PICTURES

"COLUMBIA" EXCHANGES EVERYWHERE

Schenck Units Are Now Established at Pickford-Fairbanks Studios

JOSEPH M. SCHENCK and his various producing units are now established at the Pickford-Fairbanks Studios, having moved last week from the United lot where they have held sway for several years.

This, according to report sent Hiram Abrams, president of United Artists Corporation, is but the forerunner of a movement to turn the Pickford-Fairbanks Studios into the United Artists' Studio, as it is expected that every star producing under the United banner will be operating at the studio owned by Mary and Doug within the next year.

Rumors are afloat that several new stars are to be taken in under United Artists' wing, but as yet no new-comers have been officially announced.

Although the Schenck interests, and possibly other United Artists' producers, will operate at the Pickford-Fairbanks Studios, it is understood that ownership of the plant will remain with Mary and Doug. A new company has been formed, in which Schenck, Fairbanks and Miss Pickford are the principal stockholders, and this concern will rent space and equipment from the Pickford-Fairbanks Studio Company, following the arrangement which now exists.

Under the present plan, both the Mary Pickford Company and the Douglas Fairbanks Company operate as separate and individual units, dealing on a business basis with the Pickford-Fairbanks Company which supplies sets, props and equipment.

Warners Sign Raymond Schrock

Leaves Joseph M. Schenck to Become Assistant Executive to Jack Warner

JACK L. WARNER, in charge of production at the Warner Brothers west coast studio, has signed Raymond Schrock to a long term contract to serve as his associate executive. Schrock leaves Joseph Schenck as associate producer to take the place of Bennie Zeidman.

The new Warner executive is scheduled to start work under his contract next week, when he will line up stories to be used on next year's schedule. He is regarded as one of the best production men on the coast and will devote his time largely to the product for the season of 1926-27.

Schrock has been in the picture business since 1910 and has been through all phases of it. He entered the industry as a scenarist and has also directed several productions. Prior to going with Schenck he was general manager of Universal City and responsible for the production of the Reginald Denny and Hoot Gibson stories. He was promoted to general manager of Universal City by Carl Laemmle after heading the scenario department for a number of years.

The new executive is not a stranger to the Warner organization. He has turned out several scenarios for them in past years.

Production Heads at Warners'

An important feature of the reorganization of production resources at the Warner Bros. studios in Hollywood is the appointment of Raymond Schrock (right) to a post as assistant to Jack Warner (left), who is in charge of all production.

M-G-M Trying Out New Artificial Sun

Metro-Goldwyn-Mayer is trying out a new artificial sun, generating 325,000,000 candlepower recently completed. It will be used in the new Lillian Gish starring vehicle, "The Scarlet Letter."

By means of the huge searchlight artificial sunlight may be had on cloudy days, or even at midnight. The apparatus, made in the shops at the Metro-Goldwyn-Mayer studios, is held by studio engineers to be the last word in lighting engineering.

Victor Seastrom is directing the new picture and Lars Hanson, Swedish actor, makes his debut as an American leading man in it. The cast also includes Karl Dane, Mary Hawes, William H. Tooker, Fred Harzog and Jules Cowles.

Universal Starts Three New Westerns

Universal started production on three westerns this week. They are "The Phantom Bullet", "Dude Ranch" and "The Yellow Back". Hoot Gibson is starring in "The Phantom Bullet", a Jewel picture, with Eileen Percy, Allan Forrest and Pat Harmon in the cast and Cliff Smith directing. Curtis Benton adapted the Oscar Friend story, "Click of Triangle T."

Al Rogell has started the direction of "Dude Ranch", with Art Acord as the star, and Del Andrews is directing "The Yellow Back", in which Fred Humes has the featured role.

Universal Completes "Old Soak" Cast

The cast has been completed for Universal's production of "The Old Soak", adapted from the Don Marquis stage production, which ran for two years in New York. It is Jean Hersholt's first starring vehicle under his new contract and is being directed by Edward Sloman. In the supporting cast are George Lewis, June Marlowe, Louise Fazenda, George Siegmann, William V. Mong, Gertrude Astor, Lucy Beaumont and Adda Gleason. Camera work has already been started on the picture.

Sills Stars in First National's "Puppets"

Milton Sills is to be starred in "Puppets," the filmization of the stage play by Frances Lightner, production of which was started this week by Al Rockett at the New York studios of First National. George Archainbaud is directing from a scenario by John Fish Goodrich and the supporting cast includes Gertrude Olmsted, who plays the feminine lead, Francis McDonald and Matilda Comont.

Belva McKay and Housman in "Early to Wed"

Arthur Housman and Belva McKay have been selected by Fox for the roles of the "Nevers" in the production of "Early to Wed." This is the film version of Evelyn Campbell's story, "Splurge." Matt Moore and Kathryn Perry are featured in the leading roles and Frank Borzage is directing.

Merna Kennedy Opposite Chaplin in "Circus"

MERNA KENNEDY, who has played in vaudeville and musical comedy since she was nine years of age, has been selected by Charles Chaplin as his leading lady in his new picture "The Circus."

Miss Kennedy, a dancer of note, is of Irish descent; has titian hair, green eyes, is five feet two inches tall and weighs about one hundred pounds. Her engagement in "The Circus" marks her first appearance before the camera.

Lilyan Tashman Cast in "Love's Blindness"

Director John Francis Dillon has assigned Lilyan Tashman to the role of the Duchess in "Love's Blindness," the Elinor Glyn novel which Irving Thalberg will produce for Metro-Goldwyn-Mayer. The production will be personally supervised by Mme. Glyn. Antonio Moreno and Pauline Starke have the leading roles, while others in the cast are, Sam de Grasse, George Wagonner, Earle Metcalfe, Rose Dione, Nellie Ely Baker, Douglas Gilmore, Edward Connelly, Kate Price, Walter Tennyson and Ned Sparks.

Jack Gould Opens Bureau of Publicity

Jack Gould, well known in theatrical and vaudeville circles, announces the opening of an independent publicity bureau, at 114 West 16th Street, New York. Gould will handle well known theatrical and motion picture stars, directors, producers, etc. He is a brother of Paula Gould, of Universal.

Action stills from the F. B. O. Western starring Tom Tyler titled 'The Arizona Streak."

Action highlights from a current First National production "High Steppers."

New England Conditions Good

Associated Exhibitors Representative Reports Theatres are Doing Well

BUDDY STUART, special exploitation representative for Associated Exhibitors has returned to New York, following a month's trip through New England. He reports conditions exceptionally good throughout the territory despite poor weather and bad roads.

"The tieing up of the roads and streets is a surprise in its revelation of just how much the patrons who come only in cars mean to the business of the theatres. All in all, however, business is very good throughout New England. I can truthfully say that I don't know of a single theatre in New England that is losing money—that is, of course, a theatre may have its losing weeks, but the regular steady profits are there.

"New England is very thickly populated and the people like movies. They like long shows, such as two features, comedy, news and cartoon or novelty reel besides. They want lots for their money. They know what they want and are thrifty enough not to pay out unless they are pretty sure they will like your shows.

"When I say that all the theatres I know of in New England were making money, please do not think that I mean one should grab the first train for Boston to start gathering oneself a string of them to clean up with."

Large Cast Being Signed for "Love Thief"

MARC McDERMOTT, Nigel Barrie, Borgatta, and Charles Puffy have been signed to support Norman Kerry in "The Love Thief" being made for Universal by John McDermott who also did the adaptation from a story of Margaret Mayo.

Greta Nissen will appear opposite Kerry in this comedy-drama of the doings of royalty in European courts.

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Kane Production in Work at Cosmopolitan

After several days spent at Saranac Lake filming exteriors the company making "The Wilderness Woman" a Robert Kane production for First National release, has returned to New York and are installed at the Cosmopolitan studios, where the interiors will be shot. Wesley Ruggles, the director, is being assisted in the filming of the comedy sequences by Hampton Del Ruth. Aileen Pringle, Lowell Sherman and Chester Conklin play the leads in this adaptation by Paul Schofield of the Arthur Stringer Saturday Evening Post story.

Final Scenes are Shot for "Winning Futurity"

Final scenes are being shot at the Universal studio on the Chadwick picture, "Winning the Futurity," which Charles P. Rogers is producing and Scott Dunlap directing. The racing scenes were made at Tiajuana.

Cullen Landis and Clara Horton have the leads in the picture, while other members of the cast are Ernest Hilliard, Eugenie Besserer, Harry Todd, Bruce Covington, Pat Harmon, George Reed and Mattie Peters. The story is by Hunt Stromberg.

Universal Starts Campaign for "Flaming Frontier"

A nation-wide exploitation campaign has been started by Universal on "The Flaming Frontier" which will have its premiere at the Colony theatre, New York City, early in April. Details of the campaign are not known at present except that an electric sign of unusual proportions is to grace the front of the Colony during the run of the picture. Plans are in the making for a brilliant opening night.

Esther Ralston Assigned Dramatic Role

Esther Ralston, who in the past has confined her talents chiefly to comedy, will have her first dramatic role in "The Blind Goddess", the Arthur Train story which is now being filmed for Paramount under the direction of Victor Fleming. Other featured players in the cast are Jack Holt, Ernest Torrence and Louise Dresser.

Hays Chadwick Guest on Coast

I. E. CHADWICK, president of the Independent Motion Picture Association was the host to Will Hays at the Chadwick West Coast studios last week, and while there Hays welcomed back to the studio the George Walsh Company which had just returned from Truckee where exterior scenes were shot for "The Test of Donald Norton."

Among those greeted by Hays in addition to the star, were Eugenia Gilbert, his leading lady, Reeves Eason, director of the production, Jesse J. Goldburg, its supervisor, Tyrone Power, Edward Coxen, Mickey Moore, Evelyn Silbie, Virginia True Boardman, Virginia Marshall, Robert T. Graves, J. T. Dillon and Frank Lanning.

True Story to Market Own Product

TRUE Story Films, now completing "Wives at Auction," eighth of its first series of features, at the Tec-Art-Jackson studio in New York, will distribute its own product on the independent market. S. G. Conklin, representative of Bernarr Macfadden, is in charge of distribution.

Elmer Clifton is directing "Wives at Auction," with Niles Welch, Pauline Garon, Warner Richmond and several winners in a beauty contest featured in the cast.

Valentino Richly Caparisoned for New Role

Rudolph Valentino has secured a number of rich garments which he will wear in his role of the sheik in "The Son of the Sheik" his latest starring vehicle for United Artists release which was adapted from the E. M. Hull story "Sons of the Sheik."

While abroad he scoured the marts of Paris and Berlin with the result that on his arrival at the Joseph M. Schenck studios he had three trunks full of genuine Arabian garments.

Some of the garments are the gifts of Prince Loufallagh of Cairo, Egypt, whom Valentino met in Paris. After returning to his native land the prince sent Valentino an Arabian horse and its trappings and several select outfits of Arabian garments.

American Ways in Germany for "Thief of Bagdad"

American methods of marketing and presentation of film seem to be in vogue in Germany this season judging from the handling of "The Thief of Bagdad" the United Artists production starring Douglas Fairbanks.

After playing a four weeks' engagement at a theatre in Berlin, the picture was shown simultaneously in fifty houses in the German capital. Because there were not enough prints of the picture available for all theatres at once, the few prints in use were rushed from one theatre to another either by bicycle or motorcycle.

Fox Completes Shooting on "Sandy"

Director Harry Beaumont has completed shooting on "Sandy," the Fox film version of Elenore Meherin's serial. Madge Bellamy has the title role with a supporting cast including Harrison Ford,, Leslie Fenton, David Torrence, Bardson Bard, Lillian Leighton, Gloria Hope, Joan Standing and Charles Farrell.

"3 Bad Men" Retained as Fox Title

Fox has again reverted to the original title of "3 Bad Men" for its epic production, which temporarily was changed to "The World of Promise." It was thought for a time that "3 Bad Men" did not cover the full scope of the picture, but Fox executives finally decided it was the better title of the two.

F. B. O. Distributes Prizes for Contest

Prizes have been distributed with fitting ceremonies in the F. B. O. "On the Stroke of Three" contest which closed August 31st, 1925. Previously the contest winners had been announced, but they were handed their prizes at their own local theatre as the picture played there. Representatives of F. B. O. officiated at these prize nights.

The contest was for the purpose of selecting a final release title for the picture, which went to the exhibitors under the title of "The Fatal Stroke." First prize of $1,000 went to a Sing Sing prisoner, who has since been released. The second prize of $250 went to Rev. N. L. G. Anderson of Tryadelphia, West Virginia, and third prize of $100 to Mrs. A. Duncan of Montreal, Canada.

Jobyna Ralston to Play in Levee's "Molasses"

Through an arrangement entered into between M. C. Levee and John L. Murphy, production manager of the Harold Lloyd Corporation, Jobyna Ralston, Lloyd's leading lady in his last four pictures, will appear in the Levee production "Molasses" which he is making for First National release. Al Santell will direct the production.

Greene Named Executive of Red Seal

Fred V. Greene, Jr., well known as a film executive and ex-newspaperman, has been signed by Red Seal Pictures Corporation as assistant to President Max Fleischer. This is in line with the company's determination to build up a strong national organization with its own distributing exchanges for the handling of its short product. Greene has had wide experience both as an exhibitor and in the field for such companies as Famous and Universal.

Fred V. Greene, Jr., newly appointed executive of Red Seal Pictures.

Action stills from the first Harry Carey feature vehicle for Pathe release titled "Driftin' Thru."

De Mille Signs Rudolph Schildkraut

Cecil B. De Mille has signed Rudolph Schildkraut, father of Joseph Schildkraut, to a contract to appear exclusively on the screen in the De Mille and Metropolitan Pictures. The elder Schildkraut is a well known German dramatic star of both the stage and screen and was recently seen in the American made picture, "His People."

Fox is Assembling Staff of Scenarists

Fox executives are busy assembling a staff of scenario writers in preparation for next season's screen productions. Among the writers already assigned are Bradley King, Eve Unsell, Dorothy Yost, James T. O'Donohue, Agnes Leahy, L. G. Rigby, Amos D. Lighton, Hope Loring and John Stone.

John Barrymore With Warners Until 1927

IN denying printed reports to the effect that John Barrymore had signed with another company Albert Warner, of Warner Brothers, issued a statement this week saying that the star's services are contracted for 1926. According to Warner's statement Barrymore is to remain with the Warners until the completion of three special productions for which he has contracted, namely "The Sea Beast," which is now being shown throughout the country, "Don Juan" which is in the editing stage, and the third which will be in production until early in the summer.

Warners List Four for March

"Little Irish Girl," "Honeymoon Express" "Other Women's Husbands" and "The Sap" Scheduled

WARNER BROTHERS has listed four productions to be released during the month of March. They are "The Little Irish Girl," "The Honeymoon Express," "Other Women's Husbands" and "The Sap." "The Little Irish Girl" marks the initial appearance of Dolores Costello as a Warner Brothers star. The supporting cast includes Dot Farley, Mathew Betz, Lee Moran, Gertrude Claire, Joseph Dowling and Henry Barrows.

Dorothy Devore and John Patrick have the leading roles in "The Honeymoon Express." Montague Love, George Pearce, James Gordon, Russell Simpson, Frank Brownlee, Lynn Cowan, Fred Kelsey and Charles Hill Mailes have the important supporting roles.

"Other Women's Husbands," a domestic drama, has Monte Blue and Marie Prevost as the stars and the cast includes Huntly Gordon, Phyllis Haver, Marjorie Gay and John Patrick.

Kenneth Harlan is starred in "The Sap," a story concerning the exploits of a big syrup and sugar man from the West. Mary McAllister plays opposite the star and the supporting cast includes David Butler, Eulalie Jensen, John Cosser and Heinie Conklin.

Pidgeon Leading Man For Constance Talmadge

Joseph M. Schenck has selected Walter Pidgeon as leading man for Constance Talmadge in "Silky Anne", a crook comedy drama now being directed by Sidney Franklin for First National release.

9 magic words sweeping the country like wildfire!

1
"UNIVERSAL

2 3 4
is Making the

5 6 7
Best Pictures in

8 9
the Business!"

Release stills from "The Dancer From Paris," a First National picture.

Starts Sales Contact Division

George Landy Named Head of the New Department Installed at First National Studios

JOHN McCORMICK, general manager of production at the First National west coast studios, announced this week the inauguration of a sales contact department under the supervision of George Landy. The purpose is to bring a direct contact between the production center and the sales force throughout the country and to keep them constantly advised as to the activities surrounding the First National product.

Landy, whose years of publicity and exploitation contact have given him a keen insight on this angle of the industry, is a member of the Western Motion Picture Advertisers (The Wampas) and has spent much time in promoting constructive interest for theatre owners on pictures they will exhibit.

The policy of the contact division will be directed by the sales force of First National under the guidance of Sam Spring and in association with Ned Marin, Ned E. Depinet, and A. W. Smith.

Among the duties that will fall under the supervision of this department will be the preparation of special exploitation campaigns in the interest of First National Productions and direct service to all those in the territory who are concerned with the exhibiting of the finished film products. The department will maintain headquarters in the First National West Coast studios and will function immediately, according to McCormick.

Motion Picture News Booking Guide

"We use the GUIDE as a book of reference and index to MOTION PICTURE NEWS in looking up pictures."

Puente Union
Theatre,
Puente, Calif.

Camera Pictures Selects Eight Titles

Camera Pictures has selected titles and started camera work on the first of a series of eight pictures featuring William Fairbanks for release through Lumas Film Corporation. The first production is titled "The Mile a Minute Man." It is an automobile racing drama.

Each title in a general way indicates the story theme. Second on the list is "Catch-as-Catch-Can," the story of a college wrestling champion. Then come, "The Winning Wallop," a prize ring story; "Flying High," an aeroplane picture; "The Down Grade," a railroad story; "When Danger Calls," fire story; "One Chance in a Million," a police mystery melodrama, and "Through Thick and Thin," a drama of adventure.

Rayart Signs for Three New Series

RAYART Pictures Corporation has signed contracts to release three groups of eight pictures each starring Reed Howes, Billy Sullivan and Jack Perrin. The Howes pictures, produced and directed by Harry J. Brown are titled, "The Racing Fool," "The Night Owl," "The Kentucky Handicap," "The Scorcher," "The Bird Man," "The Romantic Rogue," "The Lost Limited" and "The Royal American."

Stories selected for Perrin include, "Where North Holds Sway," "Hi-Jacking Rustlers," "The Code of the Range," "The Grey Devil," "A Ridin' Gent," "West of Rainbow's End" and "Thunderbolt's Tracks."

The Billy Sullivan titles are: "Smiling Billy," "The Trouble Shooter," "Speedy Fists," "The Speed Cop," "The Heart of a Coward," "The Gallant Fool," "Daring Deeds" and "The Silent Alarm."

War Hero Signed to Lay Out Trenches

Marco Elter, decorated for gallantry in the world war by the Italian, Belgian, French and English Governments has been engaged by Metro-Goldwyn-Mayer to lay out the trenches for the new Phil Rosen production, as yet untitled, featuring Renee Adoree and Conrad Nagel. Elter trained the famous Ski Division of the Italian Army. In addition to laying out the trenches for the production, he will play a small role as a German soldier.

Scenes from "The Man Upstairs," the Warner Bros. mystery melodrama.

Jetta Goudal Elevated to Stardom

JETTA GOUDAL has been elevated to stardom by Cecil B. De Mille, as a result of her work in such pictures for that producer as "Three Faces East," "The Coming of Amos," "The Road to Yesterday" and "Paris at Midnight."

In discussing the promotion of Miss Goudal, De Mille said:

"I believe she is one of the most vivid players we have yet had in motion pictures and as vividness is one of the most desirable elements in entertainment Miss Goudal should advance to an outstanding position among screen stars within the next twelve months."

Columbia Enlarges Coast Organization

Harry Cohn, vice-president of Columbia Pictures, who is in charge of production activities at the West Coast studios announced this week the appointment of Harry L. Kerr as general production manager, Amos Myers as art and technical director and Bert Wayne to handle the installation of the new electrical equipment necessary for the enlarged studio. The staff of writers nas been augmented by the addition of George Scarborough, Douglas Bronso, Thomas Hopkins and Paul Gangelin. E. A. Patterson is in charge of west coast studio publicity.

"Kiki" Set for Release Easter Week

Easter Week has been set for first run releases of "Kiki," the Joseph M. Schenck production starring Norma Talmadge. First National will release the picture April 14th.

"Kiki" is an adaptation of the David Belasco stage success in which Lenore Ulric starred. It was produced under the direction of Clarence Brown. Ronald Colman plays opposite the star, while in the supporting cast are Gertrude Astor, Marc McDermott, George K. Arthur and Frankie Darrow.

Newmeyer Filming Exteriors for "The Savage"

The Earl Hudson unit filming "The Savage" for First National expect to finish the exteriors, being shot in Florida, during the week and will return to New York. Ben Lyon and May McAvoy have the featured roles and the cast includes Sam Hardy, Philo McCullough, Charlotte Walker and Tom McGuire. Fred Newmeyer is directing this story which is an original by Ernest Pascal.

"Viennese Medley" has Pre-View in New York

On Thursday afternoon of last week "The Viennese Medley" was previewed at Wurlitzer Hall, New York City by an audience comprising production and sales executives of the First National Pictures Corporation, who endorsed it unanimously. The picture was produced by June Mathis, who is also author of the scenario. Curt Rehfeld directed.

Dramatic highlights from the First National production "Her Second Chance."

Sterns Get "Let George Do It"

Will Produce McManus Comic Strip In Another Two-Reel Comedy Series

NEGOTIATIONS between the Stern Brothers, makers of two-reel comedies for Universal release, and George McManus, comic artist and creator of many newspaper cartoon characters, have just been completed whereby the Sterns get the screen rights to the cartoons "Let George Do It," which used to appear in the New York World, and in syndicate form in newspapers all over the country.

This is another step by the Stern Brothers in their production policy for the coming year, in which they will confine their production to series pictures only. "Let George Do It," will be adapted to the screen and made as a series of twelve or more two-reelers, each a separate picture but all containing the same principal characters.

This is the second George McManus cartoon acquired by this comedy firm, the first, recently announced, being "The Newlyweds and Their Baby." "Let George Do It" completes the projected program for 1926-1927, being the sixth series to be announced by the Sterns for next year.

Motion Picture
News
Booking Guide

"I like the BOOKING GUIDE very much. I use it often. It is a ready reference for finding types of pictures and an aid in booking and dating pictures."

H. T. HODGE,
Gem Theatre, Company,
Abilene, Texas.

First National Purchases "Lady Be Good"

First National has purchased the motion picture rights to "Lady Be Good" the musical comedy the book for which was written by Guy Bolton and Fred Thompson and the music by George Gershwin. The play had a year's run in New York, and is said to have an excellent story. Production details have not as yet been announced.

M-G-M Buys Rights to "Free Souls"

Metro-Goldwyn-Mayer has purchased screen rights to the Adela Rogers St. John novel, "Free Souls." Details of the production have not yet been announced. The book has had a wide distribution.

Sailor Sharkey in Cast of Leatrice Joy Vehicle

Sailor Sharkey, former middleweight boxer, has been cast for a part in the cast which will support Leatrice Joy in "Eve's Leaves," now in production at the Cecil B. De Mille studios in Culver City.

Lane Signed For Role In "Padlocked"

Charles Lane has been signed by Paramount for an important role in "Padlocked", the Rex Beach story which has been running in Cosmopolitan Magazine. It is to be an Allan Dwan production and will have in the cast Lois Moran, Noah Beery, Louise Dresser, Florence Turner, Allan Simpson and Richard Arlen.

James Gordon Signed For "Runaway Express"

Universal has signed James Gordon for a prominent role in "The Runaway Express", which Edward Sedgwick is directing, and in which Blanche Mehaffey and Jack Daugherty have the leading roles. The cast also includes Harry Todd, Les Sailor, Tom O'Brien Charles K. French and William Steele.

Alma Rubens, Cortez Here on Honeymoon

Alma Rubens and Ricardo Cortez, recently married, are in New York on their honeymoon. Miss Rubens has just completed her role in the Fox Films production, "Siberia." Miss Rubens and Mr. Cortez will remain in the Metropolitan city six weeks or until Mr. Cortez finishes a picture there.

Buck Jones Starts "30 Below Zero"

Buck Jones has returned from a fishing trip and has started work for Fox in "30 Below Zero," a 1926-27 release under the direction of Robert Kerr. The Jones company leaves for Truckee Saturday to make exterior scenes.

Patsy Ruth Miller to Star for Warner Brothers

WARNER BROTHERS have exercised their option on the services of Patsy Ruth Miller and have put her under a long term contract as a full fledged star as a result of her work as leading lady in some of the Warner productions made recently.

Jack Warner announced that Miss Miller will be starred in four productions during the coming season and intimated that Ernst Lubitsch is considering her as a lead for a picture he has in mind.

Miss Miller has been playing in pictures for some time but it was not until two years ago that she attracted attention by her work in "The Hunchback of Notre Dame."

"So's Your Old Man" New W. C. Fields Story

A second starring vehicle has been selected by Paramount for W. C. Fields to follow "It's the Old Army Game", which goes into production at the Long Island studios next week. The newest story is titled "So's Your Old Man".

De Mille Extends Contract With Robert Edeson

Robert Edeson's contract to play featured parts in Cecil B. De Mille productions has been extended by the producer to cover a long period.

Bernstein in Chicago to Open Exchange

Harry Bernstein, general manager of sales for Red Seal Pictures Corporation, is in Chicago to supervise the opening of an exchange there for his company.

Exteriors for Field's Picture in Florida

The entire company working on "It's the Old Army Game," W. C. Field's first starring picture for Paramount, will leave for Florida about the first of March where the exteriors will be filmed under the direction of Edward Sutherland. Louise Brooks, Mickey Bennett and Mary Foy are in the cast.

Weiner Named Associated Branch Manager

H. E. Weiner has been appointed Philadelphia Branch manager for Associated Exhibitors by E. J. Smith, General Sales Manager. Weiner has had wide experience in the distribution field, having been connected with Universal and Warners in the past. He is widely known in the Philadelphia territory.

Raoul Walsh Starts Back to West Coast

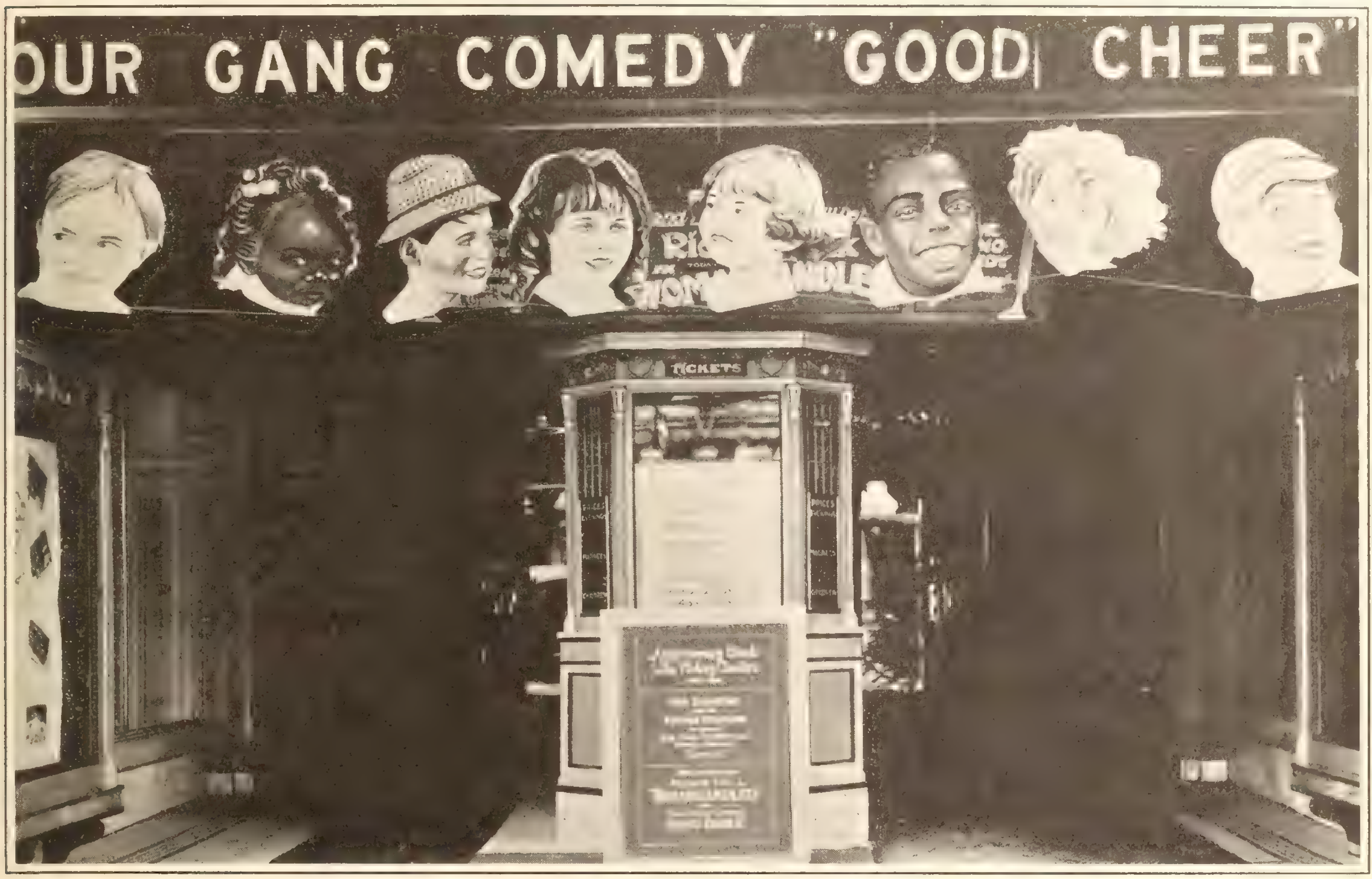
Raoul Walsh has departed New York for the west to direct "What Price Glory" for Fox. His visit to the east was in quest of players to fill the roles of Captain Flagg. Sergeant Quirt and Charmaine, and to confer with Laurence Stallings, co-author of the play. No decision has been announced with regard to the east.

Northwest Business Shows Big Increase

Federal Reserve bank figures show that the Northwest has hung up an increase of nearly 40 per cent in volume of business in five years, with progressive gains each year. Debits to individual accounts jumped 37 per cent in 11 cities and 41 per cent in Minneapolis.

Production highlights from the Universal feature "The Cohens and the Kelleys"

Exhibitors Service Bureau



The photo above shows how Manager Porter of the Victory Theatre, Salt Lake City, exploited the Pathe Our Gang Comedy "Good Cheer" with an attractive lobby display featuring cut-outs of members of the young Hal Roach troupers. The cut-outs were made from stock paper, backed with cardboard and strung on cord under the electric sign featuring "Good Cheer."

Advisory Board and Contributing Editors, Exhibitors' Service Bureau

George J. Schade, Schade theatre, Sandusky.

Edward L. Hyman, Mark Strand theatre, Brooklyn.

A. P. Desormeaux, Manager, Strand theatre, Madison, Wis.

C. O. Perry, Managing Director, Garrick theatre, Minneapolis.

E. R. Rogers, Managing Director, Tivoli theatre, Chattanooga, Tenn.

Stanley Chambers, Palace theatre, Wichita, Kan.

Willard C. Patterson, Metropolitan theatre, Atlanta.

E. V. Richards, Jr., Gen. Mgr., Saenger Amusement Co., New Orleans.

F. L. Newman, Managing Director, Famous Players-Lasky theatres Los Angeles.

Arthur G. Stolte, Capitol theatre, Des Moines, Iowa.

W. C. Quimby, Managing Director, Strand Palace and Jefferson theatres, Fort Wayne, Ind.

J. A. Partington, Imperial theatre, San Francisco.

George E. Carpenter, Paramount-Empress theatre, Salt Lake.

Sidney Grauman, Grauman's theatres, Los Angeles.

George E. Brown, Managing Director, Loew's Palace theatre, Memphis, Tenn.

Louis K. Sidney, Division Manager, Lowe's theatres, Pittsburgh, Pa.

Geo. Rotsky, Managing Director, Palace theatre, Montreal, Can.

Jimmie Carrier, Managing Director, Broadway-Strand theatre, Detroit.

Fred S. Myer, Managing Director, Palace theatre, Hamilton, Ohio.

Joseph Plunkett, Managing Director, Mark-Strand theatre, New York.

Ray Grombacher, Managing Director, Liberty theatre, Spokane, Wash.

Ross A. McVoy, Manager, Temple theatre, Geneva, N. Y.

W. S. McLaren, Managing Director, Capitol theatre, Jackson, Mich.

Harold B. Franklin, Director of Theatres, Famous Players-Lasky.

William J. Sullivan, Manager, Rialto theatre, Butte, Mont.

Ace Berry, Managing Director, Circle theatre, Indianapolis.

: : THE CHECK-UP : :

Weekly Edition of Exhibitors' Box Office Reports

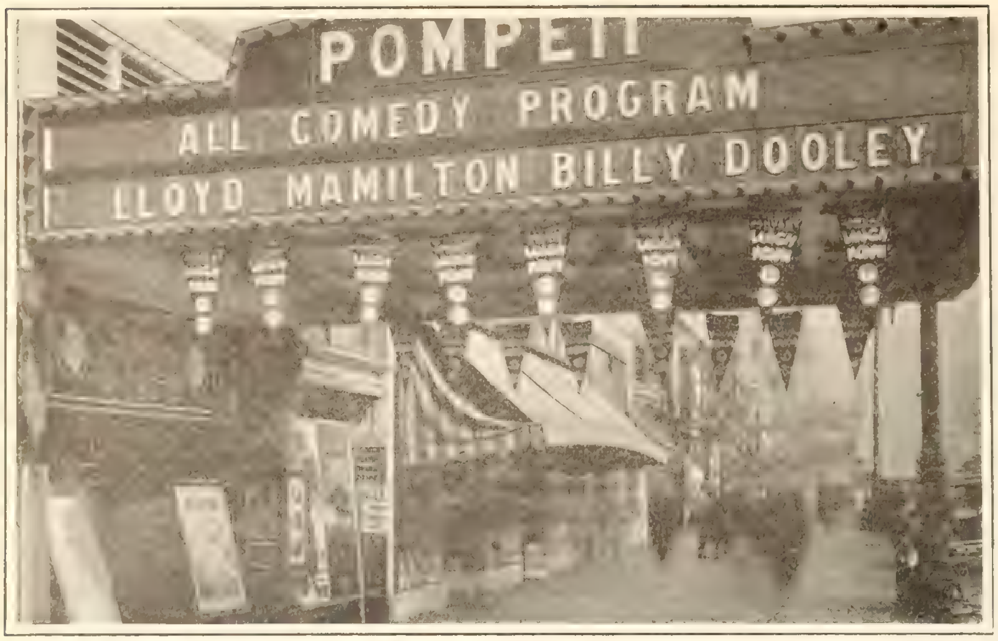
Productions listed are new pictures on which reports were not available previously.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

TITLE	Poor	Fair	Good	Big	Value	Length
FAMOUS PLAYERS.						
Mannequin	—	4	8	1	63	6,981 ft.
FILM BOOKING OFFICES.						
All Around Frying Pan	1	1	6	2	68	5,519 ft.
Midnight Flyer, The	—	4	4	2	64	6,200 ft.
FOX.						
When the Door Opened	2	4	4	—	48	6,515 ft.
METRO-GOLDWYN MAYER.						
His Secretary	—	3	2	5	76	6,433 ft.
Masked Bride, The	—	2	7	1	67	5,699 ft.
Sally, Irene and Mary	—	5	4	3	65	5,564 ft.



A "Laugh Month" marquee and lobby display, featuring Educational short features, used by the Pompeii Theatre, San Francisco, is shown above. The display proved its value at the box office during the run of this "all comedy" bill.

Pathe Serial Campaigns Score

Beauty Contest for "The Green Archer" and Ballyhoo for "Wild West" Used by Exhibitors

TWO campaigns for serial pictures recently reported are of particular interest, as they indicate the increasing appreciation of exhibitors for the value of exploitation for these subjects and as well the high regard which newspapers are placing on the episode form of play as a popular attraction. The campaigns referred to were executed for "The Green Archer" and "Wild West," by the Loew's Dayton Theatre, Dayton, and the Lyric Theatre, Rochester, respectively.

A tie-up made by the manager of Loew's Dayton Theatre with the Dayton *Herald* demonstrated how effectively "The Green Archer" could be advertised by getting local beauties to compete for prizes.

Although the contest ran for but a few days, the Dayton *Herald* was swamped with entries. Hundreds of girls submitted photographs, and many more were sufficiently interested to attend performances at Loew's Dayton, to see if there was any resemblance between the popular star and themselves, the basis for awarding the prizes.

Prizes were offered to the ten girls who most resembled Allene Ray. The first prize was $20, the second $10 and the third $5. Then there were five prizes of $1 each and two prizes of theatre tickets for the entire run of "The Green Archer."

The contest was held at the same time as "The Green Archer" was playing at Loew's and the original story was running in the *Herald*. The first announcement appeared in a three-column head story on the first page of the Dayton *Herald*.

Besides getting the various prizes, the girls were given screen tests on the stage at Loew's. A packed house turned out to see the winners and to watch them being photographed.

Taking one of the most thrilling scenes from "Wild West," the Pathe serial featuring Jack Mulhall and Helen Ferguson, the manager of the Lyric Theatre, Rochester, N. Y., duplicated the action through the use of poster cutouts, compboard and a stripped electric fan and motor.

A poster cutout of the elephant was mounted on beaver board. A lath was tacked from heels to head. Then a background of beaver board was adjusted and the lettering done. A frame of light strips was built to stiffen the background and give a solid place to fasten the elephant's heels so that it could be raised and lowered. A block of wood was tacked to the front of the background where the elephant's feet strike when in low position and the figure of the girl was fastened to this block.

To raise and lower the elephant an ordinary electric fan with the blades removed and a reduction gear from an old projection machine was used. A strip of wood was fastened to the slow wheel on the gear, so that it would turn a complete circle and the length of the stick would be a little more than the height to which the elephant was to be raised. In the background directly back of the elephant's ear a small pulley was placed. A piece of stout cord was fastened to the lath on the back of the elephant and the cord was run through the pulley and fastened to the end of the stick on the reduction gear.

As the reduction gear and the motor are back of the background, they can be placed in any position desired, as it makes no difference whether the stick on the gear revolves at right angles to the rest of the cutout or runs parallel to it.

'Pretty Ladies' Ballyhooed by Novelty Sticker

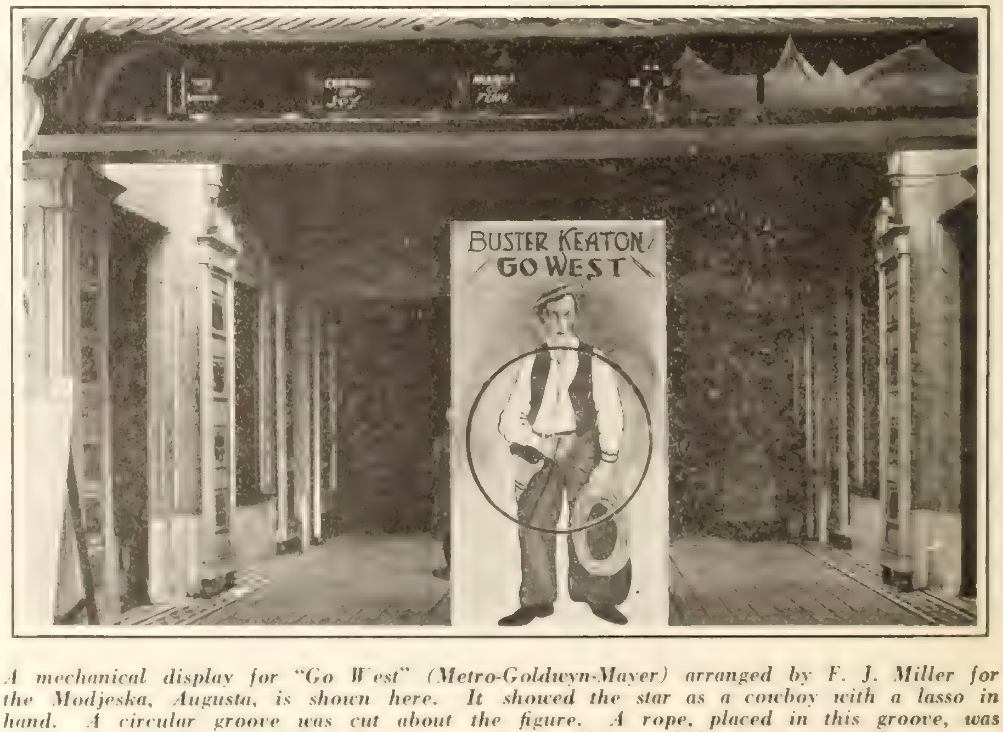
A wind shield sticker, pertly captioned, proved valuable to the Orpheum, Scottsbluff, Nebraska, when "Pretty Ladies," played that theatre.

The sticker was about eighteen inches in length, and four inches in width, and printed, on white stock, with the black lettered caption, "Pretty Ladies Ride With Me."

On Saturday night, when almost every car is parked on the main street, a gang of boys were sent to snipe the windshields with the sticker. Over a thousand cars were decorated with the announcement, and no one seemed seriously peeved at the joke, in fact, most of the motorists got a big kick out of it.

Briggs Lets Live Eagles Advertise "The Eagle"

To stimulate Pueblo's interest in "The Eagle," Manager E. P. Briggs borrowed two Golden Eagles from the local Zoo, and placed them in a wire cage in lobby of the Rialto. As a publicity stunt, it was all that could be desired, the birds having an audience at all times.



A mechanical display for "Go West" (Metro-Goldwyn-Mayer) arranged by F. J. Miller for the Modjeska, Augusta, is shown here. It showed the star as a cowboy with a lasso in hand. A circular groove was cut about the figure. A rope, placed in this groove, was made to turn by means of a small concealed motor.

Jackson Makes Anniversary Town Fete

The sixth anniversary of Loew's Theatre, London, Ontario, was the signal for a big demonstration which was directed by Manager Fred Jackson. No less than 10 London firms co-operated with the theatre management in the publication of a special combination page, the various advertisers making mention of their connection with the theatre. One firm advertised, for instance, that the pianos used in the theatre were of a certain make. Another company told of laundry service to the theatre; still another referred to the coal used; the local bank used by Loew's Theatre had an announcement; a printing firm referred to printed necessities, and others included an engraving firm, a sign painting company, a hotel, lumber company, etc. The anniversary was celebrated during the week of February 8.

Second Radio Program Staged by Century

Another radio broadcasting performance was given at the Century Theatre, Baltimore, after the regular performance, on Tuesday night, January 26, to which the audience was invited to listen. Harry Van Hoven, advertising manager for the Combined Whitehurst Theatrical Interests, used back page space besides the regular advertising space to announce it and the house was packed for the show. Talent playing at the Century and other Whitehurst houses were included on the program which was thoroughly enjoyed. WFBR Station handled the broadcasting.

Cops Parade for Showing of "Making of O'Malley"

Manager Luther Strong's showmanship came to the fore recently when he played "The Making of O'Malley" at the Hippodrome, Fort Worth.

Fort Worth's Policemen's Parade being held during run of picture, arrangements were made with the Chief of Police to have a squad of policemen march in formation to the theatre with each relief during attraction's showing.

All advertising stressed the tie-up and the newspapers commented favorably on the timely and appropriate stunt.

A part of the crowd assembled to greet "Miss Texas," scheduled to make a personal appearance at the American Theatre, Butte, Mont., in connection with the showing of "Go West" (Metro-Goldwyn-Mayer). "Miss Texas" turned out to be a cow, a "Miss Brown Eyes."

3 Unit "Merry Widow" Drive

Evansville Blanketed With Publicity in Campaign Staged by the Strand Theatre

A CAMPAIGN employing three distinct features was put on for "The Merry Widow" when it played at the Strand theatre in Evansville, Ind.

These three high lights in the campaign conducted by Charles Glickauf, M-G-M exploiteer, and Manager Sweeton of the Strand, were a dancing exhibition in a store window, the broadcasting of "The Merry Widow" waltz over the radio, and a waltz contest in the best dance hall of Evansville.

A music store conducted an alternate exhibition of waltzing and "charlestoning" in their display window one week in advance of play date. The music for this was furnished with Brunswick Phonograph which is the staple line of the store. The demonstration was staged by one man and two women. The man and one woman would do their version of "The Merry Widow" waltz, and then the man, changing partners, would give an animated display of the popular Charleston. A window card announced that "The Merry Widow" would appear in the window on Saturday night—and strut her stuff, this drew attention to the display. It went over big, as nothing like it had ever been done in that town before.

The second factor in the campaign was a radio recital of the music from the operetta. This was done through a tieup with a local radio broadcasting station, and a good newspaper break was achieved for a noonday radio concert of "The Merry Widow" music.

The owner of the best ballroom in Evansville was induced to run a Merry Widow Waltz Contest. Prizes for the three best pairs of dancers were donated by an enterprising jeweler; the first prize being a silver loving cup, the second a ten dollar gold piece, and the third prize, five dollars in gold. To give added spice to the stunt the winners gave an exhibition dance on the stage of the Strand theatre.

Harold Lloyd

A "dog-about-town" does some ballyhoo for Pathe's "The Freshman!" Exploitation stunt of Manager V. C. Chapel of the Liberty, Marlette, Mich., is shown in the photo above.

Memphis Newspaper Ties Up With "Classified"

The highlight of Manager G. E. Brown's campaign on "Classified," playing Loew's Palace, Memphis, was a tie-up with the News Scimitar, whereby practically ten columns of free publicity were obtained for the showing of the picture.

Campaign was in the nature of display ads, and started a week prior to opening, continuing throughout second day of the engagement.

The newspaper ran a two column, seven inch, free ad each day, with announcement that prizes would be awarded to the persons writing the best substitutes for the "want" ads appearing on the page, the number being limited to four each day. Passes were given as prizes, and these constituted the only payment the theatre had to make.

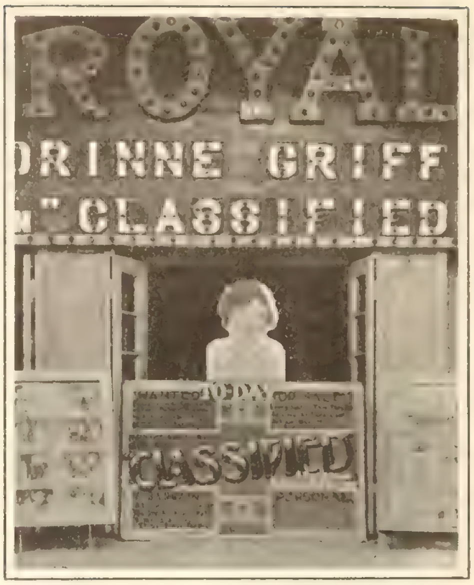
Trade-at-Home Campaign for "Royle Girl" Drive

The Charleston *Evening Post* joined with the Academy Theatre in launching a "Trade at Home" campaign as a feature of the exploitation on "That Royle Girl."

The purpose of the campaign was explained by the *Post* in these words: "It is through this Royle Girl that *The Evening Post* and the following merchants will convince the people of Charleston that it is possible to take a country girl, make known to her the values of garments and goods, transform her before the eyes of all to a well-dressed young lady who can enter the homes of the most elite. "It will be the intention of the *Post* and these merchants to bring this girl to Charleston and through a shopping tour make the transformation of Daisy Royle whom we will call 'That Royle Girl.'"

In the *Post* and in the windows of the merchants the stunt was given the widest possible publicity and it created a stir throughout the city. The merchants who tied in on the campaign also took space in a two-page cooperative advertisement published in the *Post*.

Manager Sherrill of the Academy said that he considered the campaign one of the most effective he had ever seen on a picture.



Lobby stand for the showing of "Classified" (First National) at the Southern Theatre, Columbus, Ohio. The board, surmounted by a cut-out of the star, featured "classified" ad reproductions.

Patterson Stages Midnight Jubilee for Benefit

Willard C. Patterson stepped out of his regular domain at the Metropolitan Theatre this week to stage a mammoth Midnight Jubilee for the benefit of the Atlanta Police Band. The idea of the benefit was launched by Fuzzy Woodruff, dean of Atlanta's dramatic critics and the favorite newspaperman in that section. Mr. Woodruff handled all details except the actual presentation of the show, and the Atlanta Georgian went behind the movement unreservedly.

The Midnight Jubilee, staged in the city auditorium Thursday night, began at 10:00 and carried on till far after midnight, with acts appearing at local theatres contributing their services without charge. The occasion netted around $4,000 for the Atlanta Police Band. Of this amount about $1,500 will go to pay for the musical instruments recently purchased by the band, and underwritten by the Atlanta Georgian. The remainder to go into the band's treasury to meet some of the many worthy causes sponsored by that group.

Following the performance there was a dance at which the new band officiated in all the glory of its shining trombones.

Style Show Presented at Missouri This Week

A Spring Style Show featuring 25 of St. Louis' "loveliest mannikins, displaying the new spring creations in a setting of Missouri Entertainment" is the presentation being offered at the Missouri theatre in St. Louis this week.

Among those who are appearing in the presentation are Charlotte Woodruff, Roy Smoot, Kerenoff & Maree, 16 Missouri Rockets and Milton Slosser. The production is presented in conjunction with "The American Venus."

Radio is Ace of Stanley "Splendid Road" Drive

Radio exploitation was used as the campaign lead for the engagement of "The Splendid Road" at the Stanley Theatre in Philadelphia. Broadcasting through stations WIP and WLT was carried on in advance and during the run of the picture.

Emo, motion picture expert of WIP, read communications to his listeners-in from Anna Q. Nilsson and others of the "Splendid Road" cast; answered queries from fans about the picture and its cast of notables; and in addition promised six hundred photos of Miss Nilsson to the first six hundred applicants writing in for them with mention of the title "Splendid Road." The six hundred requests were in by nine o'clock the following morning, with several thousand arriving within the next few days.

WLIT devoted its "Splendid Road" talks to descriptions of the filming of the picture, personal anecdotes about the player's adventures on location, and reading of scenes from the novel by Vingie Roe.

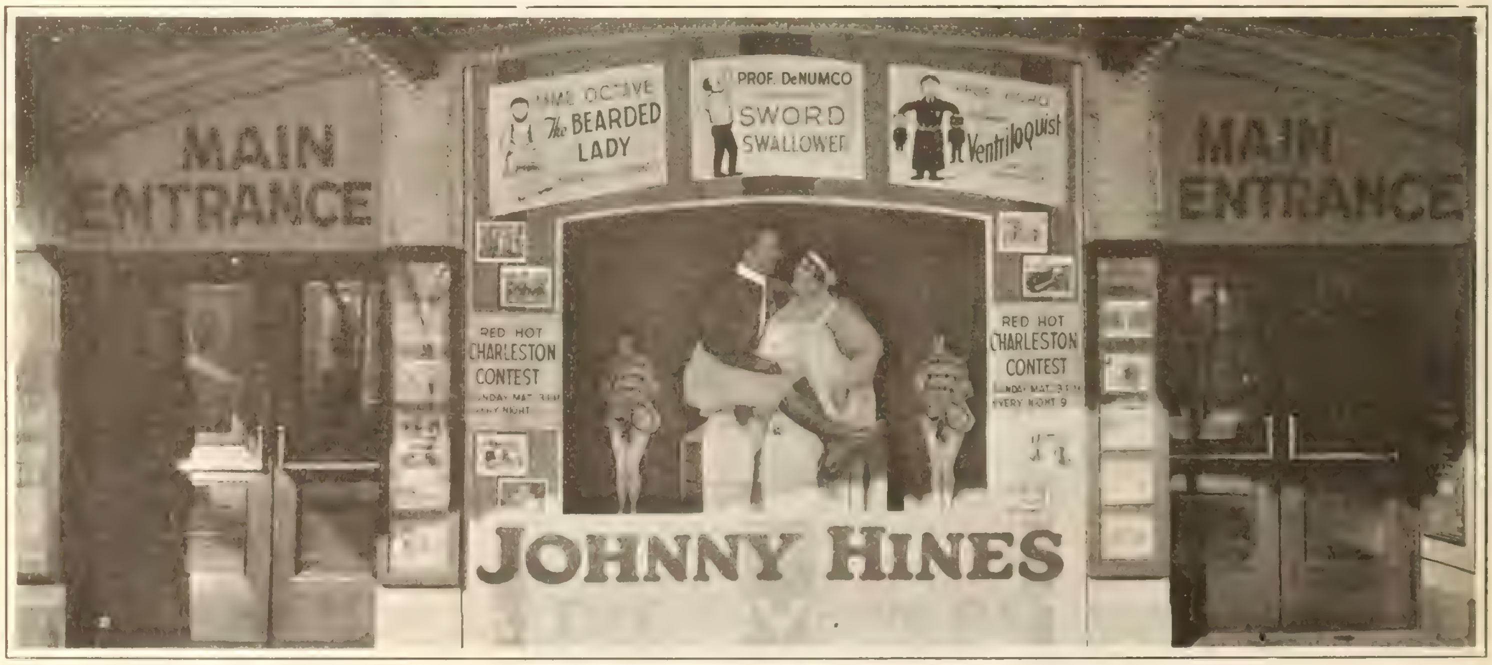
For the engagement the Stanley Company eliminated its usual specially prepared type billing and instead used stock twenty-four sheet stands. The variation from routine gave the panels special attraction value.

In addition the Stanley Company used trailers in the largest of their central theatres.

Local Mysteries Featured in "Phantom" Ads

Capitalizing on Spartanburg's interest in certain newspaper stories recounting such happenings as the mysterious light in the house of a certain doctor, the queer lights on the railroad tracks, etc., Manager J. H. Stelling launched his campaign on "The Phantom of the Opera" with a series of mystery ads.

More than double the regular newspaper space was used. The readers were run daily, stimulating public interest in a subject already created by the newspapers to such a degree, that ninety percent of the people did not suspect they were reading advertisements until the last ad appeared.



SLENKER'S "LIVE WIRE" DISPLAY

The lobby display for the First National picture, shown here, is the work of F. O. Slenker, manager of the Spencer, Rock Island. Lobby featured cut-outs, from a stock paper, before a plain cloth drop, the whole thing being carried out in red and yellow. "It cost less than $50 to build and brought really unusual returns," says Slenker.

Exhibitor's Idea Exchange

E. F. Nutter, American, Rowlesburg, W. Va. Sends us the following outline of a most successful and novel campaign for "The Gold Rush:"

We had several banners made up with the name of star, title, dates and featuring the following lines: "See the Kids" 'Gold Rush' with Dogs and Sleds down Main Street, 7:15 Friday Evening, Jan. 30th, for Prizes of Gold Coin"—posted these at conspicuous places all over town. Ran announcement at theatre and in newspapers outlining particulars and location of race, stating amount of first, second and third cash prizes. Purchased several dozen Chaplin hats, mustaches and canes from novelty house and gave away to boys entering names for race.

On the evening of race, had boys meet at theatre at certain time for instructions. Then sent them to starting point with two men to see that they were properly in line for the start. Also stationed several of regular force along route of race with red fusees or fire torches. At given signal, all torches were lit from starting point to front of theatre, lighting up the street for two blocks and giving a very good effect from reflection on the snow-covered pavement. By this time the street was lined with spectators and at the designated moment, the starter gave the word to go.

From this point, it was better than a circus. With wild yells of excitement, the kids rushed pell-mell down the street at the side of their dogs urging them to greater speed; sleds were overturned and both boys and dogs entangled in the harness; about halfway of the first block, two of the dogs engaged in a fight while running neck and neck, but were hastily pulled apart by their owners; and by the time the first three boys had crossed the winning line, the spectators were in an uproar of laughter for the entire two blocks.

In all of our ads concerning the race, we used the title of the picture to every advantage possible. It was not advertised as a race, but as a "Gold Rush." It was necessary, of course, to take chances on the weather. We covered this by providing for a Chaplin Similarity Contest on stage of the theatre in the event of no snow.

The success of this stunt, depends largely on the number of dogs available in the town. Within two days after our announcement appeared, dogs were at a premium. Boys were seen everywhere, after school hours, with lariats made of small rope and twine, ready to lasso the first dog who came within reach. This caused much amusing comment which added to the publicity desired.

Our campaign was not limited alone to the race. We used, in addition, our regular quota and more, in cards, paper, newspaper space etc., "The Gold Rush" was originally intended as a "side-stunt," but to my surprise, it gained such proportion that all other publicity matter was really superfluous.

Thomas L. Barnett, Finn's Theatre, Jewett City Is the author of the following contribution to this department: "I wish to inform you of a little stunt I recently used in connection with the showing of 'The Freshman.' This idea might be used in any little town, same as here, where we have a population of 3,000. I bought quite a number of the balloons which are obtainable at any of the exchanges of the distributor.

"I ran the picture two days—on a Tuesday and Wednesday. I advertised that we would give a balloon free to each child who attended the matinee on the Saturday before the showing of the picture and it went over big.

"This has two good features—I drew an extra large Saturday matinee because every kid in town wanted a balloon and then the kids covered the town with these balloons, thus giving me a lot of free publicity on the big picture."

Ivan Baumgartel, Princess, Gloversville Contributes the following: Enclosed you will find a photo of a minature reproduction of a scene in "The Gold Rush." This I used in Gloversville, N. Y. a short time ago as one of the stunts to exploit this picture. The minature was placed in the foyer and could be seen coming in the theatre. As they never saw anything like it before in that town it made a hit with the patrons.

I also used this minature idea in Corning on "One Of The Bravest," it showed Ralph Lewis the star in the picture in the foreground with a background of flames and smoke, red lights were used to make it more effective, I dug an old okeh record up here in one of local music stores called "Fire Laddie." I had a magnovox outfit out on the marqee and victrola inside the lobby playing the record. It certainly caused a lot of interest and did help get extra dollars in the box office. The marqee and lobby lights were colored red to give the atmosphere of fire. I also extended an invitation to the fire chief and his men to see the great fire epic.

According to Dave Lustig Who recently resigned as manager of the Regun, New York, it's gratifying to win an exploitation prize under any circumstances, but there is particular satisfaction in carrying away an award when the winning campaign cost no more than nine dollars to stage. The prize which Lustig recently won, was one of the weekly awards for the "Laugh Month" campaign on short features. His winning stunt was a Charleston contest used in conjunction with the Educational-Cameo Comedy "Hot Feet."

Ray C. Brown, Strand, Altoona, Pa. Sends us two photos of typical frontal displays which he used every week at the Strand. One of the displays is reproduced on this page. These decorations, which carry out the atmosphere of the photoplay are constructed by Alvin Hoster, theatre art man under the supervision of Brown.

There is a new front for each attraction at the house, experience showing that this procedure is a profitable exploitation effort for the Strand. The "Phantom of the Opera" display, which is reproduced here, was constructed at small expense. Cutouts from the stock paper furnished the main elements of the arrangement. The "Live Wire" lobby, which is shown in the other photo sent in by Brown, followed an equally simple formula. There was a banner across the entrance. This carried a cutout head of Johnny Hines, with his name spelled out on one side and the title on the other. The banner was "supported" at either side by a trestle effect, made by using plaster paris on the boards and painting them an iron color.

Miniature scene reproduction from "The Gold Rush" (United Artists) used as exploitation for the picture at the Hippodrome Theatre, Gloversville, N. Y., by Manager Ivan Baumgartel.

PHANTOM OF THE OPERA

Lobby display for "The Phantom of the Opera" (Universal) at the Strand Theatre, Altoona, Pa., where a different front is used for each show The ideas are carried out by Alvin Hoster, theatre art man, under the supervision of Manager Ray C. Brown.

Carrier Says Thank You on Money Wrappers

Jimmie Carrier, Manager of the Broadway Strand Theatre, Detroit, Michigan, is always springing something new in the way of exploitation to bring more business to his theatre. His latest, the "Money wrapper stunt," is done by simply using a small money wrapper containing four new one dollar bills with a small advertisement on the face of the wrapper which reads as follows: "$4.00 Broadway Strand Theatre. We wish to thank you for your friendship and patronage. Coming Soon. (Name of some big coming picture.)

When a patron purchases a ticket and gives the cashier a $5.00 or a $10.00 bill, instead of counting out four bills, she hands the patron one of these little packages containing the four one dollar bills. The patron is very much interested in receiving the small neat package of bills and naturally looks it over and is bound to see the advertisement which is on the face of the package. This idea not only saves time in making change during rush hours, but is also a very effective advertising medium for coming attractions.

Old Song Revived for Film "My Old Dutch"

The revival of "My Old Dutch," one of the popular songs of several years ago, is the result of a tie-up arranged by the Universal exploitation department with the Pioneer Music Publishing Co. in connection with the release of "My Old Dutch" based on this song and the play written around it. The tie-up includes special window display material which will be sent to music dealers throughout the country.

"Phantom" Light Bulb Stirs Interest in Lima

A "Phantom" electric light bulb, displayed in the window of a hardware store at Lima, Ohio, in a cooperative stunt with the Sigma Theatre's presentation of "The Phantom of the Opera" created a great amount of interest for the merchant and the theatre.

Johnny Hines featured in a frontal display at the Strand, Seattle, Wash., for the showing of "The Live Wire," his First National feature.

A common electric light bulb was placed on a piece of glass in the window. This bulb was burning with no apparent means of attachment. The bulb, however, laid on the edge of the glass and had two No. 38 wires soldered to the end of it and then run along the edge of the glass until they disappeared under a black cloth. Under the black cloth was a transformer which in turn was connected with a light socket. The wires along the edge of the glass were covered by paraffin which made them invisible.

Michael Stages Third All Comedy Bill in Buffalo

J. H. Michael, manager of the Regent, Buffalo, put on his third "Big All-Pathe Comedy Circus," on Friday and Saturday, February 12 and 13 and packed this popular community theatre to the doors each afternoon with children and their parents. "Your money back if you don't laugh," was the slogan of the event. Mr. Michael also distributed souvenirs to the kids.

Coast Guards Lecture in L. & T. Serial Stunt

Capitalizing the co-operation of the government on the Pathe serial "Casey of the Coast Guard," the Lubliner & Trintz theatres in Chicago made arrangements with the Guardsmen from Old Chicago Station at the foot of the Chicago River to speak on their thrilling experiences of protecting our shores against smugglers of rum, aliens, jewels and drugs and saving vessels and human lives.

The Guardsmen spoke before audiences at the Covent Garden theatre, the Crawford, Paramount, Vitagraph and West End in connection with the showing of the first chapter of the serial.

Safety Week Ballyhoos "Havoc" in Canton

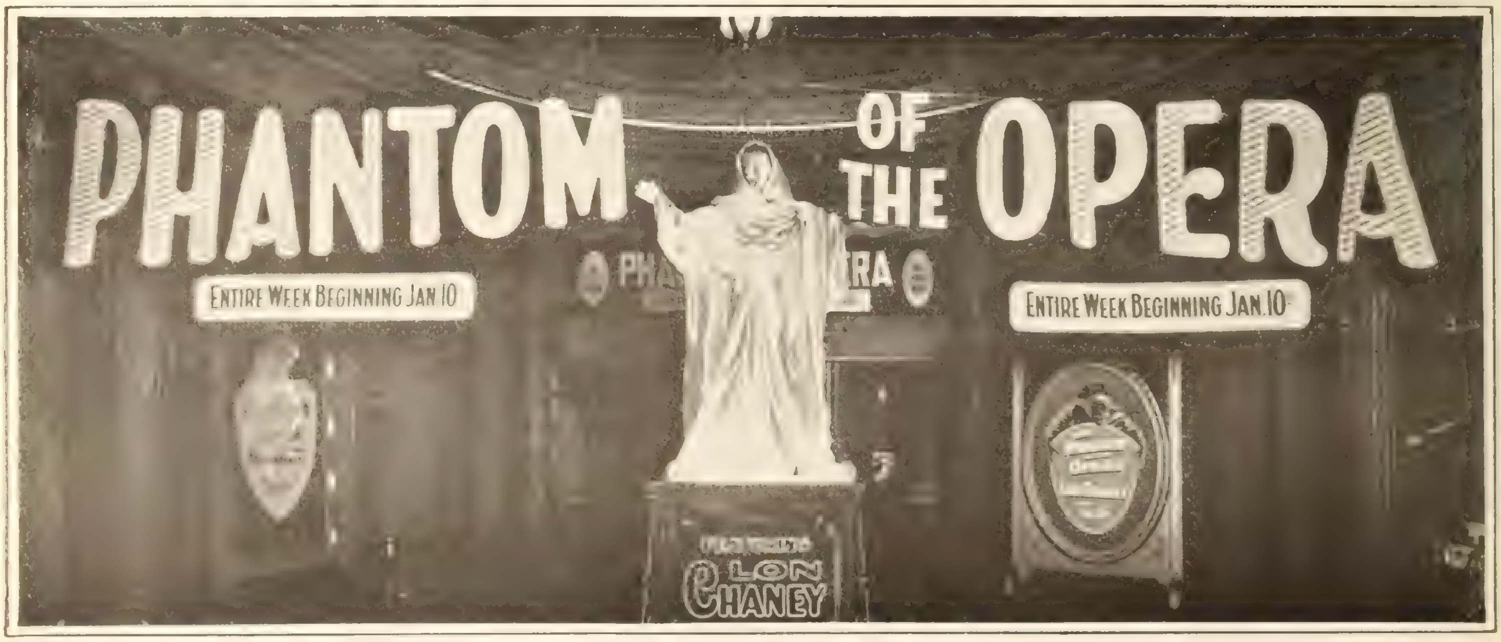
For the showing of "Havoc" at the Mozart Theatre in Canton, Ohio, arrangements were made with the leading local newspaper to conduct an essay contest on the subject "What Wreaks the Greatest Havoc in Canton." Prizes were offered by the theatre and the newspaper for the best answers to that question. With the co-operation of the Mayor and other city officials "Havoc Week" was declared by proclamation. The Police Department staged a "Drive Carefully" campaign in conjunction with the Canton Auto Club.

The theatre constructed a special float which consisted of a truck carrying a wrecked automobile. On the sides of the float were banners urging "careful driving."

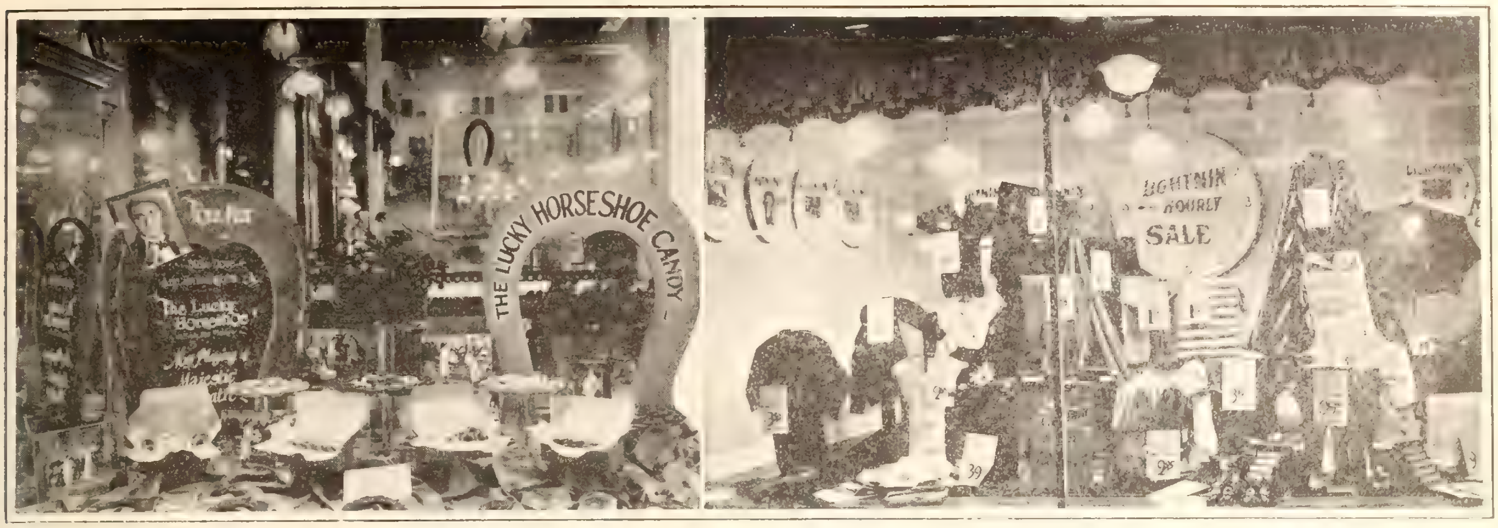
"Walking" Engine Sells "The Iron Horse"

An inexpensive but effective street ballyhoo was used by Manager Warren Irvin in conjunction with his showing of "The Iron Horse" at the Imperial, Charlotte.

The ballyhoo consisted of man inside of box cutout and painted to represent engine, the sides of which were of cloth to keep it light. On headlight of engine, printed white on black, appeared the words: "'The Iron Horse' Imperial." Man paraded streets in the downtown section, especially at the noon hour, the "walking" engine attracting unusual attention and talk.



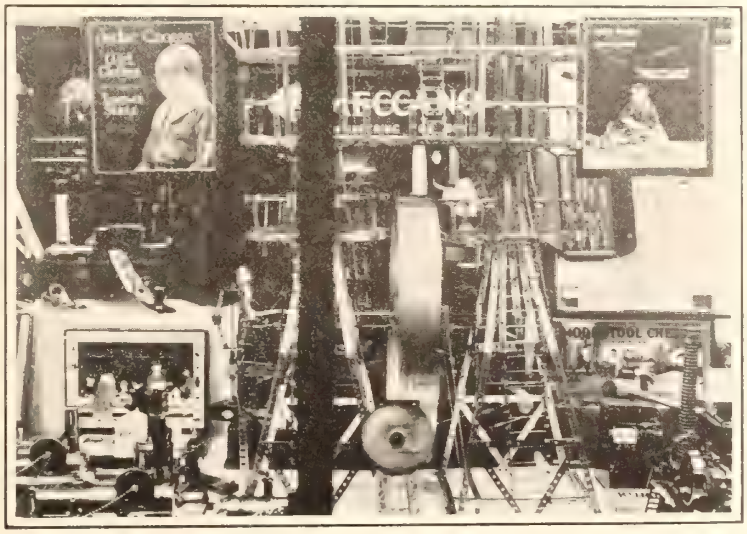
Striking effect in a lobby display for the "Phantom of the Opera" (Universal) at the Palace Theatre, New Haven, Conn., where it was installed a week prior to opening date. The figure of the Phantom stood eleven feet high and stood on a four-foot base.



"Lucky Horseshoe Candies" were displayed in a confectioner's store window in tie-up with the presentation of "The Lucky Horseshoe" (Fox) at the Majestic Theatre, Portland, Ore., shown at the left above. At right is the "Lightnin' Sale" window display of the Montague & McHugh Department Store, Bellingham, Wash., as a cooperative campaign stunt with the American Theatre of that city for the showing of the Fox screen version of "Lightnin'."

WEBSTER'S
Jackie Coogan Old Clothes

Jackie Coogan featured in window of wall paper store at St. Louis. Tie up with Loew's State Theatre for showing of "Old Clothes" (M. G. M.)

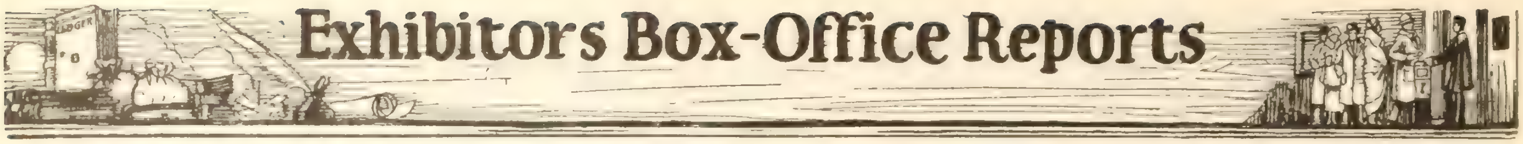


Another fine Jackie Coogan window display. Tie up was with "builder" toy sets and was featured by Shrader Hardware Co., St. Louis, for the Loew's State presentation of "Old Clothes" (M. G. M.)

SERVICE STORE

Window tie-up with Gillette dealer store using stills alone. Used in San Francisco store tie-up with "The Merry Widow" (Metro-Goldwyn-Mayer) at the St. Francis Theatre.

Real life in a window tie-up with showing of "The Merry Widow" at the Howard Theatre, Atlanta, Ga. At certain hours during the day two professional dancers performed The Merry Widow Waltz in the window of a music store, which featured phonograph records and music rolls of the operetta.



Exhibitors Box-Office Reports

Names of the theatre owners are omitted by agreement in accordance with the wishes of the average exhibitor and in the belief that reports published over the signature of the exhibitor reporting, is a dangerous practice.

Only reports received on specially prepared blanks furnished by us will be accepted for use in this department. Exhibitors who value this reporting service are urged to ask for these blanks.

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
ASSOCIATED EXHIBITORS					
Headlines	772897	Mo.	1st run	Clear	Fair
Under The Rouge	553823	N. Y.	1st run	Cold	Fair
FAMOUS PLAYERS					
American Venus, The	450000	Mo.	1st run	Clear	Big
	15000	Ohio	General	Clear	Good
	796386	Ohio	1st run	Clear	Fair
Best People, The	2600	Pa.	Small town	Clear	Good
	2600	Pa.	Small town	Cold	Good
Changing Husbands	703	Kansas	Rural	Clear	Good
City That Never Sleeps, The	3000	Ga.	Small town	Clear	Fair
Cobra	5147	Mont.	Small town	Clear	Poor
East of Suez	3000	Ga.	Small town	Clear	Poor
Fast Set, The	3000	Ga.	Small town	Clear	Poor
Flower of the Night	15000	Ohio	General	Cold	Good
Garden of Weeds, The	3000	Ga.	Small town	Cold	Fair
Golden Princess, The	1700	Nebr.	Small town	Clear	Good
	2600	Pa.	Small town	Cold	Big
Grand Duchess and the Waiter, The	772897	Mo.	1st run	Clear	Fair
	796836	Ohio	1st run	Clear	Big
King on Main Street, The	2600	Pa.	Small town	Cold	Big
Locked Doors	3000	Ga.	Small town	Stormy	Fair
Lord Jim	15000	Ohio	General	Clear	Poor
Lovers in Quarantine	14000	N. D.	General	Cold	Good
	2600	Pa.	Small town	Cold	Big
Mannequin, The	1700	Nebr.	Small town	Clear	Good
	138276	Texas	1st run	Clear	Fair
Man Who Found Himself, The	1700	Nebr.	Small town	Clear	Fair
	2600	Pa.	Small town	Clear	Big
New Brooms	2600	Pa.	Small town	Clear	Good
North of 36	703	Kans.	Rural	Cold	Big
Pony Express, The	889	Nebr.	Rural	Cold	Fair
	14000	N. D.	General	Cold	Big
Regular Fellow, A	2600	Pa.	Small town	Cold	Big
Sainted Devil, The	3000	Ga.	Small town	Cold	Fair
Stage Struck	5147	Mont.	Small town	Clear	Poor
Story Without A Name	703	Kans.	Rural	Stormy	Fair
Vanishing American, The	796836	Ohio	1st run	Clear	Big
	138276	Texas	1st run	Clear	Good
Wages of Virtue, The	3000	Ga.	Small town	Cold	Fair
	703	Kans.	Rural	Cold	Poor
	2600	Pa.	Small town	Clear	Poor
	2600	Pa.	Small town	Cold	Poor
Woman of the World, A	772897	Mo.	1st run	Clear	Big
	401158	Ohio	1st run	Stormy	Fair
Worldly Goods	3000	Ga.	Small town	Clear	Poor
F. B. O.					
Bandit's Baby, The	889	Nebr.	Rural	Clear	Fair
Breed of the Border	3000	Ga.	Small town	Clear	Fair
Dangerous Flirt, The	3000	Ga.	Small town	Clear	Fair
Drusilla With A Million	14000	N. D.	General	Cold	Good
	2000	Ohio	Small town	Cold	Fair
Forbidden Cargo	3000	Ga.	Small town	Clear	Fair
High and Handsome	3000	Ga.	Small town	Clear	Fair
If Marriage Fails	2000	Ohio	Small town	Clear	Fair
Mysterious Stranger, The	629	Kans.	Rural	Clear	Good
Parisian Nights	2000	Ohio	Small town	Cold	Poor
	772897	Mo.	1st run	Clear	Good
Midnight Flyer, The	703	Kans.	Rural	Clear	Good
Ridin' Streak, The	3000	Ga.	Small town	Clear	Good
Ridin' the Wind	629	Kans.	Rural	Stormy	Fair
	703	Kans.	Rural	Cold	Good
	2000	Ohio	Small town	Cold	Good
Texas Bearcat, The	3000	Ga.	Small town	Clear	Fair
That Man Jack	629	Kansas	Rural	Snow	Poor
When Love Grows Cold	450000	Mo.	1st run	Clear	Fair
White Thunder	629	Kans.	Rural	Clear	Poor
Wild Bull's Lair, The	629	Kans.	Rural	Clear	Good
FIRST NATIONAL					
Bluebeard's Seven Wives	450000	Mo.	1st run	Clear	Good
Chickie	2600	Pa.	Small town	Clear	Good
Classified	15000	Ohio	General	Clear	Poor
Desert Flower, The	3000	Ga.	Small town	Clear	Good
	1700	Nebr.	Small town	Clear	Good
Her Husband's Secret	2600	Pa.	Small town	Cold	Poor
Her Sister From Paris	3000	Ga.	Small town	Cold	Big
	629	Kans.	Rural	Clear	Good
His Supreme Moment	2600	Pa:	Small town	Cold	Fair
Inez From Hollywood	4000	Mich.	Small town	Cold	Fair
Joanna	138276	Texas	1st run	Clear	Big
Just Suppose	772897	Mo.	1st run	Clear	Good
	401158	Ohio	1st run	Stormy	Good
Lost World, The	703	Kans.	Rural	Cold	Good
My Son	629	Kans.	Rural	Clear	Fair
New Toys	2600	Pa.	Small town	Clear	Poor
Pace That Thrills, The	3000	Ga.	Small town	Stormy	Poor
Reckless Lady, The	314914	Ind.	1st run	Stormy	Fair
Sally	629	Kans.	Rural	Cold	Big
Thief in Paradise, A	703	Kans.	Rural	Clear	Good
Too Much Money	138276	Texas	1st run	Clear	Good
Unguarded Hour, The	400000	Wash.	1st run	Clear	Fair
Why Women Love	3500	Texas	Small town	Clear	Good
FOX					
Dick Turpin	889	Nebr.	Rural	Stormy	Good
Everlasting Whisper, The	15000	Ohio	General	Cold	Fair
Fool, The	5147	Mont.	Small town	Clear	Good
	5147	Mont.	Small town	Clear	Good
Gerald Cranston's Lady	2000	Ohio	Small town	Clear	Poor
Golden Strain, The	796836	Ohio	1st run	Clear	Big
Hearts and Spurs	3000	Ga.	Small town	Clear	Good
	889	Nebr.	Rural	Clear	Fair
In Love With Love	889	Nebr.	Rural	Cold	Poor
Iron Horse, The	15000	Ohio	General	Clear	Big
Lightnin'	1700	Nebr.	Small town	Clear	Big
Marriage in Transit	889	Nebr.	Rural	Cold	Poor
Riders of the Purple Sage, The	3000	Ga.	Small town	Clear	Good
	889	Nebr.	Rural	Clear	Big
	2600	Pa.	Small town	Clear	Big
Wages for Wives	400000	Wash.	1st run	Clear	Good
Warrens of Virginia, The	2000	Ohio	Small town	Clear	Poor
Yankee Senor, The	772897	Mo.	1st run	Clear	Good
METRO - GOLDWYN - MAYER					
Auction Block, The	796836	Ohio	1st run	Clear	Good
Beauty Prize, The	2000	Ohio	Small town	Cold	Fair
Black Bird, The	450000	Mo.	1st run	Clear	Good
Dance Madness	772897	Mo.	1st run	Clear	Fair
Dixie Handicap, The	889	Nebr.	Rural	Clear	Fair
Excuse Me	703	Kans.	Rural	Clear	Good
	3000	Ga.	Small town	Cold	Good
	889	Nebr.	Rural	Clear	Good
Go West	14000	N. D.	General	Clear	Good
He Who Gets Slapped	2000	Ohio	Small town	Clear	Fair
His Secretary	14000	N. D.	General	Cold	Fair
Janice Meredith	889	Nebr.	Rural	Stormy	Fair
	2000	Ohio	Small town	Cold	Good
Masked Bride, The	401158	Ohio	1st run	Stormy	Fair
	400000	Wash.	1st run	Clear	Good
Merry Widow, The	14000	N. D.	General	Clear	Big
Midshipman, The	5147	Mont.	Small town	Clear	Big
	14000	N. D.	General	Clear	Big
Mike	772897	Mo.	1st run	Clear	Good
Navigator, The	2000	Ohio	Small town	Clear	Fair
Pretty Ladies	14000	N. D.	General	Cold	Good
Rag Man, The	2000	Ohio	Small town	Clear	Good
Red Lily, The	1700	Nebr.	Small town	Clear	Poor
Revelation	2000	Ohio	Small town	Cold	Good
Sally, Irene and Mary	400000	Wash.	1st run	Clear	Fair

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
Silent Accuser, The	2000	Ohio	Small town	Cold	Fair
	2700	Vt.	Small town	Clear	Big
Slave of Fashion, A	889	Nebr.	Rural	Cold	Poor
	14000	N. D.	General	Clear	Fair
Snob, The	3000	Ga.	Small town	Cold	Fair
Soul Mates	138276	Texas	1st run	Clear	Good
Strangers of the Night	2700	Vt.	Small town	Clear	Good
White Desert, The	2000	Ohio	Small town	Cold	Fair
PATHE					
Battling Orioles, The	889	Nebr.	Rural	Cold	Fair
Freshman, The	3000	Ga.	Small town	Cold	Big
	1700	Nebr.	Small town	Clear	Big
PRODUCERS DISTRIB. CORP.					
Another Man's Wife	772897	Mo.	1st run	Clear	Fair
Beyond The Border	3000	Ga.	Small town	Cold	Good
Charley's Aunt	703	Kans.	Rural	Cold	Good
Made For Love	400000	Wash.	1st run	Clear	Fair
Seven Days	772897	Mo.	1st run	Clear	Fair
Steel Preferred	772897	Mo.	1st run	Clear	Good
STATE RIGHTS					
Beautiful Sinner, The	3000	Ky.	Small town	Clear	Fair
Crackerjack, The	3920	N. M.	Small town	Clear	Good
Blue Blood	12000	Ind.	General	Clear	Good
Down by the Rio Grande	629	Kans.	Rural	Clear	Good
Fast Company	889	Nebr.	Rural	Clear	Poor
Fear Fighter, The	944	Ill.	Rural	Clear	Good
Girl Who Wouldn't Work, The	796836	Ohio	1st run	Clear	Good
Let's Go	3000	Ga.	Small town	Clear	Fair
Lightning Romance	3000	Ga.	Small town	Cold	Poor
Man From God's Country, The	629	Kans.	Rural	Clear	Poor
Midnight Secrets	944	Ill.	Rural	Cold	Good
Super Speed	3000	Ga.	Small town	Clear	Fair
When Husbands Flirt	772897	Mo.	1st run	Clear	Good
UNIVERSAL					
Beautiful Cheat, The	138276	Texas	1st run	Clear	Good
Big Timber	703	Kans.	Rural	Stormy	Fair
California Straight Ahead	5147	Mont.	Small town	Clear	Big
Dangerous Innocence	629	Kans.	Rural	Fair	Fair

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
Goose Woman, The	14000	N. D.	General	Clear	Good
His People	45000	Mo.	1st run	Clear	Big
	400000	Wash.	1st run	Clear	Big
Hurricane Kid, The	3000	Ga.	Small town	Clear	Fair
Love and Glory	629	Kans.	Rural	Clear	Fair
	703	Kans.	Rural	Clear	Poor
Meddler, The	703	Kans.	Rural	Clear	Fair
Oh Doctor	2600	Pa.	Small town	Cold	Good
Phantom of the Opera, The	14000	N. D.	General	Clear	Big
	15000	Ohio	General	Cold	Big
	401158	Ohio	1st run	Stormy	Good
Price of Pleasure, The	629	Kans.	Rural	Clear	Good
Raffles	629	Kans.	Rural	Snow	Poor
Ridin' Kid From Powder River, The	2000	Ohio	Small town	Cold	Good
Ridin' Thunder	703	Kans.	Rural	Cold	Fair
Rose of Paris, The	629	Kans.	Rural	Clear	Good
Saddle Hawk, The	703	Kans.	Rural	Clear	Fair
Sawdust Trail, The	889	Nebr.	Rural	Clear	Good
Secrets of the Night	3000	Ga.	Small town	Cold	Fair
Taming of the West, The	3000	Ga.	Small town	Clear	Good
Teaser, The	4157	Mont.	Small town	Clear	Good
What Happened to Jones	401158	Ohio	1st run	Stormy	Fair
White Outlaw, The	15000	Ohio	General	Cold	Big
VITAGRAPH					
Empty Saddle, The	703	Kans.	Rural	Clear	Poor
Greater Than Marriage	703	Kans.	Rural	Cold	Fair
Ranger of the Pines, The	629	Kans.	Rural	Clear	Fair
	703	Kans.	Rural	Cold	Good
WARNER BROS.					
Bobbed Hair	772897	Mo.	1st run	Clear	Good
	15000	Ohio	General	Clear	Good
Find Your Man	944	Ill.	Rural	Cold	Good
His Majesty, Bunker Bean	944	Ill.	Rural	Clear	Poor
Lady Windermere's Fan	772897	Mo.	1st run	Clear	Good
Man on the Box, The	5147	Mont.	Small town	Clear	Good
	14000	N. D.	General	Cold	Big
On Thin Ice	703	Kans.	Rural	Cold	Fair
Pleasure Buyers, The	401158	Ohio	1st run	Stormy	Fair
Red Hot Tires	15000	Ohio	General	Cold	Good
Wife Who Wasn't Wanted, The	944	Ill.	Rural	Clear	Fair
Woman Hater, The	944	Ill.	Rural	Clear	Good

FILL IN THIS BLANK AND MAIL TO—

Motion Picture News, Inc.,
729 7th Ave., New York City

*Date*____________________

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your " The Check Up." It is expressly understoood that under no circumstances will you publish same over my signature.

TITLE OF PICTURE	DISTRIBUTED BY	EXCHANGE CITY	CONDITION of PRINT Good, Fair, Poor	WEATHER CONDITION	REPORT Big, Good, Fair, Poor

Class of patronage____________________ Theatre____________________

Population of Town____________________ City____________________ State __________

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents.

Wanted

WANTED.—To lease good theatre, or take job as manager; have had 12 years' experience; married; can give best of reference. Address, E. L. Marenet, Opera House, Richmond, Ohio.

MOVING PICTURE OPERATOR (licensed), sign-painter, wishes steady position anywhere. J. Hengartner, 841 Tiffany St., New York City.

OPERATOR and electrician with 9 years' experience in large houses; married; wants work at once. W. F. Ingalls, 313 So. "B" St., Oskaloosa, Iowa.

WANTED. Married man to take charge of small town theatre with interest in same. Box 645, Motion Picture News, New York City.

MANAGER. — At liberty after March 15th; 20 years' experience managing vaudeville, road show, combination, picture, and picture with presentation houses; able to do own publicity and exploitation work; able to build own presentations and prologues; also able to buy and book vaudeville, pictures and road shows; have the very best of references from former positions and recognized showmen; am a business getter, as proven, and like lots of hard work; prefer large Class A theatre or a group of smaller houses; salary, what I am worth to you, or will consider percentage proposition, or a fair starting salary; married; 39 years old; will go anywhere if there is chance of advancement. Address, Manager, Motion Picture News, New York City.

AT LIBERTY.—Manager; live wire; 10 years' theatrical and motion picture experience; exploitation, advertising and ideas. Box 650, Motion Picture News, New York City.

AT LIBERTY.—Manager-operator; 10 years' experience in the show business; can furnish good references; will go anywhere. Write to Wm. H. Maxon, 138 Liberty St., Oswego, N. Y.

WOMAN PICTURE ORGANIST. — A-1; large library; country preferred. Madame Quinney, 1015½ Bangs Ave., Asbury Park, N. J.

ORGANIST.— At liberty; 7 years at Columbia Theatre; can give best of reference; union. Elmer Howell, care Columbia Theatre, Muncie, Ind.

LICENSED MOVING PICTURE OPERATOR wishes work at anything in a small or large picture house. Box 655, Motion Picture News, New York City.

For Sale

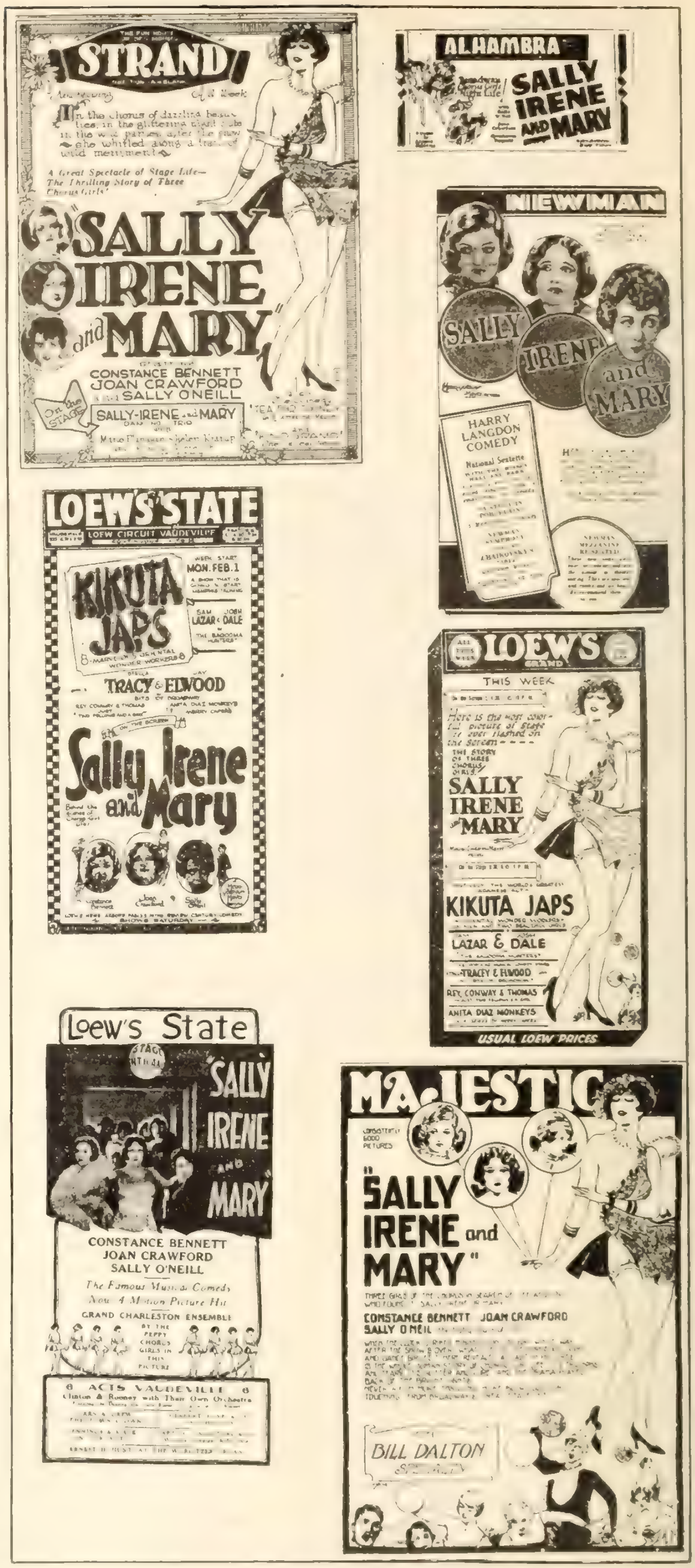
FULLY EQUIPPED neighborhood theatre in northern Indiana city; doing fine business; for rent; priced right for quick sale; worth investigating. Box 640, Motion Picture News, New York City.

ORGAN.— See D'Art Ridge for bargains in used Wurlitzers, Seeburgs, Fotoplayers, Cremonas, Kimballs, Bartolas, Robert Mortons, Reproducos, Electric Pianos and Music rolls. Have you an organ, piano or music roll to sell? List them with D'Art Ridge, 845 S. Wabash (6th floor), Chicago.

WILL sell basic patents on "Aiselite," designed to illuminate aisles; this device is used in many prominent theatres, but not manufactured at present; patent expires in 1937; if interested, communicate with patentee. I. I. Hance, Meriden, Conn.

FOR SALE. — 300 new veneer green finish theatre chairs; always a large stock of used chairs on hand; immediate shipment; lowest prices. Theatre Seating Co., 845 S. State St., Chicago, Ill.

MOTION PICTURE THEATRE AND EQUIPMENT. Two machines; long lease; only theatre in county seat of 1500; leaving state; must sell at once; reasonable; one-half cash, balance, terms. Mrs. Lillian M. Braswell, Eddyville, Ky.


STRAND
SALLY IRENE and MARY
CONSTANCE BENNETT
JOAN CRAWFORD
SALLY O'NEILL
ALHAMBRA
SALLY IRENE AND MARY
NEWMAN
SALLY IRENE and MARY
HARRY LANGDON COMEDY
LOEW'S STATE
LOEW CIRCUIT VAUDEVILLE
KIKUTA JAPS
TRACY & ELWOOD
Sally Irene and Mary
LOEW'S GRAND
THIS WEEK
SALLY IRENE and MARY
KIKUTA JAPS
LAZAR & DALE
TRACY & ELWOOD
REY, CONWAY & THOMAS
ANITA DIAZ MONKEYS
USUAL LOEW PRICES
Loew's State
SALLY IRENE AND MARY
CONSTANCE BENNETT
JOAN CRAWFORD
SALLY O'NEILL
GRAND CHARLESTON ENSEMBLE
6 ACTS VAUDEVILLE 6
MAJESTIC
"SALLY IRENE and MARY"
CONSTANCE BENNETT JOAN CRAWFORD
SALLY O'NEIL
BILL DALTON

Press book suggestions and stock materials have been freely used by first-run exhibitors in making newspaper displays for Metro-Goldwyn-Mayer's "Sally, Irene and Mary." The representative ads reproduced in the group above were used by the following theatres: Loew's State, Memphis; Alhambra, Los Angeles; Loew's Grand, Atlanta; Majestic, Columbus, O.; Newman, Kansas City; Strand, Des Moines, and Loew's State, Cleveland.

Short Subjects and Serials

"Big Boy" Signed for Year by Jack White

"BIG BOY," baby actor, who first appeared in motion pictures when three weeks old, and who now is able to walk, has been signed up for the Educational - Juvenile comedies for next year, according to an announcement by Jack White.

"Big Boy"

"Big Boy" is the baby with the Chaplinesque make-up whose work has elicited much praise from critics throughout the country. "Stills" of him are being run by the news syndicates.

Sennett's Yacht Used in "Spanking Breezes"

Mack Sennett's private yacht was used for several scenes in "Spanking Breezes," the Alice Day starring two-reeler for Pathe release. Eddie Cline directed with a supporting cast including Danny O'Shea, Sunshine Hart, Barney Hellum, Mary Ann Jackson and a number of others.

Scenes from the Educational-Christie comedy "Page Me."

Scenes from the Fox production of one of the O. Henry series titled "Elsie in New York"

Three Comedies on Pathe List

Roach and Sennett Two-Reelers Head Program for Week of March 7th

TWO Mack Sennett two-reel comedies and a Hal Roach two-reeler head the short subject release schedule for Pathe for the week of March 7th. "Circus Today" and "Meet My Girl" are the titles of the Sennett comedies, while the Roach laugh provoker is "The Hug Bug."

"Circus Today" is presented with an all-star cast which includes Billy Bevan, Andy Clyde, Kewpie Morgan and Madeline Hurlock. "Meet My Girl" features Ralph Graves, with Thelma Parr in the leading feminine role. Lloyd Bacon directed.

"The Hug Bug," produced by Hal Roach is a starring vehicle for Glenn Tryon. Katherine Grant plays opposite the star, while in the supporting cast are Jackie Hanes, Charlotte Mineau, Charles Sellon, Sue O'Neil, Lincoln Steadman and Nancy McKee. Fred L. Guiol directed.

"Leaps and Bounds" is the Grantland Rice Sportlight revealing the part played by the jumpers in the big field of sports.

"Songs of Scotland" marks the second release of the "Famous Melody Series," of single reel pictures with special musical accompaniment. James Fitzpatrick produced his picture in Scotland with Peggy Shaw appearing in the leading feminine role. Dr. Hugo Riesenfeld arranged the special orchestrations which embody national and folk music.

"Under Suspicion" is the title of the fourth chapter of the current Patheserial "Casey of the Coast Guard," featuring Helen Ferguson and George O'Hara.

Pathe Review No. 10 presents three subjects: "Superfine Glass," how the Government makes lenses and prisms; "The Island of Guadeloupe," Pathecolor views of a French possession in the West Indies; "Plundering the Sea," the camera record of the Arcturus Oceanographic Expedition.

"Spanish Love," is the release of Aesop's Film Fables. Other releases of the week of March 7 include Topics of the Day and two issues of Pathe News.

Roach Executives and Directors in New York

Warren Doane, general manager, Benjamin Shipmen, attorney, and directors Robert McGowan and Fred Jackman, all of the Hal Roach company, arrived in New York last week. Doane and Shipman came East for business conferences with W. B. Frank, vice-president and eastern representative of the Roach organization, and McGowan and Jackman, who were accompanied by their wives are on a vacation trip.

Jack Duffy featured in "Dancing Daddy"

The first Christie comedy in which Jack Duffy will appear since his elevation to a featured comedian, is titled "Dancing Daddy." This new comedy just completed under the direction of Harold Beaudine has Vera Steadman as leading lady. Natalie Joyce and a large cast of Christie players also support Duffy.

Resume of Current News Weeklies

INTERNATIONAL NEWS NO. 16: Fairbanks, Alaska—Sled, motor, plane tested for pole trip; New York City—Opera Cinderella, 19, in triumphant debut; Kelso, Wash.—Greatest smelt run lures army of fishermen; Duluth, Minn.—Crack ski jumpers compete in National Tournament; Cleveland, Ohio—New aircraft speeds mail deliveries; Detroit—New airport speeds mail deliveries; Havana, Cuba—Gay throngs revel in Carnival fetes; Nice, France—On the other side of the sea, too, King Carnival reigns supreme; Barnes City, Cal.—"Man-eaters" open spring training season; Winthrop, Mass.—Gale lashed surf shatters sea wall; Hampton, N. H.—The invading seas undermine beach homes; Frisco, Cal.—Here's what happens when the Pacific gets angry; Nice, France—Plucky Helen Wells loses to Suzanne; Scranton, Pa.—Anthracite region hums with activities.

INTERNATIONAL NEWS NO. 17: Somewhere in America—Behind the scenes with the bootleggers; Palm Beach, Fla.—Speed cruisers race through rough waters; New York City—Immigration bars lift for Countess Cathcart; San Bernardino, Cal.—A fairyland of oranges; New Orleans, La.—Dixie prosperity is reflected in the greatest Mardi Gras celebration in many years; Philadelphia, Pa.—Girl marksmen defeat "crack shot" coppers; Catalina Island, Cal.—Chicago Cubs commence spring training; Philadelphia, Pa.—Here's a peep into another advanced base! Richmond, Va. (Washington only)—Yankee visitors enjoy Dixie's hospitality; Yellowstone Park, Wyo.—Hunger-driven elk helped by Uncel Sam; Near Frisco, Cal.—Raging seas hammer away at huge oil tanker; Bingham, Utah—Scores perish when giant snow-slide sweeps town; Frisco, Cal.—Celestials celebrate ancient oriental feast day; Tampa, Fla.—Exciting races open new million dollar track.

Comedy highlights of "Plain Jane" No. 3 of "The Fighting Hearts" series produced by F. B. O.

PATHE NEWS NO. 17: Nice, France—King Joy rules supreme at annual Nice carnival! Washington, D. C.—Senate passes tax bill slashing $456,000,000 from levies! Saranac Lake, N. Y.—Thunberg sets four world's records! Seattle, Wash.—Detroit Arctic Expedition leaves for frozen North! Nice, France—Helen loses to Suzanne in opening clashes! Scranton, Pa.—Sign agreement officially ending long coal strike! St. Moritz, Switzerland—St. Moritz from the air! Ponca City, Okla.—News carriers have "rip roarin'" time at 101 Ranch! Omaha, Neb.—Leads life of primitive solitude! Las Animas, Colo.—Initiate Kit Carson III into Boy Scouts! St. Petersburg, Fla.—Horseshoe pitchers gather for 1926 tournament! Detroit, Mich.—Open Detroit's new air mail routes! Duluth, Minn.—Winter Frolic Week brings all sorts of events! Tampa, Florida—Senators start spring training at Southern camp!

PATHE NEWS NO. 18: Bingham, Utah—Forty dead, 15 injured as Utah snow-slide buries mine hamlet! San Bernardino, Cal.—Lowly orange comes into its own! New York City—Baby manikins exhibit latest styles in show all their own!! Havana, Cuba—Dedicate tablet to victims of the Maine! New York City—Marion Talley triumphs at opera debut! New York City—Plan expedition to Greenland to collect material for museum! San Antonio, Texas—Exhibit memorial to Old Trail Drivers of Texas! St. Petersburg, Fla.—Spring must be here—Babe Ruth starts training! Kansas City, Mo. (Kansas City only)—Wins all merit badges in Scoutdom! New York City—War is declared—but it's just a snow war!! Moscow, Russia—Pathe News presents exclusively a series of the only motion pictures from Russia, showing leading events transpiring under Soviet regime; Kelly Field, Texas—Six fliers jump from door of air transport in 12 seconds! Duluth, Minn.—Ski jumpers compete in 22nd annual national tournament!

FOX NEWS CONTINUITY, VOL. 7, NO. 42: Nice, France—Miss Helen Wills meets Suzanne Lenglen for the first time on tennis court in mixed doubles finals; Miami, Fla.—Fire in a building supply depot in heart of the city imperils business area, causing $500,000 loss; Women of Prominence in the Day's News—Marion Talley, a Kansas City girl of 19, achieves fame in N. Y. opera debut; Storms on Two Coasts Cause Wide Damage—The Atlantic's high seas undermine houses along the New England shore; New York City—Scenes rivaling the wild Armistice celebration in lower Broadway attend Roosevelt crew return; Guerche, France—Here's a new challenge for Dempsey-Paolino Uzcudun; Northern Sweden—Arctic Circle "cowboys" round up vast herd of reindeer to save them from winter starvation; New York City—Boys don the war-paint of chorus girls to play parts in musical show at Columbia University; Switzerland—The longest and fastest toboggan slide in world in this 3-mile path down the Alps at Adelboden; Corvallis, Ore.—Students of Agricultural College Military School are put to horsemanship test in cross-country run.

KINOGRAMS NO. 5163: Nice, France—Helen Wills, in double match, falls before Mlle. Lenglen and her partner after a hard tussle; Banff, Canada—Ike Mills and his huskies capture all the honors in Banff Dog Derby of 130 miles, longest race of its sort in the world; Hampton Beach, N. H.—Sea storm sweeps beach, leaving destruction in its wake; San Francisco—Gales whip up pier-smashing seas; Santa Rosa, Cal.—Gen. Garibaldi sees Luther Burbank, plant wizard, for first time since Italian hero's boyhood days; Paris—Girl cyclists ride and run through dense woods; Paris—Champion distance dancer makes effort to break endurance record; Hollywood, Fla.—Willie Macfarlane, open golf champion, shows his class of youngsters how they should play golf; Nice, France—Greatest carnival on record is held on forty-eighth anniversary of event.

Comedy highlights of the Pathe comedy release "Wandering Papas."

KINOGRAMS NO. 5164: New Orleans—Great crowds turn out to see annual Mardi Gras, colorful annual pageant; New York—Marion Talley, youngest of grand opera stars, sings over radio for 6,000,000 listeners in a KINOGRAMS exclusive; San Francisco—Chinese celebrate the beginning of year 4869 with devils being put to rout; San Bernardino, Cal.—Huge crowds turn out for California's sixteenth annual orange exhibit; New York—Countess Vera Cathcart is admitted to United States on her own bond after nine-day exclusion on Ellis Island; Syracuse—Bats are made for big league players; Catalina, Cal.—Chicago Cubs are first of major league clubs to start their spring training for 1926 campaign; Kueiti, Tibet — Tibetan merchants from all parts of mystery country gather for their annual convention amid picturesque surroundings.

Wheeler Dryden Signs With James A. Fitzpatrick

Wheeler Dryden has signed with James A. Fitzpatrick to appear in the "Famous Melody" series of short subjects that follow the "Music Master" productions.

Dryden, son of the well known British actor, and a relative of the world-famous poet, has been for many years a familiar figure on both stage and screen

"Bar-C Mystery" Feature Release Date Set

The feature version of the western Pathe serial, "The Bar-C Mystery" has been set for release on March 14th, in advance of the serial release date. Dorothy Phillips is starred in the feature version, with Wallace MacDonald, Ethel Clayton and Philo McCullough featured.

Opinions on Current Short Subjects

"Elsie in New York"

(Fox Comedy—Two Reels)

(Reviewed by Edw. G. Johnston)

AN adaptation from one of O. Henry's stories that will prove a lively and interesting entertainment for all the followers of this famous short story writer. This one seems to be far more suitable for screening than some of the others. Hallam Cooley and Arthur Housman, familiar to audiences who have seen them in the "Helen and Warren" comedies, and Gladys McConnell have the leads. The story concerns the adventures of a small town girl who arrives in New York, armed with an introductory letter to the head of a wholesale firm whom her father had previously befriended. Max, the manager and Tom, the shipping clerk are both attracted by the charms of the little country girl who soon proves a menace to the popularity of Laurette, the head model. Although Elsie favors Tom, she refuses his proposal of marriage and pretends that she is betrothed to Guido—a flower store proprietor who welcomes the flirtation by arranging for a dinner. Complications result when Guido's wife appears. Max who is jealous of Tom, discharges him but Tom turns the tables with the announcement that he is the real owner of the business. Tom gives Max a trouncing and wins Elsie for his bride.

The Cast

Gladys McConnell, Hallam Cooley, Arthur Housman, Anthony Merlo, Gretchen Hartman, William Bakewell Belva McKay and Pal (The Educated Dog).

Summary—Will prove popular with all O. Henry fans. Interesting, lively and the cast is fine.

"A Woman of Letters"

(Fox Comedy—Two Reels)

(Reviewed by Edw. G. Johnston)

HERE'S a typical "Helen and Warren" comedy with the usual complications that befall this pair of newlyweds. Hallam Cooley is again seen in the familiar role of a rising young lawyer and Kathryn Perry as the jealous and suspicious wife. The opening scene shows Warren about to leave his office for the day. Helen awaits him in the outer office. An excited client dashes in and frantically explains that certain woman about town has some of his letters which must be obtained. Despite Warren's distaste for matters of scandal, he agrees to take the case. At that moment the notorious woman also arrives at the office in her roadster which was a gift from Warren's client. Helen immediately becomes suspicious of the meeting between her husband and the woman in the case. The client leaves—spies his former car and takes it along with him. Arrangements have been made to meet at a resort in order to straighten out matters. Meanwhile, the police have been notified that the car has been stolen and many complications result from the fact that the car changes hands several times as a token of gratitude for the different services rendered. A narrow escape from jail finally brings the two lovers together again and their difficulties are ironed out.

Summary—A typical "Helen and Warren" comedy with many amusing situations.

"Mama Behave"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

BEYOND question, this is the finest effort yet put forth by Charley Chase and it looks like a further indication that this popular comedian is being groomed for still higher honors. From start to finish, this picture sparkles with high grade comedy that cannot fail to get many a laugh. Chase appears in the role of a tired husband whose wife has given up hope of ever getting him out to dance "forty miles or so of the Charleston" every evening. However, Charley is not so far behind the times as his wife suspects. Witnessing a few fancy steps that he does behind closed doors, she mistakes him for his twin-brother who is a confirmed one-stepper and makes a date with him for an evening out. From this point on, complications and laugh-provoking situations reel off at a fast clip with an extra big laugh at the very end of the second reel. Hall Roach is the producer and Leo McCary directed under the supervision of F. Richard Jones.

The Cast

Charley Chase, Mildred Harris, Vivian Oakland and Syd Crossley.

Summary—A screamingly funny two-reel comedy which is probably Charley Chase's best to date. While the picture is most all Chase's, the supporting cast is excellent.

"Hold Your Hat"

(Educational-Mermaid—Two Reels)

(Reviewed by Edw. G. Johnston)

AL ST. JOHN is featured in this latest Mermaid Comedy and while there isn't much in the way of anything new as far as the plot is concerned, a pleasing combination of a lot of nonsense and some good suspense and thrills in the latter part, furnishes a very fair brand of entertainment. St. John plays the role of an harassed lover who endeavors to elope with the apple of his eye, despite her watchful father and mother. This is finally accomplished on the day chosen by her parents to send their daughter to a safer locality. The pair of lovers hire a big limousine in order to seek a preacher while the irate parents pursue in a Ford. The negro chauffeur loses all his brakes and the limousine begins a mad descent of a steep hill in reverse—finally coming to an end on the edge of a cliff. Stephen Roberts directed and the supporting cast is O. K.

The Cast

Al St. John, Virginia Vance, Otto Fries and Eve Thatcher.

Summary—Although there is nothing in this that hasn't been done before, it's a good safe bet for most theatres. Cast is good and the latter part provides well arranged thrills and suspense.

"Moving Day"

(Fox Comedy—Two Reels)

(Reviewed by Edw. G. Johnston)

ANOTHER of the "Helen and Warren" series adapted from the story by Mabel Herbert Urner that carries a good, strong comedy punch from start to finish. This time Helen and Warren conclude to abandon their New York apartment for a suburban home where they are to be joined by Warren's brother and his family who have met with reverses. To make matters worse, there is a downpour of rain and they find that on account of the door being locked, the truckmen have placed all their furniture outside under leaky canvas. Entering the house, they discover that it is little better than a sieve. Charming little examples of domestic difficulties follow.

The Cast

Hallam Cooley, Kathryn Perry, Arthur Housman, Belva McKay, Jimmy Boudwin and a Dog.

Summary—A particularly rollicking "Helen and Warren" comedy with the usual good cast.

"Flying Wheels"

(Universal-Century—Two Reels)

(Reviewed by Chester J. Smith)

THIS typical Wanda Wiley vehicle is as entertaining as those in which this extremely lively young lady is usually seen. She is a hard worker, Miss Wiley and she hasn't much respect for her personal comfort while she is working. The story, or rather the lack of story starts off rather with Miss Wiley in the role of a golfer trying hard to get laughs out of a series of golf shots.

The action speeds up later on when Miss Wiley wins an auto race in a tiny auto, and thereby saves the reputation of the car her father represents on the market. There are many funny scenes in this auto race in which Miss Wiley encounters all sorts of difficulties and narrow escapes.

Summary.—This is a fast action comedy with Miss Wiley at her best. She shows some humorous golf shots and some thrilling auto race scenes, as well as some comedy ones that should be good for laughs. It should go well where the short comedy is lked.

"The Great Arena"

(Pathe-Sportlight—One Reel)

THAT water, either frozen or in a liquid state, plays a most important part in the world's thrilling sports, is illustrated in this excellent Grantland Rice Sportlight. Swimming, diving, speed-boat racing and fancy skating are some of the subjects shown. One of the highlights of this reel is an exhibition of swimming and diving given by Ethelda Bleibtrey, who only recently became a professional. Miss Bleibtrey is the personification of grace, unusually attractive and it is a wonder that some Motion Picture director hasn't managed to get her name on the dotted line. A pair of fancy skaters also contribute to this entertaining reel. —EDW. G. JOHNSTON.

"On Thin Ice"

(Hal Hodes-Novelty—One Reel)

THIS time Mutt and Jeff are seen as a pair of instructors on a skating rink where they go through a number of surprisingly intricate twists and turns. Two women appear—both apparently desiring instruction. One is small and attractive—and the other huge and fat. Mutt immediately claims the most charming of the two only to discover that his choice is already versed in the art. Jeff dances away with the fairest lady while Mutt is forced to give lessons to the heavy one whose weight breaks the ice and causes all kinds of truble. This one will measure up O. K.—EDW. G. JOHNSTON.

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St. Patrick's Day Special
Week of March 14th
Fleischer Ko-Ko Song Car-Tune
"HAS ANYBODY HERE SEEN KELLY"
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" Colorful Fashions From Paris "

(Educational-Kodachrome—One Reel)

ANOTHER Hope Hampton color reel which will add to the stubbs in hubby's check book, after the fair ones have looked it over. As in the previous fashion reels, Miss Hampton appears to a decided advantage, displaying the new models with a grace and naturalness difficult to equal. Met all Color Fashion News has co-operated with the producers and most attractive models from the leading dressmakers are shown. These include. Vinnot, Drecoll, Jean Mangin, Martial et Armand, LeLong, Lanvin, Paul Poiret, Charlotte, Boue Souers and Perugia.

Once again, let us mention the "Kodachrome Process" used on these subjects. It is remarkable that such beautiful shading can be accomplished with the use of but two colors—namely, red and green.—EDW. G. JOHNSTON.

" Searchlight—Issue C "

(Red Seal—Urban-Kineto—One Reel)

THERE are two parts to this issue of the "Searchlight"—the first showing the evolution of the silk worm, step by step until it becomes a moth. The second part consists of an interesting demonstration of the strength and resistance qualities of soap bubbles. Also by swifty rotating a few drops of oil in a glass of water, one can gain an excellent idea of how the earth and other planets were formed. —EDW. G. JOHNSTON.

"The Mail Coach"

(Pathe-Aesop Fable—One Reel)

PAUL TERRY has put a few different looking animal-characters in this latest Aesop Fable. It's all about a heroic little mouse which drives the stage coach, taking the place of the regular driver who is sick. The mail must go thru! Steeds whose hinged legs resemble those attached to toy animals, pull the vehicle on its dangerous errand. Of course, some of the Terry villains attempt a bit of dirty work en route. The cartoon is well up to standard.—EDW. G. JOHNSTON.

Scenes from the "Our Gang" comedy "Buried Treasure" a Pathe two-reeler.

" Tune Up "

(Universal-Bulls Eye—One Reel)

CHARLES PUFFY is the featured player in this fast one reeler. In quest of the hand of the daughter of the Chief of Police he strikes the Chief in a bad mood because of the escape of a desperate criminal. The Chief pushes Puffy into a piano and it is wrecked. Puffy goes for a new one and rolls it on its way to the house. The escaped criminal takes refuge in it as he is pursued by the police. Puffy delivers the piano as a conference of the police is called. He discovers the criminal, turns him over to the assembled officers and thus wins the girl. This one is better than the usual run of these single reelers.—CHESTER J. SMITH.

"Pathe Review No. 8"

(Pathe—One Reel)

KNUD RASMUSSEN'S adventures in the Arctic regions are continued in this issue of the Pathe Magazine, and many interesting customs of an Eskimo tribe are shown. Next, comes scenes from Sarajevo, that city in the Balkan Peninsula called "The Cradle of the Big War." Despite the fact that these people are somewhat camera-shy, some excellent shots have been secured. A pictorial interpretation of Longfellow's "Brook and the Wave," done in Pathecolor, completes the reel.—EDW. G. JOHNSTON.

" Felix The Cat in Blunderland "

(Educational-Cartoon—One Reel)

THIS one is well above the average of the cartoons turned out by Pat Sullivan and is an account of the ever-wandering Felix and his many adventures. In search of Wonderland, he spies Alice and follows her to this enchanted land where he meets Old King Cole, Jack the Giant Killer and Little Bo-Peep. As usual, Felix, manages to get into difficulties and has to resort to Jack's beanstalk to avoid pursuit from some of the dangerous characters.—EDW. G. JOHNSTON.

" Has Anybody Here Seen Kelly? "

(Red Seal-Ko-Ko—One Reel)

THIS is done along practically the same lines as previous "Ko-Ko Cartoons" and is suitable for those theatres where the audience enjoys the frolic of joining in the chorus of a popular or well known song. At the end of this reel an amusing caricuture of "Kelly" with his "Green Coat and Red Neck Tie" is shown. This is done in color and takes place during the chorus.—EDW. G. JOHNSTON.

"Pathe Review No. 10"

(Pathe—One Reel)

DURING the first part of this Pathe Magazine a most interesting description of methods employed in the manufacture of prisms and lenses is given. Every step is shown from the heating of a clay pot to a degree of 2597 Fahrenheit when a mixture of broken glass and fine sand is poured and reheated to the final cooling process and the finished lens. The second subject is that of the Isle of Gaudeloupe, done in Pathecolor. There are some fine scenes of the surrounding country, a motley collection of tropical tribesmen and a shot of a natural "chute the chute." Another interesting chapter of "Plundering the Sea" by the Arcturus Expedition, makes up the balance of the reel. Dr. William Beebe and his party are still studying the Galapagos Islands and a number of unfamiliar animal and bird specimans are shown. This is an unusually interesting number.—EDW. G. JOHNSTON.

" Animated Hair Cartoon " No. 5

(Red Seal—One Reel)

HERE'S another "Hair Cartoon" done by Marcus, the N. Y. Times artist, in his interesting manner. As usual, pieces of hair fly around and take the form of well known characters. This time the different subjects include, William Shakespears, John Barrymore, Bebe Daniels, John Drew, Dorothy Dalton and Tom Meighan.—EDW. G. JOHNSTON.

Stan Laurel Now Director on Roach Staff

Stan Laurel, until recently a star in two reel Pathe comedies, has become a director and is now collaborating in the direction of Hal Roach comedies for Pathe release. He was associated with Richard Wallace in the direction of the Theda Bara comedy tentatively titled, "High Explosive," and is now assisting Wallace in the filming of a new Claude Gillingwater vehicle, which entered production last week with Tyler Brooks, James Finlayson and Vivian Oakland in supporting roles.

Fox Starts New Van Bibber Two-Reeler

Fox has started production on "The Mad Racers," another of the Van Bibber stories with Ben Stoloff directing. Earle Foxe and Florence Gilbert are again playing the leading roles.

"A Honeymoon Squabble" is the title of a new two-reel comedy offered by Universal. The scenes above were taken from the picture.

Pre-release Reviews of Features

Two Can Play

(Associated Exhibitors—Six Reels)

(Reviewed by Frank Elliott)

FOLLOWING her work in "Dancing Mothers," Clara Bow is being heralded far and wide as one of the most promising of the younger screen stars. Exhibitors, therefore, in this offering have an opportunity to take advantage of this wave of popularity. In this vehicle the fascinating and vivacious actress is before the camera most of the time. She has a role which fits her to a T, wears some stunning gowns and is a feast for the eye. The plot is a rather ordinary one, but it has its moments and will afford entertainment for audiences in program houses. Moments dramatic include the failure of the plan to frame Radley into a jewel theft, the scene in which Dorothy finds Radley with his cast-off, former sweetheart and the episodes in the cabin where the two men scheme to win the girl. There are some excellently staged storm scenes in the final reel.

THEME. Modern society drama. Father seeks to destroy daughter's infatuation for a ne'er-do-well. Man reforms and wins the girl.

PRODUCTION HIGHLIGHTS. Foiling of jewel theft frameup; "wrecking" of airplane motor. Climax. Miss Bow's acting. The supporting cast.

EXPLOITATION ANGLES. Boost as peppy society drama with thrilling sequence on a deserted island. Photos of Miss Bow in striking gowns in fashion window tieup. Store display of games which "two can play."

DRAWING POWER. Suitable for program houses community theatres and towns.

SUMMARY. A rather diverting program picture which has a distinct asset in its star. The plot, while following beaten paths, has action and suspense and culminates in a climax that carries a punch.

THE CAST

Dorothy Hammis	Clara Bow
James Radley	Allan Forrest
Robert MacWorth	Wallace MacDonald
John A. Hammis	George Fawcett
Mimi	Vola Vale

Author, Gerald Mygatt. Directed by Nat Ross. Photographed by Andre Balatier.

SYNOPSIS. Not believing James Radley is the man for his daughter, Dorothy, John A. Hammis, financier, engages Robert MacWorth, a former service man, to try and get something on Radley. A frameup to put pearls in reach of Radley believing he will steal them, fails. Then a plot is hatched to have the two men and the girl marooned on Cameo Island. Here Radley proves he is the better man of the two and after a terrific battle between the two, MacWorth retires. Dorothy and James wed.

Clara Bow, featured in "Two Can Play," an Associated Exhibitors' release.

Two Can Play (Associated Exhibitors)

PRESS NOTICE

CLARA BOW will appear at the ——— theatre commencing ———, in "Two Can Play." The film deals with a powerful financier, who, not approving of his daughter's lover, engages a former service man to "get" something on him so that the girl will lose her interest.

But eventually it is arranged to have the three wrecked on a deserted island when the former war aviator purposely stalls the engine of the plane in which the trio is riding. On this island the problem is worked out but in a decidedly different way from that which is expected. Miss Bow is supported by an excellent cast, including Allan Forrest, Wallace MacDonald George Fawcett and Vola Vale.

CATCH LINES

A modern story of strong love, great drama and touching sacrifice. A drama packed with dazzle and comedy as well as emotional strength!

The Wild Girl

(Truart—5000 Feet)

(Reviewed by George T. Pardy)

IT might be well for exhibitors booking this feature to let their patrons know in advance that it has nothing to do with flappers on the loose, or the wildness of the younger generation. Quite the contrary indeed, for this heroine is a creature of the wilds, a child of nature with several animals for her very good friends and never a cabaret thought in her unsophisticated brain. Those who like four-footed actors will certainly be pleased with the work of the horse and dog, to say nothing of the bear, who figure in the narrative prominently, but apart from the animal stuff, there's an exceedingly pleasing romance develops, with some decisive melodramatic punches, and Louise Lorraine, as the heroine, is a woodland nymph of exceptional figure, grace and wistful charm. Art Acord shows up well in the hero role, and viewed from any angle "The Wild Girl" ought to please 'em in the neighborhood and and smaller theatres.

THEME. Melodrama. Girl brought up in woods by grandfather is sought in marriage by surly mountaineer, but meets young stranger who rescues and weds her.

PRODUCTION HIGHLIGHTS. Louise Lorraine's clever performance. The pretty woodland views, long shots, effective lighting. Work of Rex, the dog, and horse Black Beauty. Acord's stunts.

EXPLOITATION ANGLES. Make it plain that this is an outdoors, and not a flapper feature. Boost animals and bill as unique melo romance. Feature stars.

DRAWING POWER. Good program attraction for neighborhood and small houses.

SUMMARY. A pleasing outdoors picture, rather out of common, puts across couple of neat melo punches, has romantic values, good animal stuff. Average fan film.

THE CAST

Pattie	Louise Lorraine
Billy Woodruff	Art Acord
Grandpapa Toto	Andrew Waldron
Rex	The Dog
Black Beauty	The Horse

Author, Not Credited. Director, William Bletcher.

SYNOPSIS. While roaming the woods and taking photographs of wild animals, Billy Woodruff accidentally encounters Pattie, a forest girl who lives in a cabin with her grandfather and pet dog Rex. They are mutually attracted. Lige Blew, mountaineer, proposes to marry Pattie, but the girl refuses to have anything to do with him. Lige has her protector arrested on a false murder charge and she is left in the mountaineer's power. But Rex fetches Billy to her aid. Lige is turned over to the sheriff. Pattie's grandad is released and she promises to wed Billy.

Art Acord, star of "The Wild Girl," a Truart release.

The Wild Girl (Truart)

PRESS NOTICE

A MAIDEN who lived in the woods from childhood, her only friends her grandad, a bear and faithful dog, a youth who accidentally found her and taught her the romance of love; of such unique materials is the picture composed which comes to the ——— Theatre on ——— under the title of "The Wild Girl."

Louise Lorraine and Art Acord are the featured players of this production, an interesting melodrama with some four-footed actors participating in the action who win immediate sympathy. A picture replete with exciting situations and heart appeal.

Miss Lorraine scores a pronounced hit as the forest nymph with whom Acord falls in love, the latter's work very effective.

CATCH LINES

They were three wild pals. the wild girl, the dog and horse, but she wasn't the flapper kind!

White Mice

(Associated Exhibitors—Six Reels)

(Reviewed by Frank Elliott)

FILMED in Cuba amidst the beautiful natural backgrounds of old Havana; the famous Morro Castle and the Prado, this picturization of the thrilling Richard Harding Davis novel is an eminently satisfactory one. It has a real plot—one which vibrates with action and Edward H. Griffith, who presided at the megaphone, has succeeded in transplanting this action into screen form in a very entertaining fashion. Plots and counter-plots, revolutions, passionate tropical love scenes, exciting rescues from underground cells and a battle between loyal and rebel forces are all contained in this fast-moving tale of romance and adventure in a mythical South American republic, told as only Davis told such stories. Jacqueline Logan as the fiery little senorita, daughter of the imprisoned former president, is quite acceptable and William Powell is a good selection for the hero. Ernest Hilliard does well in the principal heavy part.

THEME. Romantic drama of love and adventure in Cuba in which American youth foils plotters, rescues imprisoned former president, wins Cuban senorita.

PRODUCTION HIGHLIGHTS. Scene in which hero sees imprisoned old general, Roddy's swim across lagoon, rescue of Rojas, battle between opposing forces. Scenic backgrounds.

EXPLOITATION ANGLES. Book store tieup on Davis novel. Arrange white mice display in pet store. Try and put over serial story with local newspaper. Mats supplied by exchange. Play up Jacqueline Logan and name of author.

DRAWING POWER. An entertaining feature suitable for program houses.

SUMMARY. A well directed, well acted screen version of one of the most widely read Richard Harding Davis novels which will afford entertainment for the majority of patrons. Made in Cuba it is rich in scenic beauty.

THE CAST

Inez Rojas	Jacqueline Logan
Roddy Forrester	William Powell
Colonel Vega	Ernest Hilliard
R. B. Forrester	Bigelow Cooper
General Rojas	Lucius Henderson
Senora Rojas	Marie Burke
MacKildrick	Harlan Knight

Author, Richard Harding Davis. Directed by Edward H. Griffith.

SYNOPSIS. Roddy Forrester and Peter de Peyster form The White Mice club for purpose of aiding humans in distress. When Roddy's father sends him to South America, Peter accompanies him. In the Republic of Montebello Roddy learns that General Rojas, former president, is slowly dying in the cell. He decides to try and free the general, especially so when he meets Inez, the beautiful daughter of Rojas. Roddy succeeds in his efforts and wins Inez.

Jacqueline Logan, featured in "White Mice," an Associated Exhibitors' release.

White Mice (Associated Exhibitors)

PRESS NOTICE

"WHITE MICE," comes to the ——— Theatre, commencing ———. The story concerns a revolution in a South American republic, the efforts of a young American and his pal, the only members of the White Mice club formed to aid humans in distress, to rescue the imprisoned former president and the successful battle of the hero to win the beautiful daughter of the old general.

Jacqueline Logan is co-starred with William Powell. Others in the cast are Ernest Hilliard, Harlan Knight, Reginald Sheffield, Marie Burke, and Lucius Henderson.

The picture was filmed entirely in Cuba and includes scenes of some of the most beautiful spots in Havana, and shots of the famous old Morro Castle.

CATCH LINES

A South American adventure story from the pen of Richard Harding Davis.

Chip of the Flying U

(Universal—6596 Feet)

(Reviewed by George T. Pardy)

GUNPLAY and physical thrills are absent from this Westerner, which follows the comedy line altogether, excepting for a bit of romantic glamor which leads to the hero carrying off his sweetheart in triumph at the close, from a dance given by his rival. It lacks something of the spirited dash and go which usually characterize Hoot Gibson's vehicles, but is amusing, runs smoothly and should bring satisfactory box office returns as a program attraction. Hoot is seen as a serio-comic cowboy with a rooted dislike of women and a talent for cartooning. The story deals with his change of heart when he falls in love with pretty Dr. Drella, the ranch-owner's sister, who encourages his artistic ambitions, quarrels with him, but allows herself to be abducted and led to the altar by Hoot in the end. The star's work is pleasing in the part-boob cowboy role, Virginia Browne Faire a winsome heroine, support good, photography excellent.

THEME. Western comedy. Woman-hating cowboy falls in love with ranch-owner's pretty sister, whom he wins and carries off in triumph after several misadventures.

PRODUCTION HIGHLIGHTS. Hoot Gibson's good work in leading role, Virginia Browne Faire's appealing characterization of heroine. Amusing slapstick touches. Scene where Hoot is dragged by steer in round-up. Elopement episode at close.

EXPLOITATION ANGLES. Feature Hoot Gibson. Tell patrons this is smooth-running comedy, with good Western atmosphere and romantic interest.

DRAWING POWER. O. K. as program number for neighborhood and small houses.

SUMMARY. Western comedy in which Hoot Gibson gets plenty of laughs as woman-hating cowboy, who changes his mind about opposite sex when he meets ranch-owner's pretty sister. Amusing, but has no thrills or spectacular riding stunts.

THE CAST

Chip Bennett	Hoot Gibson
Della Whitmore	Virginia Browne Faire
Duncan Whittaker	Philo McCullough
Dr. Cecil Grantham	Nora Cecil
J. G. Whitmore	De Witt Jennings
Weary	Harry Todd
Shorty	Pee Wee Holmes

Author, B. M. Bower. Director, Lynn Reynolds. Photographed by Harry Neuman.

SYNOPSIS. Cowboy Chip Bennett, Whitmore ranch, is an amateur cartoonist. He falls in love with pretty doctor Della Whitmore, owner's sister. His rival is rancher Duncan Whittaker. Della sends sketch by Chip to magazine, which wins prize. He fakes an accident, she nurses him, they quarrel when she finds he isn't hurt. Chip attends, uninvited a dance given by Whittaker and is ordered to leave. He goes, but carries off Della, who is perfectly willing, and they drive to the parson to be wed.

Hoot Gibson, star of "Chip of the Flying U" a Universal production.

Chip Of The Flying U (Universal)

PRESS NOTICE

HOOT GIBSON, famous for his impersonations of semi-comic cowboy roles, scores another big humorous hit in "Chip of The Flying U," a breezy Western picture which comes to the ——— Theatre on ———.

Hoot is seen as a cowboy who is also an amateur cartoonist and imbued with an absolute dread of women. He experiences a change of heart when Dr. Della, sister of the owner of the Whitmore ranch arrives. They fall in love, quarrel, but are reconciled when Chip carries her off from a dance to which he was not invited, to the parson to be wed.

Virginia Browne Faire, Nora Cecil, Philo McCullough are featured players.

CATCH LINES

This cowboy feared women, but one girl's bewitching smile transformed him into an ardent lover!

Ibanez' Torrent

(Metro-Goldwyn-Mayer—6769 Feet)

(Reviewed by George T. Pardy)

BEAUTIFULLY photographed, the Spanish atmosphere skillfully reproduced and offering a glittering variety of handsome settings, as well as a flood scene that is admirably staged and puts over a decisive thrill; this feature must be given high rating from the spectacular and artistic viewpoint. It is quite dramatically effective in an emotional way and Greta Garbo, the Swedish actress, who here makes her American screen debut, is very attractive and appealing in the role of the peasant girl heroine who becomes a famous opera singer, and returns home in the finale to find the youth she loved, married, grown old and unprepossessing. How the myriad fans who desire a happy ending will react to this somewhat sombre windup of a romance remains to be seen, but at all other points the picture looks like a pretty safe box office bet. Ricardo Cortez shows up well as the rather weak lover, and the support is satisfactory.

THEME. Melodrama. Spanish youth's mother prevents his marriage to girl he loves. She becomes famous singer, returns to find him married, resumes career.

PRODUCTION HIGHLIGHTS. Attractive personality and good work of Greta Garbo. Lavish, tasteful settings, fine photography, emotional stress, romantic appeal. Spectacular flood scene and unusual climax.

EXPLOITATION ANGLES. Feature Ricardo Cortez and Greta Garbo. Tell patrons about latter's European successes. Bill as strong emotional drama. Stress flood episode.

DRAWING POWER. Ought to do well in any house, unless your patrons balk at an unhappy ending.

SUMMARY. Colorful atmosphere, handsome interiors and settings, scenically attractive. Offers strong romantic tale, with rather melancholy finish which some fans may object to. Greta Garbo good in feminine lead, others satisfactory.

THE CAST

Don Rafael Brull	Ricardo Cortez
Leonora	Greta Garbo
Remedios	Gertrude Olmsted
Pedro Moreno	Edward Connelly
Don Andreas	Tully Marshall
Cupido	Lucien Littlefield
Dona Brull	Martha Mattox

Author, Vincente Ibanez, Director, Monta Bell. Photograhed by William Daniels.

SYNOPSIS. Dona Brull is opposed to her son Rafael marrying Leonora, a poor Spanish girl. She goes to Paris and becomes a famous opera star. Later, she revisits her home, where Rafael saves her and Remedios the girl he is engaged to, from drowning in a flood. Eight years pass, Leonora and Rafael, the latter now married, meet again, but she resumes her operatic career and Rafael remains with his wife.

Ricardo Cortez, featured in "Ibanez' Torrent" a Metro-Goldwyn-Mayer production.

Ibanez' Torrent (Metro-Goldwyn-Mayer)

PRESS NOTICE

ANOTHER great spectacular picture, "Ibanez' Torrent," by the author of "The Four Horsemen," is scheduled to make its local debut at the ——— Theatre on ———.

This is the colorful romance of a peasant girl who rises to fame as an opera star, but cannot forget the man she loved in her youth in a little Spanish village. Greta Garbo, the celebrated Swedish star, is co-starred with Ricardo Cortez in the production, which is remarkable for its magnificent settings and tense emotional urge of the plot.

Miss Garbo makes her debut on the American screen in this feature. She is supported by Gertrude Olmsted, Lucien Littlefield, Tully Marshall and other noted players.

CATCH LINES

He loved her as a peasant girl, she soared to heights he could not reach!

Blasco Ibanez' mighty romance of Spain, a thrilling story of tangled loves

The Far Cry

(First National—Eight Reels)

(Reviewed by Frank Elliott)

THIS first Balboni directorial effort may be classed as just a fair program picture. In the first place too much footage has been devoted to the telling of the story which has resulted in the injection of much extraneous material not necessary to the development of the plot. Consequently the action is slow in getting under way and suspense is lacking throughout. The members of the cast work hard to make their roles convincing but somehow the characters do not ring true. The picture gets its title from the wide difference in the moral code overseas and in the American home. Claire Marsh, one of "we moderns," when opposed in her affair with a young artist in Paris, follows him to Venice and lives with him in an unmarried state, until an Italian suitor causes trouble and the girl returns to Paris. In the French capital, we find the Italian nobleman and the girl indulging in an elaborate Roman banquet, done in Technicolor.

THEME. Society drama in which a frivolous flapper and a young artist laugh at the conventions and flee to Venice to be alone.

PRODUCTION HIGHLIGHTS. The divorce trial. The studio scenes. The party aboard the houseboat. The Venetian sequence. The leave taking of Claire following the argument over the count. The Roman banquet in natural color.

EXPLOITATION ANGLES. Boost the names of the stars and play it up as a modern story for modern folk. Put on a Venetian scene as a prologue.

DRAWING POWER. Suitable for sophisticated audiences. Needs exploitation.

SUMMARY. There is nothing startling new in this Balboni-directed feature which however, because of its "snappy" theme can be exploited into a box office success for some houses. Don't promise your patrons too much. Settings real highlight.

THE CAST

Claire Marsh	Blanche Sweet
Dick Clayton	Jack Mulhall
Louise Marsh	Myrtle Stedman
Julian Marsh	Hobart Bosworth
Max Fraisier	Leo White
Helen Clayton	Julia Swayne Gordon
Count Filippo Sturani	John Sainpolis

Adapted from Arthur Richman's play. Directed by Balboni.

SYNOPSIS. Claire Marsh, is divorced from Max Fraisier. The divorce costs her father a small fortune. Then Claire meets Dick Clayton, an old school chum, studying art in Paris. Dick goes to Venice. Claire follows. They live together without marriage. Count Sturani, another suitor, makes Dick jealous. Following an argument, Claire returns to Paris. Dick follows and rescues her from blaze that starts at gorgeous Roman banquet given in Claire's honor by count.

Blanche Sweet, featured in "The Far Cry" a First National attraction.

The Far Cry (First National)

PRESS NOTICE

PARISIAN life and Venice, form the background for "The Far Cry," the attraction at the ——— Theatre commencing ———. Blanche Sweet, Jack Mulhall, Myrtle Stedman and Hobart Bosworth are the leading players.

The plot deals with an American girl with decidedly modern ideas who, lured by title, marries but quickly divorces a French marquis in Paris. Then she meets an old school chum, studying art in the French capital and although she will not then marry him, she follows him to Venice, where an Italian nobleman interferes with their romance.

But it all ends well back in Paris where, at the close, the audiences sees a gorgeous Roman banquet photographed in Technicolor.

CATCH LINES

They had drifted to Venice—away from society's conventions—to follow the dictates of their hearts.

The King of the Turf

(F. B. O.—6210 Feet)

(Reviewed by George T. Pardy)

THEY'VE put a little of everything in the line of good old standby hokum into this picture with gratifying results from the viewpoint of box office possibilities. It's out-and-out melodrama, as sensational as you please, with love interest and comedy quantities keyed up to high concert pitch, the whole carried along on a regular whirlwind of stormy action; direction and acting of the best. There are two horse races, one "on the flat," the other a steeplechase, that are warranted to set the sporting sharps agog with excitement, and as for movie goers of the rank and file, they'll eat it all up! Naturally, the plot here and there bears resemblance to other epics of the turf filmed in the past, but the old material is so craftily shaped, handled and shot through with dynamic appeal, that it never fails to thrill the spectator. There is much fine photography, with some exquisite, moonlight effects, and great work by the entire cast.

THEME. Melodrama. Kentucky Colonel, unjustly sent to jail, has his name cleared by prison associates. Hero rides Colonel's horse to victory, wins daughter.

PRODUCTION HIGHLIGHTS. The two great racing events. Reformation of crooks as result of Colonel's kindness. Heart appeal, sensational punches, timely comedy relief. Well maintained suspense, good direction. Acting of leads.

EXPLOITATION ANGLES. You can go the limit praising this as a great turf melo. Go after sporting trade. Stress romance and thrills. Feature Harlan, Miller, Irving.

DRAWING POWER. Has universal appeal. Good card for any house.

SUMMARY. Hits up lightning pace from start to finish. Puts over a couple of races that are packed with realistic punches. Has tremendous melodramatic sweep, balanced by bright comedy and effective heart appeal. Good box office bet.

THE CAST

Colonel Fairfax	George Irving
Kate Fairfax	Patsy Ruth Miller
John Doe Smith	Kenneth Harlan
Tom Selsby	Al Roscoe
Red Kelly	Dave Kirby
Soup Conley	William Franey
Dude Morlanti	Ed Phillips

Author, Louis Joseph Vance. Director, James Hogan. Photographed by Jules Cronjager.

SYNOPSIS. Martin Selsby throws guilt of embezzlement on Colonel Fairfax, bank president, and latter is jailed. Martin dies, leaving a written confession exonerating the Colonel, which is hidden by his son Tom in love with Kate Fairfax. On the Colonel's release he is joined by four ex-prisoners. One, John Smith, trains and rides the Fairfax colt to victory in steeplechase. The other three are instrumental in getting the confession which clears the Colonel's name. Smith wins Kate.

Patsy Ruth Miller, featured in "King of the Turf" an F. B. O. production.

King of the Turf (F. B. O.)

PRESS NOTICE

TWO of the greatest racing events ever filmed, one "on the flat," the other a steeplechase, are shown in "The King Of The Turf," the big sensational melodrama which comes to the ——— Theatre on ———.

In point of vivid coloring, dramatic thrills, suspense, heart interest and uproarious comedy, this film stands head and shoulder over the average production of its type. The story introduces a lovable old Southern Colonel, a designing villain, a beautiful heroine a self-sacrificing hero, and several reformed crooks who aid in bringing happiness to the deserving lovers.

Patsy Ruth Miller, Kenneth Harlan, George Irving, fill the leads, Al Roscoe, David Kirby, William Franey in support.

CATCH LINES

Heart-clutching drama, shot with thrills, real human emotions, sparkling comedy, whirling speed!

An equine epic with two stupendous races.

Oh, What A Nurse

(Warner Brothers—6930 Feet)

(Reviewed by George T. Pardy)

RIOTOUS and helter-skelter action slapstick comedy that moved the audiences at the Mark Strand Theatre, New York, to enthusiastic appreciative applause, when the picture made its metropolitan debut. And the indications are that it will get the laughs and the money where it is shown. There's nothing subtle about this picture, its director and players went in for broad fun, the sort that always catches the fancy of nine out of ten fans, the plot fairly bristles with comical absurdities, and probably some of the high-brow boys will pass it the haughty sneer. But leave it to the rank and file for a hearty welcome! "Oh, What a Nurse" will gross big anywhere. Syd Chaplin is a scream in feminine attire, puts his gags across with snappy effect, and generally speaking brings back memories of his happy impersonation in "Charley's Aunt" that hit the box office target so squarely. Patsy Ruth Miller wins out as the heroine. Support good.

THEME. Comedy. Reporter essays role of love-expert writer, then switches to that of nurse, has amazing adventures, captures girl he wants.

PRODUCTION HIGHLIGHTS. The never-ceasing rapid-fire action, rattling slapstick punches, acting of Syd Chaplin and Patsy Ruth Miller. Scene where Syd first appears as Dolly Dimple, his transformation into nurse. The averted marriage. Climax.

EXPLOITATION ANGLES. Play up Syd Chaplin in funniest role he has had since "Charlie's Aunt." Boost as merriest slapstick of year. Mention Miss Miller.

DRAWING POWER. Good anywhere, a sure-fire box office winner.

SUMMARY. Fans in general will like this one. A rattling slapstick production, Syd Chaplin scores hit in feminine disguise, is well supported, comedy values great, broad fun, hurly-burly action. Looks like a winner.

THE CAST

Jerry Clerk	Syd Chaplin
June Harrison	Patsy Ruth Miller
Clive Hunt	Gayne Whitman
Captain (Ladye) Kirby	Matthew Betz
Jerry's Mother	Edith Yorke
Big Tim Harrison	Dave Torrance
Eric Johnson	Ed Kennedy

Authors, Robert Sherwood & Bertram Bloch. Director, Charles Reisner. Photographed by John Mescall.

SYNOPSIS. Jerry Clark, cub-reporter, substitutes for Dolly Whimple, love expert writer, advising June Harrison not to wed Clive Hunt. Fate compels him to impersonate Dolly and he becomes a violently pursued victim in a hurtling series of events that finally transform him into a vivacious nurse. In this role he runs against other adventures, has several hair-breadth escapes, but finally emerges from the general mixup triumphant, with June engaged to marry him.

Syd Chaplin, star of "Oh What a Nurse" a Warner Bros. production.

Oh, What A Nurse (Warner Bros.)

PRESS NOTICE

THOSE fans who screeched with laughter over the antics of Syd Chaplin in "Charley's Aunt," will look forward to the appearance of that versatile comedian as the lead in "O, What A Nurse," scheduled as the main screen attraction at the ——— Theatre on ———.

Syd Chaplin scores another tremendous hit in this picture as a cub reporter who first poses as an expert love adviser in the writing line, then as a nurse, and is whirled through a sucession of adventures, with thrills and comic interludes equally balanced. It's a great picture, brimful of laughs.

Patsy Ruth Miller is the heroine, supported by a brilliant cast.

CATCH LINES

Syd Chaplin in one of the greatest comic roles of his career, a laughing triumph, a riot of slapstick action!

A sure cure for the blues! The veriest grouch would grin in sympathy with the fun of "Oh, What A Nurse!"

The Cohens and Kellys

(Universal—7774 Feet)

(Reviewed by George T. Pardy)

FOR sheer unadulterated fun and human interest touches, neatly developed, craftily sustained, this feature holds its own with the season's best comedy-dramas. It posesses tremendous mass appeal, for the characters, despite a shading of burlesque, seem very real, everyday sort of folks, and the clash of Hebrew and Irish wit never fails to get the laughs; nor on the other hand, does the romantic side of the story fall short of expectations. It's all exceedingly well done, good acting, clever direction, fine photography combine successfully in the making of a picture that is bound to be a big money maker for any exhibitor booking it. Charlie Murray, George Sidney, Vera Gordon, Kate Price, Jason Robards and Olive Hasbrouck, each score triumphantly in their respective roles and are splendidly supported. A sort of an East Side epic, this, with humorous values predominating but pathos not neglected; a credit to all concerned in production.

THEME. Comedy drama. Treats of the fortunes of the Cohens and the Kellys, East Side families and neighbors, one of which falls heir to million dollars.

PRODUCTION HIGHLIGHTS. First-class acting of principals and supporting cast. The good direction. Fast action and rollicking humor of conflicts between Celts and Jews, pleasing development of love affair between young folks. Happy finish.

EXPLOITATION ANGLES. You have a cast well worth featuring. Play up names mentioned above. Bill as East Side comedy drama that classes as one of season's big hits.

DRAWING POWER. Good for any house. Should please all types of audiences.

SUMMARY. Has general audience appeal, is great Hebrew-Irish comedy drama, with real East Side atmosphere. Bubbles over with fun, balanced by a bit of pathos, and neatly handled love affair. Well acted and directed.

THE CAST

Patrick Kelly	Charlie Murray
Jacob Cohen	George Sidney
Mrs. Cohen	Vera Gordon
Mrs. Kelly	Kate Price
Tim Kelly	Jason Robards
Nannie Cohen	Olive Hasbrouck
Milton Katz	Nat Carr

Adapted from Stage Play by Aaron Hoffman. Director, Harry Pollard.

SYNOPSIS. Cohen and Kelly families are East Side neighbors. Jewish daughter and Irish son wed secretly, fearing parental opposition. The Cohens fall heir to big money and move to stylish quarters. Nannie, the young wife, is cast out by the Cohens when her baby is born and she goes to live with the Kellys. It transpires that the Kellys are really the owners of the fortune, but they share it with the Cohens and all ends happily.

George Sidney, featured in "The Cohens and the Kelleys" a Universal production.

The Cohens & Kellys (Universal)

PRESS NOTICE

CRITICS all over the country unite in proclaiming "The Cohens and Kellys," which will be given its initial local showing on the screen of the ——— Theatre on ———, as one of the most laughable and humanly interesting comedies ever filmed.

It deals with the fortunes of a Jewish and Irish family, East Side neighbors, a secret marriage between the Hebrew daughter and Celtic son, through fear of parental opposition, and the inheriting of a million dollars by the Cohens.

The picture is aglow with humor and pathos, splendidly acted, with Charles Murray and George Sidney in two of the leading roles. Others, Vera Gordon, Kate Price, Olive Hasbrouck.

CATCH LINES

An uproarious knockout! While you're crying, your'e laughing at "The Cohens and Kellys!"

Don't

(Metro-Goldwyn-Mayer—5529 Feet)

(Reviewed by George T. Pardy)

MOSTLY comedy of the slapstick variety, with Sally O'Neil as a flapper who, because she is perpetually being told not to do certain things goes ahead and does them anyway. Naturally when her papa picks a prospective hubby for her, she trails out and selects one more to her mind, and, of course, gets him in the end. Nothing to the plot, which is a remarkably thin, loosely constructed affair. There are some sequences in the amusement park outing in connection with the trick platforms, whirling barrels, slippery slides, and other horseplay stuff, that may amuse juveniles, but are hardly likely to awaken adult mirth. Considered from any angle the picture doesn't rate better than an ordinary program attraction, and certainly isn't qualified for the big first-run houses. Sally O'Neil is O. K. as the flapperish heroine, John Patrick gets by in the lover role, Bert Roach gives a funny impersonation of a souse uncle.

THEME. Comedy. Deals with flapper who resents parental control, doesn't want husband father picks, goes out and gets man she selects herself.

PRODUCTION HIGHLIGHTS. Heroine's school flirtation, development of romance. Scene where gang tries to kidnap her. The broad comedy punches. Slapstick situations in amusement park resort. Sally O'Neil's vivacious acting. Bert Roach's work.

EXPLOITATION ANGLES. Sally O'Neil's name has pulling power. Play her up, but don't boost story much. Bill as lively slapstick comedy.

DRAWING POWER. Suitable for daily-change and smaller houses.

SUMMARY. Just a fairly amusing slapstick comedy, no strength to plot, Sally O'Neil pleasing, some amusing characterizations by others in cast. An ordinary feature that won't "click" with critical folks, but O. K. for program purposes.

THE CAST

Tacey Moffat	Sally O'Neil
Gilbert Jenkins	John Patrick
Uncle Nat	Bert Roach
Abel	James Morrison
Jane	Estelle Clark
Mr. Moffatt	Dewitt Jennings
Mrs. Moffat	Ethel Wales

Author, Rupert Hughes. Director, Alf Goulding. Photographed by Max Fabian.

SYNOPSIS. Mr. Moffat selects Abel Totem as a prospective husband for his daughter Tacey, but she indulges in a school-girl flirtation with Gilbert Jenkins which develops into a real love affair. Gilbert owns an auto and Tacey, dodging a family outing at an amusement park, goes riding with him. They have a variety of whimsical adventures, but in the end Gilbert wins out with the family and father agrees to their marriage.

Sally O'Neil, featured in "Don't" a Metro-Goldwyn-Mayer production.

Don't (Metro-Goldwyn-Mayer).

PRESS NOTICE

WINSOME Sally O'Neil in "Don't," a bright and breezy comedy, is scheduled as the principal screen attraction at the ——— Theatre on ———.

Miss O'Neil is seen as Tacey Moffat, a school-girl flapper who resents paternal control and the prospect of having a husband selected for her by father. So she rebels, finds a capable lover in the person of Gilbert Jenkins, who owns a car, goes riding with him and becomes enmeshed in a series of wild hilarious adventures. There's a laugh to every foot of this picture, action all the way and a romance that is prettily developed and ends happily.

In support John Patrick, Dewitt Jennings, Ethel Wales and other film favorites.

CATCH LINES

She side-tracked her family for her sweetheart and then found she had sidetracked herself!

Thundering Through

(Artclass Pictures—5000 Feet)

(Reviewed by George T. Pardy)

A SMARTLY moving Westerner that gets going at a rapid clip in the opening round, when Buddy Roosevelt comes to town and is mixed up in a go-as-you please scrap, figuring as a peace-maker. He's a right busy hero from then on, riding at break-neck pace and tumbling out of one fight into another, with a few quiet intervals devoted to swift love-making. One of these frequent battles stands out as probably the first example of a modern cowboy doing his battling clad in a suit of ancient armor. Buddy assumes it as a sort of "hide-out" disguise but circumstances compel him to leave the banker's house where he acquired it, in a hurry and he has to stand the weight handicap. The star does good work all the way through in this one, and is well supported, Jean Arthur scoring nicely as heroine Ruth Burroughs, Frederick Lee giving an excellent performance in the scheming banker role. Support O. K.

THEME. Westerner. Cowboy hero defeats schemes of banker to secure possession of his land and that owned by sweetheart's father, whips thugs, wins girl.

PRODUCTION HIGHLIGHTS. Buddy Roosevelt's riding and fighting stunts. Scenes where he battles in suit of armor. Chase after the kidnapper. Climax.

EXPLOITATION ANGLES. Feature Buddy Roosevelt. Play up his riding stunts. Tell patrons this is first screen instance of cowboy wearing armor. Bill as fast Westerner, with good love interest and fine photography.

DRAWING POWER. Good for any house where Western melo holds 'em.

SUMMARY. Snappy Westerner. Has due allowance of thrills, plenty of fast riding and gunplay, with fights galore. Plot follows familiar lines, but director has managed to give it a couple of good surprise twists.

THE CAST

Bud Lawson	Buddy Roosevelt
Ruth Burroughs	Jean Arthur
Blaze Burroughs	Charles Colby
Rufe Gorman	Lee Meehan
Aaron Austin	Frederick Lee
Ezra Hendrix	Lew O'Connor
John Richmond	Lawrence Underwood

Author, Barr Cross. Director, Fred Bain.

SYNOPSIS. Bud Lawson joins forces with John Richmond and becomes his partner on the latter's ranch. Banker Austin plans to obtain control of the ranch as well as that owned by Blaze Burroughs, knowing that the new railroad line will pass through both properties and increase their value. Bud falls in love with Blaze's daughter Ruth. Austin hires the Gorman gang to help his scheme. Bud fights off the intruders, brings them to justice and wins Ruth.

Buddy Roosevelt, star of "Thundering Through" an Artclass release.

Thundering Through (Artclass))

PRESS NOTICE

WHEN Buddy Roosevelt's name appears as a star of a Westerner, it's a dead sure guarantee of fast and furious action melodrama. And his latest vehicle, "Thundering Through" is no exception to the rule!

This picture will be shown on the screen of the ——— Theatre on ——— and shows Buddy as a cowboy who settles down as half-partner in a ranch, only to discover that a certain banker is trying to obtain control of the property by foul means. The land belonging to his sweetheart's father is also in danger of confiscation, but Buddy, after a medley of wild adventures defeats the plotters and wins the girl.

CATCH LINES

A rough-riding romance replete with sensational thrills, suspense and love interest!

Daring Days

(Universal—4622 Feet)

(Reviewed by George T. Pardy)

THIS Westerner can safely lay claim to the distinction of offering a plot that differs pleasingly in many respects from the regulation, stereotyped style of story which usually does duty in such pictures. The customary kind of Western hero is on deck, but the heroine registers as a novelty, for we see her becoming the mayor of a tough little burg, taming bad men, ruining the liquor trade, riding and wielding a gun just as zippily as the most ferocious male cowboy that ever lived. Josie Sedgwick fills the agile lady role and looks and acts the part to perfection. You like her all the more because the impression prevails that despite her masculine activities, she is genuine woman just the same, and it seems fitting and proper when her good looks secure her a husband in the person of the scrappy mayor of a rival bailiwick. There's plenty of bright comedy too, and take it all around, "Daring Days" stand out as a desirable program film.

THEME. Westerner. Girl elected mayor of little tough Western town, makes good, cleans up the place, is wooed and won by fighting mayor of rival town.

PRODUCTION HIGHLIGHTS. Snappy action and good direction. Stage-coach holdup. Heroine's arrival in Eden. Big desert storm scene, where Eve goes to rescue of Catamount and Lucille. The pungent comedy relief. Love interest.

EXPLOITATION ANGLES. Feature Josie Sedgwick. Tell patrons this is an exceptional Westerner as to plot. Interest women folks in the lady mayor idea.

DRAWING POWER. Good card for neighborhood and small houses.

SUMMARY. Has new angle to plot, with heroine filling mayor's job in tough little border town. Stacks up as lively Westerner, Josie Sedgwick making hit in lead and well supported by remainder of cast. O. K. program feature.

THE CAST

Eve Underhill	Josie Sedgwick
Catamount Carson	Edward Hearn
Henry Sheldon	Fred Cole
Lucille Somers	Zama Zamoria
Boggs	Ted Oliver
Hank Skinner	Henry Hodd
Ambrose Carson	Ben Corbett

Author, George Hull. Director, John B. O'Brien. Photographed by Benjamin Kline.

SYNOPSIS. Eden, Arizona, advertises for a woman mayor. Eve Underhill gets the job, quits her newspaper situation and starts for Eden. Catamount Carson is mayor of the rival town of Catamount, which he rules by his nerve. Two thugs hold up the stage, Carson appears and rescues Eve. She starts to clean up Eden and has many thrilling adventures. A romance develops between the girl mayor and Carson which ends happily.

Josie Sedgwick, star of "Daring Days," a Universal picture.

Daring Days (Universal).

PRESS NOTICE

THE rivalry between two tough Western towns, one of which elects a girl mayor, is the unusual theme of "Daring Days," a lively melodrama of the open, starring Josie Sedgwick, billed as the main screen attraction at the ——— Theatre on ———.

Heroine Eve Underhill is employed on a newspaper when she answers an advertisement issued by the citizens of Eden, Arizona for a lady executive to rule over them. She gets the job, is held up enroute, rescued by Carson, mayor of the rival town of Catamount, and starts a cleaning-up campain in Eden which leads her into a series of wild adventures.

Edward Hearn plays the hero, Fred Cole, Zama Zamoria and others in support.

CATCH LINES

Men had bossed her all her life, so when she was elected mayor she made 'em jump through the hoops!

Regional News from Correspondents

Central Penn

C. FLOYD HOPKINS, general manager of the Wilmer & Vincent Theatres in Harrisburg and Reading, has been appointed a member of the committee which will plan the annual Community Welfare campaign.

Announcement is made by the Wilmer & Vincent Theatre interests in Harrisburg that early in April, the Majestic Theatre, in that city, which is now devoted to pictures and vaudeville, will become a legitimate theatre. That means that about that time the new State Theatre, being built at a cost of $750,000 on the site of the old Orpheum, will be opened as a vaudeville house.

Stricken with heart [illegible] while he stood on a street corner in York recently, John D. Raffensberger, who for a number of years was successively associated with the Orpheum Theatre and the York Opera House in York, died almost immediately. He was a member of Local Union No. 28, of the stage employees and motion picture machine operators.

Cleveland

THE cards were well stacked for Oscar Ruby, branch manager of the local Pathe exchange. Ruby just won a lot in Absecon, N. J., a suburb of Atlantic City.

Max Lefkowitz, prominent theatre circuit owner of Cleveland, and his family, together with Louis Greenberger and his family, have booked passage to Europe where they will spend the summer.

Herbert E. Elder is with us once again. This time as division manager for Warner Bros., covering Cleveland, Pittsburgh, Cincinnati, Detroit and Indianapolis. Cleveland will be his headquarters.

E. A. Eley is the new proprietor of the Royal Theatre, Oak Harbor. Eley recently bought the house from W. C. Walters.

Charles Stalder is now operating the Southern Theatre, Akron, which is owned by the Southern Theatre Company.

Howard Feigley, managing director of the Rivoli and Palace Theatres, Toledo, underwent an operation for appendicitis last week. He came through splendidly and is expected to be back on the job again late next week.

Paul Gusdanovic is spreading out. He just purchased the Regent Theatre, Cleveland, and the whole bulding which surrounds the theatre. Gusdanovic has a real circuit now, comprising the Orpheum, a first-run downtown house, and the Corlett, Norwood and Regent, neighborhood houses.

Louis Manthos, who retired from active motion picture exhibition when he recently sold his American Theatre, Alliance, comes back into the limelight again. He is building a motion picture theatre in Huntington, W. Va., which will be ready in April.

Tom McConnell, well known film salesman, is now with Associated Exhibitors, selling out of the Cleveland office.

J. D. Raridan, one-time showman, and one-time film producer, well known in this territory, has purchased controlling interest in the Lima Evening Gazette.

The management of Loew's Ohio Theatres gave its annual Washington Birthday Party last Monday in the foyer of the State Theatre. More than 1,200 people attended.

William Kern, of the Rex Theatre, Steubenville, and his family, have migrated to St. Petersburg, Fla., for the rest of the winter. Gene Baily is manager of the Rex.

Harry Brown, at one time manager of the local Universal exchange, is now in Boston, having recently been appointed Boston branch manager for Associated Exhibitors.

While his brother Joe counts quarters at the Park Theatre, Youngstown, Max Schagrin is getting the low-down on the picture business, spending the winter in Hollywood and Los Angeles.

Homer Borger, for nine years office manager for "U" in Cleveland, and now with the Cleveland Associated Exhibitors' exchange, parted company with his appendix last week. Borger is at Glenville Hospital, and is doing nicely.

San Francisco

BRANCH MANAGER, M. E. Cory of P. D. C. entertained his general manager, W. J. Morgan, February 8 and 9.

The Park View Theatre, owned by Mark Harrison, is nearing completion. Complete equipment is being furnished by W. G. Preddey.

Manager L. E. Kennedy of Pathe made a trip down the San Joaquin Valley with Salesman Cathro recently. It is Kennedy's intention to make territorial trips from time to time, acquainting himself with the territories and the exhibitors, and with this in mind has appointed Booker Schmidt as assistant manager.

Manager Rickford of Mutual Film Exchange was a visitor to Los Angeles recently.

V. Preston, the First National booker, is receiving congratulations from his friends upon the recovery of his wife who very recently underwent an operation at one of the local hospitals.

District Manager Frank Harris of Pathe has made San Francisco his West Coast division headquarters.

Paul J. Gray, well known exploitationist, is headquartering at the local Pathe office.

Joe McEniry of the Solano Theatre at Faifield was a local visitor recently.

Joseph Enos, former house manager of the Cameo prior to its being remodeled and thereafter manager of the Portola, has recently resigned.

Al Oxtoby, manager of First National, has the sympathy of the local film folks in the illness of his wife who submitted to a very serious surgical operation February 8.

Mrs. E. Thompson, who has operated the Panama Theatre on Market Street near Sixth Street for the past sixteen years, will quit. She has leased the building for a store.

Carol Nathan and local Universal folks are planning a big reception to their chief upon his forthcoming visit to San Francisco in honor of his twentieth anniversary.

Two new Golden State theatres are now open, the New State at Mission and Hollister streets, San Francisco; and the new Golden State at San Pablo and Fifty-ninth streets, Oakland.

Detroit

ALEX BUTTON, from the Regent Theatre in Port Huron and G. Fleser from the Creston Theatre in Grand Rapids, were visitors along Film row last week.

The Catherine Theatre was mentioned in our issue of Feb. 13th taken over by Henry S. Koppin. This was an error. It is George Koppin who has taken possession of this theatre.

G. E. Brennan and Dan Beckley have joined the sales staff of the Michigan Picture Exchange as city salesmen. John N. Kahn is a new man in the state and will be seen thereabouts.

Eddie Canty, booking manager for Paramount, has returned to Detroit after spending a few days in Chicago.

Louis Mayer of the Sierra Pictures, New York, was in town last week and called on the Independent Exchange managers.

Bill London, operating the Gladwin Park Theatre in Detroit, paid his personal respects to the local exchanges last week.

Glen Prass, operator of theatres in Battle Creek, Mich., was a visitor at the Film Bldg. in Detroit last week.

William Black, formerly operating the Quo Vadis Theatre, has taken over the Wolverine and Victoria Theatres in Detroit.

Ned Marin, First National's sales manager, paid a visit to Manager F. E. North last week.

Amedeo F. Rocchi, noted concert organist from Cleveland, has been engaged by Kunsky Theatrical Enterprises as organist at the Madison Theatre.

Joe Friedman, from Universal's home office, was again in our midst last week.

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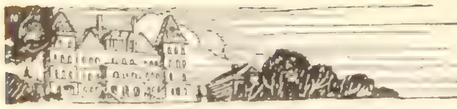


Albany

THE past week brought quite a number of persons connected with the motion picture industry in New York city to Albany on matters connected with the various exchanges. Charles Henschel, eastern district manager for Pathe, was in town for a couple of days, arriving via Boston. Hal Hodes was also in town in connection with his short subjects program. He spent a portion of his time while here with Herman Stern, local manager for F. B. O. Amos Leonard, district serial sales representative for Pathe, also came to town.

Mr. and Mrs. Louis Buettner and Mr. and Mrs. L. J. Shearer, all of Cohoes, the two men being the heads of the Cohoes Amusement Company, are enjoying the balmy weather of the West Indies.

James Tunney, shipping clerk at the Universal Exchange here, has the sympathy of readers of this column in the recent death of his sister.

Jack Krause accompanied his new salesman, George Goldberg, on a swing last week that took them to Utica and other points.

Robert Mochrie, manager for Pro-Dis-Co. here, has made arrangements to leave on March 15 for the West Coast where he will spend two or three weeks, all due to his efforts in leading the exchanges of the east in sales.

Julius Berinstein of Albany had the misfortune last week to have his car stolen.

There are plenty of exhibitors these days who are on the sick list, the number including Charles Marshall, who runs the Bridge Theatre at Ausable Forks. Fred E. Duffy, of the Universal sales forces, has been in a local hospital for a minor operation. Mrs. Walter Roberts, wife of the manager of the Troy Theatre, is still ill at her home in that city. Chris Marx, who has the Rialto and Highland Theatres in Utica, is also on the sick list.

Dave Seymour, of the Pontiac Theatre in Saranac Lake, was a welcome figure along Film Row during the past week.

Captain George Broome of Schenectady will take over the Grand Theatre in Scotia on March 6, which has been run by Mrs. Fonda.

When Abe VanDusen started in last week as a booker for the F. B. O. exchange, he found his desk covered with flowers from his many friends in this city and along Film Row. Vincent Fisher, former booker, is now on the road for the same exchange.

Excellent progress is being made these days on two motion picture theatres in course of erection. The house being erected by W. H. Linton in Utica, is now having the heating system installed; the new house in course of construction in Albany, by Strand interests, is also nearing completion.

There was a report along Film Row last week to the effect that George Roberts, who has a theatre in Kingston, is negotiating with certain interests in New York city, and may dispose of his house.

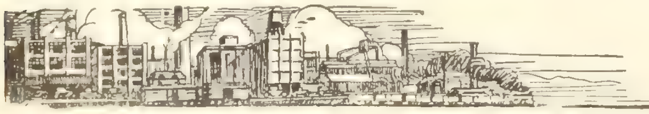
H. C. Bissell, local manager for Universal, is working hard these days in the hopes of winning the gold watch which is being offered to the branch manager making the best representation on "Laemmle Day" on April 8.

S. E. Severance, who owns the Pember Theatre in Granville, certainly did his full share in connection with a benefit given last week toward aiding a family in distress in that village.

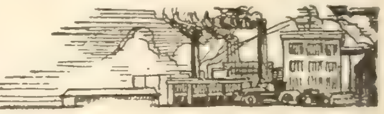
Herman Vineberg, managing the Albany Theatre in Albany, was a proud man last week when he received a diamond studded Masonic emblem from a dozen or more of his friends. After surviving the initiation, Mr. Vineberg had invited a dozen of those who had participated to a dinner at Keeler's restaurant.

George Roberts, an old timer in the business, and who was until recently manager of the Berinstein chain of houses, is negotiating for a motion picture theatre and may shortly blossom forth as an exhibitor.

The Strand Theatre in Carthage has been entirely redecorated and otherwise improved during the past two or three weeks. Among the features is a rebuilt stage, which will be used for presentations to be given from time to time, along with the pictures. The house is managed by Ossie Brownell.



Denver



BARNEY GURNETTE is now associated with the local branch of Universal as sales representative.

E. F. Wagner, special representative for Producers, has just left Denver for Salt Lake City after visiting for several days with J. S. Hommel.

Dave Frazier, assistant to Les Wier, district manager of Producers, has also arrived for a visit.

L. O. Lukan, district manager for First National, has arrived in Denver for a visit with J. H. Ashby, manager of the local branch.

William Ostenberg, Jr., who operates the theatres of Scottsbluff, Bayard, and Minitare, Neb., arrived in Denver last Thursday to arrange service for his theatres.

M. W. McFarland of Golden Colo., was another visiting exhibitor in Denver Friday. In the absence of S. H. Horner, regular exhibitor member of the board of arbitration, Mr. McFarland was appointed as temporary member of the board.

C. E. Blauer, representing the Community Investment Company of Weldona, Colo., arrived in Denver Friday with the information that his organization has taken over and will operate the Isis Theatre of Weldona.

Denver will soon have another new exchange building. Negotiations have been completed for the erection of a new building at No. 800 21st street.

A. F. Allen of the Princess Theatre, Aguilar, Colo., has leased the Rialto Theatre, Florence, Colo., for a period of five years starting March 1st, 1926.

J. H. Ashby, First National manager, has just returned from a trip into the Black Hills country of South Dakota. G. E. Rosenwald, manager of Universal, has also just returned to his desk after a visit with exhibitors in the southern part of the Denver territory.

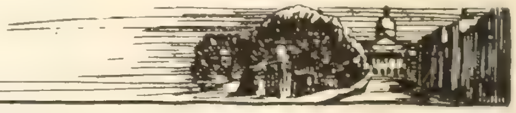
The local branch of Associated Exhibitors has joined the Denver Film Board of Trade. Up until January 1, 1926, Associated Exhibitors were represented in the board by the Pathe organization. This makes thirteen members for the Denver board, all national distributors.

Sid Weisbaum is due back February 28th. Sid's return to Denver as manager of Film Booking Offices exchange is welcome news to his many exhibitor friends.

Among exhibitors who have come in from the surrounding country are J. H. Borders of the Majestic Theatre, Stratton, Colo.; Earl Nye of the Carl Ray Amusement Company Theatres of Cheyenne, Wyo.; D. Bratton, manager of the new Ovid Theatre of Ovid, Colorado.

Charles R. Gilmour, Warner Bros. manager, is down in New Mexico.

New England



CONSOLIDATED FILMS, Inc., is a new exchange which opened Monday in Film Row at 14 Piedmont Street, Boston. Joseph McConville and A. Montague, both of Independent Films, Inc., are said to be the principal owners. The new exchange is formed through consolidation of Merit Film Company and the Samuel J. Davidson Pictures of Boston. Samuel J. Davidson is to be manager.

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Fire in the building adjoining the Roxbury Theatre, Boston, resulted in the speeding up of the feature film Wednesday night, closing the show twenty minutes early, when the audience filed out, not knowing of the fire until they reached the street. The fire was extinguished before it reached the theatre building.

The Palace Theatre at Cranston, R. I., was burglarized during the week, but all the thieves took was some $15 left in the box office.

P. Vartigian of Somerville is to erect a theatre at 303 Broadway, Somerville, Mass., from plans prepared by Architect James Tuck of Boston. The new playhouse will be of terra cotta and limestone construction, with one balcony and mezzanine floor. It will be 80 by 50 feet. Contract for the construction was let this week.

Samuel Hasse of Producers Films, Inc., Boston, paid a week-end visit to New York City.

Arrangements are being made for a dinner to be tendered by the New England Film Board of Trade to its new president, Henry P. Scully of United Artists, which will probably be held at the Copley Plaza Hotel early in March.

W. G. Means, Jr., of the Machias Opera House at Machias, Me., has notified exchanges that his theatre will change hands early in March. The name of the new owner is not made public as yet.

Joseph McConville and A. Montague of the Independent Films, Inc., of Boston, spent the week-end in New York City on business.

The Somerville Theatre, Somerville, Mass., for thirteen years one of the leading stock theatres in New England, recently purchased by Arthur Viano, closed its stock programs Saturday and on Monday reopened as a motion picture house. Mr. Viano owns other theatres in Somerville and Cambridge.

Salt Lake City

THE tenth anniversary of the Paramount Empress Thea-re is being celebrated here this veek, which fact is conspicuously roclaimed by a big red candle in ront of the theatre.

It is reported that the Hogle nvestment Company of this city s figuring on building a new eighborhood house on Ninth outh and Ninth East. This is o be a five hundred seat house.

Steve Murgic, operating the merican Theatre at Mackay, daho, was conferring with local nanagers on the new season's roduct this week.

Joe Roden, who has just taken ver the Orpheus Theatre at vanston, Wyoming, was a recent isitor.

Clyde H. Messinger, manager f the Educational Exchange in his city, just returned from a rip to Boise.

J. A. Whitehead of the Recrea-ion Hall at Eureka, Utah, was a isitor on the row within the past ew days.

L. J. McGinley, branch man-ger for the local Famous Play-rs-Lasky Exchange, is making a rip into Montana

Jos. F. Samuels has left the etro-Goldwyn-Mayer office here for the Montana territory. C. F. Parr, who is now selling out of this exchange, is reported to be doing very good business.

T. M. Chesler, owner of the Gem and Princess theatres at Birgman, Utah, is in this city securing new productions for his houses.

Tom Berda of the Rialto and Grand theatres at Rock Springs, is an exhibitor visitor here.

Seth Perkins, new district manager for Metro-Goldwyn-Mayer, is in this city for a short while from his headquarters in Denver.

Mathew Aparton, branch manager here for Universal, is still out in the territory as are all of the sales representatives out of this exchange.

John Ruger, owner of the American and Orpheum theatres at Park City, Utah, reports that the stage lines have been forced to quit on account of the exceptionally heavy snows.

Business at the Kinema Theatre has been constantly on the improve since under the better picture policy of Ed. C. Mix and Louis Strike.

Lou Olsen, head usher at the Kinema, has left for Bingham, Utah, having been called there by the fact that his sister was a victim of the disastrous snowslide which happened February 17.

J. C. DeWaal, traveling auditor for Pathe, has left for Los Angeles.

A wire was just received at the Pathe office here from Salesman George Jensen who is stuck in the mud and snow down in Thistle Junction, Utah.

W. A. Calkins, formerly manager for Pathe at Butte, Montana, is visiting this city.

George Mayne, owner of the Preferred Pictures Exchange here, is leaving for the Boise country within a few days.

Lee Stallings of Richfield, Utah, and Clifton Pierce, formerly of Brigham, Utah, have closed negotiations for a four hundred seat neighborhood house in Western Salt Lake.

H. Bradley Fish, local manager for Fox, is in the Montana territory for the week.

R. L. Wilson, owner of the Hub Theatre at Midvale, Utah, was an exhibitor visitor during the past week.

The Peery Brothers of the Egyptian Theatre at Ogden, Utah, were attending to their weekly bookings.

L. A. Davis, branch manager here for F. B. O., is now covering the Montana territory

L. O. Lukin, district manager for Associated First National, has left for Denver.

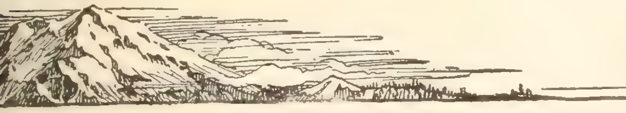
Vete Stewart of the local Associated First National Exchange, has left for a trip into Idaho.

Alexander Neilson has taken the place of Peggy Totro as the booker stenographer at the Associated First National office here.

W. H. Rankin, manager of the local Warner Brothers Exchange, is now making the Great Falls section of Montana. M. F. Keller came in last week and left again for his territory in Southern Utah. G. C. Jones, assistant manager, is in charge of the office during Rankin's absence. Jack Connors is still in Idaho.

Walter S. Rand, salesmanager here for United Artists, is in Montana. J. E. Madsen, assistant manager, is taking charge of the office. Milton Cohn is along the high line of Montana, while Joe C. Dowd is covering the Utah section.

James R. Keitz, local branch manager for Greater Features, is back from Southern Utah.



Seattle

A DINNER for eleven bookers of as many film exchanges n this city was the novel method sed by Fred Walton of the Bell-ngham Theatres, Inc., last week n changing the bookings for his hree houses in the latter city.

Harold Boehme, whose resigna-ion from Manager Fred G. Slit-er's First National sales staff was nnounced last week, has just re-orted his connection with Mana-er R. S. Stackhouse's Associated xhibitors exchange, in a similar ales capacity. He succeeds Ar-hur Gollofon, who resigned after everal seasons in the A. E. em-loy. Mr. Gollofon also was a ormer First National sales repre-sentative and booker.

John T. "Dad" Spickett, of the Palace Theatre in Juneau, Alaska, was expected to arrive in this city or a few weeks' visit the latter art of this month. During his tay here he will arrange book-ngs for his house for the re-mainder of the spring season.

Ray Grombacher, the popular wner and manager of the Liber-y Theatre in Spokane, last week gain offered the Eastern Wash-ngton theatre-goers a musical reat of unusual prominence, a eat for which he has achieved a ustly-famous reputation. This ime it was the appearance of Henry Halstead and his orches-ra, formerly associated with the St. Francis Hotel in San Fran-cisco, and well-known through the Victor records that they have made. The orchestra recently oncluded an engagement at one f the large dance palaces in this ity.

William J. Drummond, manager of the Producers' Distributing Corporation exchange, last month was the only Northwest manager to place on the Fire Prevention Honor Roll, as selected by the Fire Prevention committee of the Film Board of Trade of the Northwest. Louis Amacher of Portland, head of the M-G-M exchange in that city, represented the Oregon territory in a similar position.

Work on the Pacific Theatre Company's new house in West Seattle, to be called the Granada Theatre, began last week with the pouring of the concrete fundation. William Hartford, who will manage the house for the Pacific organization, announced plans for opening in May or June at the latest. He promises a neighborhood theatre that will be the utmost in modern theatre architecture, construction and equipment.

H. Torkelson, former owner and manager of the Park Theatre, a second run house in Tacoma, last week announced the sale of his theatre to Flint and Gertanner, who are now operating the house. Flint and Gertanner were former showmen at Colville, Washington. They plan to spend several thousand dollars in renovating and remodeling the Park, but do not expect to close during the operations.

Fred Mercy of the Liberty Theatre in Yakima visited this city last week in the interests of the American Theatre at Sunnyside, which he recently took over.

Harry Lenhart, former Western district manager for the Metro-Goldwyn-Mayer organization, spent several days in Seattle recently.

Martin Steffen, owner and manager of the Rex Theatre at Tacoma, and a prominent member of the Tacoma Theatre Managers' Association, last week announced his marriage to Miss Margaret M. Margison, also of Tacoma.

Miss I. Carstens, former owner of the Fremont Theatre and a well-known suburban exhibitor of this city, recently sold the house to A. Whitfield. Mr. Whitfield was formerly interested in the Grand Theatre at Renton.

Frank Leon, former assistant concert organist at the Liberty Theatre, was recently promoted to the position of head organist at Manager Frank Steffy's Coliseum Theatre, where he presides at the giant Wurlitzer.

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2 Reel Comedies
Featuring Violet Mersereau
Direction Joseph Levering

" 'Twas her first night in Philadelphia,
"She looked so sweet in her old fashioned clothes;
"The boys all said 'Now she is as modest as can be,
" 'You can't even see the color of her hose.
" 'She has the baby stare, she doesn't bob her hair.
" 'She'll never go astray!'
" 'Twas her first night in Philadelphia,
Philadelphia, P. A."

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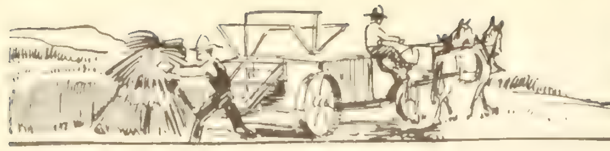
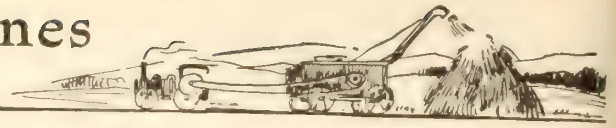


Des Moines



JOHN R. FORESMAN of Des Moines, Iowa, has bought the Strand Theatre at Jewell, Iowa. He purchased the house from Stanley G. Fuller of Jewell, who turned over possession of the house on February 17.

A. D. Crumley has sold the Family Theatre at Letts, Iowa. The new owner is Mr. L. Brookhart.

Two new salesmen have been added in the last week to the staff of F. B. O. Ivan Dutton resigned as salesman for F. B. O. and his place has been taken by Carl Michael, formerly with First National in Minneapolis. George Cobry, who comes from the Chicago offices of Producers Distributors, is also serving F. B. O. in Iowa. Several weeks ago F. R. Bandy, exhibitor at Britt, Iowa, where he owns the Princess Theatre, took a place on the sales staff of F. B. O. He takes the territory which had been covered by N. C. Rice, exhibitor at Algona, who is now managing the local branch of F. B. O.

Mrs. Clara Hoffman, who recently bought the Orpheum Theatre at Fairfield, was at the Exchange offices last week. Mrs. Hoffman, who has run a number of theatres in nearby towns and most recently at Le Mars, bought the Fairfield house from Mr. O'Hara and Mr. Coplan, salesmen for Famous Players, who had the house for some time previous.

C. C. Knipe, accessory supervisor for Universal in this district, visited the Des Moines office.

Les Tiegen, who was formerly auditor in this district for Universal, has been made assistant manager of the Exchange at Cleveland, Ohio.

Sales of Blizzard fans were made in number to exhibitors last week report the Exhibitors' Supply Company. Among those purchasing are Mr. Real who bought three for the Star Theatre at Davenport, Mrs. Sadie Graham of the Lyric Theatre at Valley Junction, E. P. Smith for the Strand at Newton, and John Anderson of Boone. The Hiland Theatre, Des Moines, has also been equipped.

Complete booth equipment for the Woodrow Wilson High School in DesMoines was purchased last week by the school.

The Exhibitors' Supply Company equipped the DesMoines Theatre, DesMoines, with two Simplex machines and replaced the Powers machine at the Strand with a Simplex machine. The DesMoines and Strand are both Blank houses.

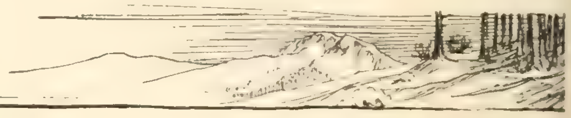
F. C. Aiken, district manager for Pathe, was a visitor at the Des Moines Exchange.

Visitors in Movie Row last week were Sam Costen of the Eastern Iowa Theatres Company, Eller Metzger of the Strand at Creston, Jess Collins of Perry, H. H. Prince of the Lyric at Boone, Mrs. Clara Hoffman of Fairfield, Joe Benjamin Gerbracht of the Twin Star at Ames, and Mr. and Mrs. Stage of the Rialto at Adel. Oh, yes, Mr. Prine was also in for the Auto Show. And Mr. Gerbracht purchased some Sinofar lenses.

Dehoet & Son of Prairie City bought complete booth equipment for their house from the Exhibitors' Supply Company. And John Anderson of the Princess at Boone has secured two 1,000-watt spot lamps.

Manny Gottleib, manager of the Universal branch, has just returned from a business trip to Chicago.

Canada



HARRY S. DAHN, manager of the Capitol Theatre, Montreal, entertained his staff at a banquet in the Mount Royal Hotel, Montreal, on February 20, in recognition of the services of the theatre employes in aiding the Capitol Theatre to win second prize in the recent managers' bonus competition staged by Famous Players Canadian Corporation. Numerous exchange managers and other representatives of the theatre business in Montreal were present for the banquet and dance.

Manager Walter F. Davis of the Empress Theatre, Edmonton, Alberta, has gone to Mobile, Ala., to spend three weeks with his aged mother. During his absence Sam Binder, assistant manager of the Empress, has charge of the theatre.

Mrs. Pete Egan, wife of the house manager of the Capitol Theatre, Calgary, Alberta, was chosen recently to represent Calgary in the Carnival Queen competition at the Banff National Park, but, unfortunately, she was compelled to decline the honor on the advice of her physician who ultimately decided that an operation was necessary.

The hockey team of the head office of Famous Players Canadian Corp., Toronto, is battling for championship honors in the Toronto Hockey League, the club being well up in the running. The players who are all employes of the company include Bossin, Taylor, Henderson, Tallon, Gleason, Burgess, Heggie, Hudson, Martin and Clancy. The best scorers are Tallon, Taylor and Hudson.

P. C. Taylor, Toronto, general manager of Film Booking Offices of Canada, Limited, has announced that March will be F. B. O. Month in Canada, and has arranged a special booking drive for the feature.

George McComber, the new manager of the Strand Theatre, Calgary, Alberta, received word a few days ago that he had been the recipient of a baby girl via the stork route, this being the first arrival.

Frank Robson, formerly of Edmonton, is now in charge of the Royal and Colonial Theatres in Fort William.

Buffalo

TICKETS are going like hot cakes for the Midnight Benefit to be staged in the Olympic Theatre, Buffalo, March 26, for Miss Anne Beston, a former employe of the Universal Exchange, who has been forced to go to Perrysburg hospital for her health. "U" manager, Charlie Goodwin, is arranging a great picture and vaudeville program.

Nikitas Dipson, prominent Batavia (N. Y.) theatre owner, has returned from an extended tour of Europe including a visit with relatives in Athens.

Manager J. H. Michael of the Regent Theatre, Buffalo, who also is chairman of Buffalo Zone, M. P. T. O. of N. Y., announces the marriage of his daughter, Miss Janeth Michael, to Marvin A. Davis. The ceremony was solemnized Tuesday evening, February 23, in the Hotel Statler.

R. W. Barrett of Canandaigua, N. Y., has taken over the Pastime Theatre in Manchester, N. Y. The Star in Niagara Falls, the Rialto in Syracuse and the Varsity in Syracuse have all closed.

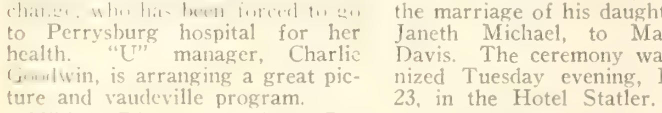
Buffalo and Western New York exhibitors will be interested to know that Clayton P. Sheehan of Buffalo, former district manager for Fox with headquarters in Buffalo, has been appointed manager of the Fox foreign department.

Art Skinner of the Victoria, Buffalo, is now pondering over which of the new cars to buy.

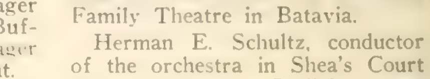
Manager Fred M. Shafer of the Lafayette Square, Buffalo, celebrated the fourth anniversary of the house the past week with a fine picture and vaudeville bill.

Manager J. R. Osborne has installed a new screen at the New Family Theatre in Batavia.

Herman E. Schultz, conductor of the orchestra in Shea's Court Street Theatre, Buffalo, was slightly injured the other day when he was struck by an automobile while out walking.



Philadelphia



HERBERT EFFENGER, who has been interested in the Stanley Company in a few ventures, and who is operating the Strand, Leader and 69th Street Theatres in Philadelphia; the Embassy Theatre, Jenkintown, and the Glenside Theatre in Glenside, has taken a lease on the theatre now being built in Lansdowne by Philip Harrison. It is expected that the new house will be ready for operation in September.

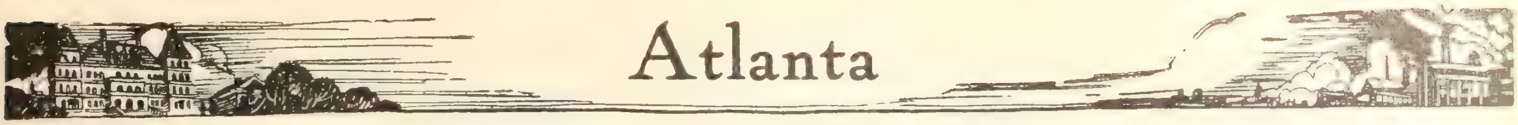
The Our Gang Club of the local Pathe exchange held its quarterly party in the Hotel Vendig on February 12th.

Easton's new theatre on the site of the Colonial, Northampton Street above Fourth, is practically completed and will be opened March 1st. The house, which cost approximately $600,000, will be under the supervision of J. Fred Osterstock.

Henry Lewis, assistant manager of the Philadelphia office of Pathe, has been confined to his home for a couple of weeks on account of a severe attack of grippe.

Jack Pegler, publicity man for Pathe, was a visitor in Philadelphia recently.

John Bethel, who has been with Associated Exhibitors for a short time, has been transferred to Philadelphia.



Atlanta

E. J. MYRICK, managing director of the Coconut Grove Theatre, Miami, Fla., spent several days in Atlanta last week.

Earle E. Griggs, Universal exploiteer, has at last been given a much needed private office in the Atlanta exchange. Ben Cammack, branch manager, has moved into the office vacated by Dan Michalove.

The Universal Club held a Valentine dance last Saturday night at the West End Woman's Clubrooms.

H. E. Edenfield, of the Dreamland Theatre, Augusta, Georgia, spent several days in town this week.

W. M. Atkinson, of the Panama Theatre, Panama City, Florida, was in Atlanta the first of the week.

J. H. Butner, manager of the Atlanta Educational exchange, has been ill for several days.

C. E. Kessnich, southern district manager for Metro-Goldwyn-Mayer, returned to Atlanta last Sunday.

T. F. Thompson, of the Palace Theatre, Cedartown, Georgia, paid one of his regular visits to the Atlanta exchanges this week.

The First National Exchange held a dance in their offices last Saturday night, given in honor of W. M. Atkinson, Panama City, Florida exhibitor.

L. S. Drum, booker for Producers Distributing Corporation's local exchange, is the proud recipient of a bonus check and a letter from John C. Flinn, vice president of the company, commending him for leading the United States in increased number of shipments for January.

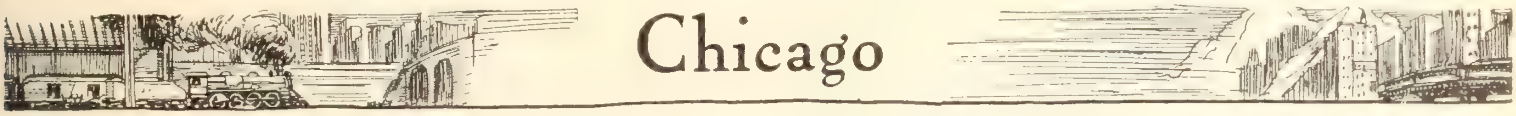
William Oldknow, veteran film executive, who has confined his activities to Florida for the past several months, returned to Atlanta last Friday.

Maximilian Pilzer, who has been guest conductor at the Howard Theatre, Atlanta, for the past three weeks, returned Monday to New York. Jake Mathieson, assistant conductor, will fill this post until a permanent appointment is made.

Paul Lazarus, general manager of distribution for United Artists, arrived in Atlanta Wednesday for a short visit to the exchange.

Sig Samuels, managing director of the Metropolitan Theatre, Atlanta, returned with Mrs. Samuels last Wednesday from a ten-day visit to New York.

L. F. Ribnitzski, formerly manager of the Metro-Goldwyn-Mayer Washington exchange, has been appointed district representative for Producers Distributing Corporation and will make his headquarters with district manager George Lenehan, in Washington.



Chicago

F. O. NEILSON, veteran Chicago exchange man, has been appointed short subject manager for Universal at Milwaukee and will make his headquarters in that city.

Dick Anderson, of International News, spent last week in Chicago, leaving here for Kansas City.

M. J. Naulty, special home office representative of Associated Exhibitors, was in the city last week for four days.

Two Iowa exhibitors, Ludie Boston of Muscatine and Leo Moore of Centerville, were Chicago visitors last week, and while here bought considerable equipment.

Lou Metzger has returned to his New York headquarters after several days at Universal's Chicago exchange.

Manager Frank Heller, of Henri Ellman's Capitol exchange in Indianapolis, is enjoying two weeks' rest at French Lick Springs.

L. A. Rozelle, whose resignation as manager of Metro-Goldwyn's Chicago exchange, becomes effective March 1st, as previously announced, plans to take a brief vacation after that date, following which he will be located in Chicago.

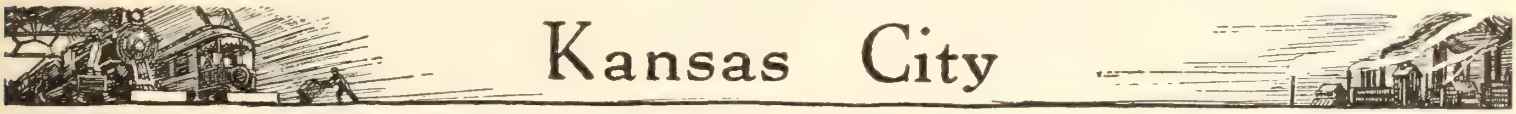
Henri Ellman is leaving next week for Los Angeles, where he will meet Joe Brandt and Harry Cohen, and assist them in mapping out a production program for the coming season.

The Alma Theatre at 54th and Wentworth Avenue, has been taken over by David Sutherland. Manager Engelock had been operating this house.

Ben and Jack Cooney, who are vacationing in Biloxi, report fine weather and good golfing. They expect to be back in Chicago about March 1st.

Repairs are being made at the Liberty Theatre, Murphysboro, Ill., following a fire which destroyed the booth and caused other minor damages. It is expected that the house will be ready to resume business within two or three weeks.

Joseph Hopp's offices are now located on the fourth floor at 845 S. Wabash Avenue, and he states that he is booking twenty-one theatres outside of Chicago, which comprise the out of town theatres affiliated with the American Theatre, Inc., and one or two recent additions to this buying circuit.



Kansas City

THE Colonial Theatre, Pittsburg, Kas., has been acquired by Ed Frazier and Glenn Klock from S. H. Harvey. Plans for the new Royal Theatre, Bonner Springs, Kas., which recently burned, have been completed and construction will start soon, according to Charles German, owner.

The headquarters of Enseley Barbour, widely known circuit owner of Missouri and Kansas, have been moved from Joplin, Mo., to the Landers-Orpheum theatre building, Springfield, Mo.

Charles Raymond, former publicity director of the Newman theatre, who resigned recently, will go to the West Coast, he has announced.

A large number of exhibitors and film men attended the opening dinner of the new President hotel, Kansas City, given by George Seidhoff, who owns hotels in Wichita and Emporia, Kas., and is widely known among film men.

Among the out-of-town exhibitors in the Kansas City film market this week were: John H. Thomas, Novelty, Winfield, Kas.; Ed Frazier, Strand, Pittsburg, Kas.; R. B. Christian, Byers, Excelsior Springs, Mo.; Frank Weary, Farris, Richmond, Mo.; C. R. Wilson, Liberty, Liberty, Mo.; H. Fisher, People's, Pleasant Hill, Mo.; R. W. McAleer, Orpheum, Parsons, Kansas.

Guy S. Pinnell, former Paramount representative in Denver, has been added to the Kansas City Educational sales force.

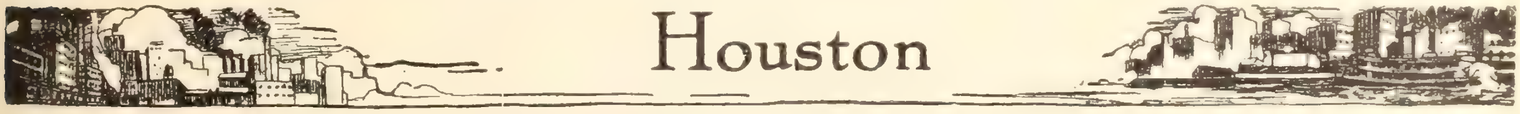
M. E. Williams, formerly with Paramount, has accepted a position as representative for Associated Exhibitors.

Frank Cassil, Associated Exhibitors branch manager, and J. W. McFarland, special representative of that company, did some teamwork in the Kansas territory.

William Warner, First National representative, has been appointed temporary branch manager, pending the illness of Tom Byerle, branch manager.

C. A. Schultz, P. D. C. branch manager, was hustling in the territory this week.

The shipping and inspection room of the P. D. C. branch have been enlarged in order to take care of increased distribution.



Houston

H. H. DANIELS of Metro Goldwyn exchange spent several days in Houston on a business engagement.

J. P. Simpson president of the Simpson Motion Picture Advertising company has been in town for several days. Mr. Simpson has a Houston office and runs down from the home office, Dallas, every month or so.

The Majestic Theatre has discharged their girl ushers and are now using boys. Girls have been used as ushers at the Majestic Theatre for several years.

Charlie Camp manager of the Cozy Theatre has been sick for several weeks. He is improving however.

Wm. "Bill" O'Donald, district representative for Interstate Amusement Co., is expected in town in a few days. Mr. O'Donald has been in Alabama on a business trip.

Ed Collins, city manager for Publix Theatres in Galveston, was a week-end visitor in Houston. Mr. Collins reports good business in Galveston.

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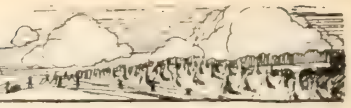
Minneapolis



BEN NEITZEL of the Lyric Theatre at Little Falls, Minn., paid a visit to Minneapolis last week.

Eph Rosen is on a tour of Northern Minnesota for Film Booking Offices of which he is Minneapolis manager.

Minneapolis F. B. O. office is all wrapped up in the campaign to make March F. B. O. month.

Lew Koppman, who recently joined the F. B. O. staff, has been assigned to Northern Minnesota.

The recent visit of Lee Marcus, sales manager of Film Booking Offices, is still enlivening the office here.

Mrs. F. L. Watson of the Happy Hour Theatre at Excelsior, ran in to the cities a few days last week.

Carl Michel, formerly with First National at Minneapolis, has been assigned to F. B. O. territory out of Des Moines.

Jack Rothschild, who recently went to F. B. O. as a salesman, has disposed of his Forest Lake Theatre.

Mrs. Frank Kohnen, wife of the manager of the Chippewa Falls, Wis., Theatre, has been seriously ill.

Art Perry is the new poster clerk in the Metro-Goldwyn offices here.

Morris Abrams, exploiteer for Metro-Goldwyn in this territory, is at the Milwaukee end of his beat.

C. J. Sonin, purchasing agent for Metro-Goldwyn-Mayer, New York, paid another of his regular visits to the Minneapolis branch.

S. A. Shirley, district manager for Metro, has gone on to Chicago after his visit here.

Several additions to the Metro sales force are reported. H. C. Remington, H. Rubinstein, L. H. Coen and Frank Workman, are all busy in the territory offering the Metro contracts.

George Cobry, former booker for Producers Distributing Corporation, has gone to the F. B. O. sales force at Des Moines.

Mrs. M. E. Brinkman of the Grand Theatre at Bemidji, has recovered from her illness and recently paid a visit to Minneapolis film row. She is now operating two houses.

After several years out of the business, O. D. Benjamin has taken the Rex Theatre at West Salem, Wis., and is operating it with the assistance of his son.

Walter Jensen is now handling the Rex Theatre at Currie, Minn., formerly booked by Harry Nelson of St. James.

Harry Olin of the Orpheum Theatre, Grand Forks, stopped on the way to Chicago recently and spent a day or two in Minneapolis.

William McCarthy, who heads a circuit of theatres with the Grand at Fargo, N. D., is back from California after spending the winter there.

T. E. Mortenson and Al Steffes are back from New York where they attended the T. N. T. dinner.

Prosper Schwei and Sid Blackmore were in Minneapolis the first of the week booking for their Orpheum Theatre at Duluth.

Glen Harding, of the Elko Theatre at Bemidji, came down for a few days last week.

R. H. Byron of the New Dream Theatre at Redwood Falls was also in town.

Charles McCarthy of Producers Distributing Corporation, is back on his territory after a few days in the office.

Granite Falls, Minn., is looking forward to the possibility of Sunday shows. The new city council is said to be favorable.

William Lange has opened his new State Theatre at Ivanhoe, Minn.

Herman Lerch of the State at Alexandria, was in town for the automobile show and dropped into the film offices.

Fred H. Knispel, district representative of Producers Distributing Corporation, left this week for New York.

J. N. Naulty, personal representative of Hayden O. Duke, on the general staff of Producers, is looking over the situation in Minneapolis.

Joe A. Beaham is getting his feet under him on the new job with Producers Distributing Corporation where he succeeded George Cobry, booker.

Cecil Mayberry, division man for Producers, stopped in town a day on his way out of Chicago.

E. T. Gomersall, Fox manager in Minneapolis, went to Sioux Falls for a conference with his sales force last week, rather than cause them to lose time from the Granger month campaign by coming into the Twin Cities.

Finkelstein & Ruben's new house at Sioux Falls, the State, is rapidly nearing completion, Mr. Gomersall reports.

C. D. Danielson of the Grand Theatre at Wilton, N. D., was in town the other day.

M. R. Tournier of the Star Theatre at Mason City, Iowa, also paid a visit to film headquarters here.

W. W. Adams, South Dakota representative for Fox, was called from the territory this week by the death of a sister in Sioux Falls.

C. W. Eckhart, for three years assistant to W. R. Sheehan, general manager for Fox, with headquarters in the home office, has been appointed division manager with supervision over Chicago, Milwaukee and Minneapolis territories. It is a new position created for him and the Minneapolis office is looking for him soon.

E. E. Probst of the Comet Theatre at Delano, Minn., has gone back home after a visit in Minneapolis.

An old time exchange man, E. G. Tunstall, who is now with the Arctic Nu-air Company, visited old friends in Minneapolis last week.

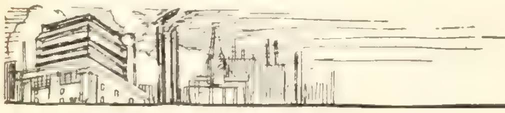
Coincident with a movement to dissolve the corporation owning the Pleasant Hour Theatre, Brookings, S. D., W. A. Steffes, Minneapolis theatre operator, has given up the lease he held on the place. F. R. Thompson, now operating the house, is said to have a lease also and a legal battle would be necessary to untangle the affairs of the theatre.

Charles E. Lyons has just painted and redecorated his Moveum Theatre at Aitkin, Minn.

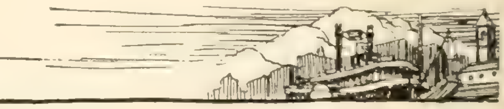
Owners of the Pastime Theatre at Hendricks, Minn., have reopened the house which has been dark several months.

Max Rivkin has taken a territory for the Minneapolis Associated Exhibitors organization.

Glen Mickleson, who has been manager of the Palace and Metropolitan Theatres at Owatonna, Minn., has gone back to his gasoline business, turning over the theatre work to his sister, Mrs. Maud Riggs.



St. Louis



MESSRS. Finklestein & Josephson, who operate the Grand Theatre in Moberly, Mo., were visitors of the past week.

John Price, of Hannibal, Mo., is convalescent following his recent illness.

Tom McKean, manager for F. B. O., spent much of the week out in the territory.

C. L. Hickman has announced his resignation from the local Universal sales staff.

A. Boswell, who had charge of the Memphis, Tenn., office for Producers Distributing Corporation, is said to plan opening a road house in St. Louis County.

Sam Inger and associates are finishing work on their new theatre on Union boulevard, St. Louis, Mo. It is just north of St. Louis avenue and will seat about 1,500 persons.

The new Columbus Theatre on Southwest avenue has opened. Mrs. Bessie Friedland Schuler is in charge. George Skouras is also interested in the house.

The Southampton Theatre, St. Louis, will reopen within the next several days.

Harry Strickland, United Artists salesman, is in California to visit his mother.

Out-of-town visitors of the week included: Mr. and Mrs. Tom Reed, Duquoin, Ill.; Green Luttrell, Jacksonville, Ill.; Dr. C. A. Tetley and Fred Karch, Farmington, Mo.; Barney Dubinsky, Jefferson City, Mo.; Gus Kerosotas, Springfield, Ill.; Bob Cluster, Johnson City; J. Dickens, Belgrade, Mo.

Eddie Alperson, manager for Warner Brothers, has added a number of former Universal workers to his staff. Eddie formerly was manager of the local U office. Among his workers are Hall Walsh, city salesman; George McBride, booker; Bernard Temborious, cashier, and Nada Echols, biller.

Milton Troundloch, Southern Illinois salesman, has gone to Chicago to take a position in the Universal exchange there.

G. R. Peart, son of Mrs. Frances Peart, owner of the Peart Theatre, Gillespie, Ill., joined Nat Steinberg's Associated Exhibitors sales staff two weeks ago and is making good.

Frank Galvin, who at one time was director of publicity for William Goldman's string of movie palaces, is now exploiteering for the San Francisco exchange of Producers Distributing Corporation.

Speaking of Bill Goldman, he is just back from a trip to New York, and we are expecting him to make some big announcements within a very short time.

Metro-Goldwyn-Mayer has lined up a staff of high-class salesmen and they have been getting results in recent weeks, Manager Sculley announced. On his staff are Joseph McElhinney, formerly with Universal in Salt Lake City, who makes Southern Missouri; Harry A. Schwarzott, Arkansas and Tennessee; Walter Light, Southern Illinois and Kentucky; Percy B. Fitzgerald, Northern Illinois; Jules Lorens, Northern Missouri and part of Northern Illinois. In addition there are two student salesmen, G. S. Pinnell, formerly with Paramount at Denver, and D. C. Kennedy, who was an exhibitor at Glasgow, Mo.

Special Representative Max Meiler, of Fox Pictures, has gone to Kansas City and Omaha.

Harry Weaver, New London, Mo., who recently underwent an operation for appendicitis.

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THEATRE MANAGEMENT
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Brooklyn Mark Strand Compiles Theatre Service Manual

Pamphlet Issued by Hyman Codifies Rules of Courtesy

FOR the information and guidance of employees of the Brooklyn Mark Strand Theatre, Managing Director Edward L. Hyman has compiled a service code which embraces all the important instructions necessary in the correct operation of a leading theatre. The service code is based upon the idea that the theatre which progresses is the one which gives a little more and a little better service and shows to its patrons. Accordingly Mr. Hyman has put together an exhaustive instruction pamphlet which covers every phase insofar as the theatre employees are concerned in their contact with the public.

The service code has been made up in form of a four-page folder for easy handling and reading. To quote from its highlights:

"*To Our Employees*—It has been said that Life is Service. With this in mind it is reasonable to believe that the one who progresses is the one who gives his fellow-beings a little more—

"This motto can be applied to the theatre as well as to other lines of endeavor.

"It is the aim and the constant desire of the Brooklyn Mark Strand to give to all its patrons a little more, and a little better, than any other theatre. This applies alike to the performances upon the stage and screen and to the service rendered patrons by ushers, attendants and all employees. It is the combination of the two factors which form in the public mind the opinion of a theatre, and it is this opinion which must spell either mediocrity and undisputable success.

"*Pride and Service*—It should be the purpose of every employee to perform his service thoroughly and courteously. Pride in doing things well can be made a decided asset to one's work and a satisfaction to one's personal feelings.

"The Brooklyn Mark Strand, in choosing employees to serve its patrons, sets a high standard that precludes any possibility of inferior or indifferent service. Realizing that the best is none too good for patrons, it is the aim of the management to employ only those who fully appreciate this fact and who will strive to make it a reality beyond any doubt.

"*Patron is Right*—From the time a patron enters the outer lobby it is our purpose and our duty to make him feel that the 'house is his.' The carriage man and the outside attendant can both pave the way by courteous service that creates a welcome air before the patron even enters. The cashier must realize that pleasantness was made for the box office as well as other places, and greet patrons with accurate and prompt service accompanied by a smile. Expressions of pain or boredom or impatience or curtness have no place in the scheme of things at the Brooklyn Mark Strand. A percentage of every coin laid down by the patron must be earned for the theatre by the cashier with pleasant personality and correct service.

"The patron expects every employee to answer any question intelligently, and the management expects every employee to give the best possible reply to anything asked. If explanations are in order, the wise and intelligent employee will inform the patron in a manner that will create admiration and respect for the theatre.

"The doormen, in their manner of taking a ticket from the hand of the patron, may either add to or detract from the pleasure of the patron while in the theatre. The doorman who GRABS a ticket instead of ACCEPTING it is exercising a lack of judgment incompatible with the general tone of the theatre, and the doorman who jabs a stub back at the patron instead of placing it in his hand will not long remain.

"*Directing the Patron*—At the inner door the directress must contribute an important service by directing patrons to those portions of the theatre in which are the best remaining seats. If the directress says: 'To the right, please,' and the patron wishes to go to the left instead, the patron must be accommodated.

"The ushers must be alert and endeavor to seat patrons where they want to sit, or make the patron feel that he will be seated

(Continued on next page)

Theatre Specialists

MOTION picture theatres have always demanded specialized attention when it comes to supplying equipment and appointments. This has been recognized by manufacturers whose products are sold exclusively to theatres. And as a result, our present distribution system of supply dealers came into being.

It now appears that manufacturers other than exclusive makers of theatre equipment are appreciating that exhibitors can best be served through these theatre equipment dealers. For instance, one important manufacturer of apparatus that has, up to this time, sold this field entirely through foreign channels is now laying elaborate plans to carry on an intensive sales campaign to motion picture theatres by using equipment dealers as their main source of distribution. And it is a certainty that many other similar manufacturers will follow this lead.

Several of the larger equipment distributors have on their part, in recognition of their more important position, made changes that enable them to handle these new lines. Model theatres, complete in all respects, are maintained by a few of these distributors, while specialists are also employed for the purpose of rendering free cooperative engineering service to insure satisfaction to exhibitors.

The theatre equipment and appointment field has grown to vast proportions during the past few years. Fortunately the more progressive equipment distributors are taking advantage of this situation.

Thus with theatre specialists selling and servicing a complete line of theatre equipment it is obvious that all theatre owners and the industry in general will benefit.

P. M. Abbott.

Ruffner Stages "Felix Cat" Ballet

Dance School Pupils Appear in Number at Capital in Vancouver

A "FELIX THE CAT" ballet, entitled "The Wedding of Felix" and employing a number of specially trained boy and girl dancers, recently presented by Ralph Ruffner, manager of the Capitol Theatre, Vancouver, B. C., was the first elaborate presentation to be staged around the famous cartoon character following Pat Sullivan's announcement that he would waive his royalty rights and grant permission for the use of the character in prologues in conjunction with showings of Educational-Felix the Cat subjects.

The costumes, cleverly contrived to identify the dancers as "Felix" cats, were all of black, save that of the bride, who was in white. In describing the number Ruffner said:

"After endless experimenting in our art department we were finally successful in creating a head out of light-weight material that would stand the gaff. To make the heads turn naturally with the body was a tough nut to crack, but when that problem was solved, the act was ready to organize.

"Ten kiddies of various sizes and ages were trained by the Gladys Attree School of Dancing in a ballet number to the tune of 'Nola.' The act billed as 'The Wedding of Felix,' opened with a lone cat in a pulpit with a lighted church window behind, awaiting the arrival of the wedding party. To the tune of 'Here Comes the Bride,' the procession started. In came the groom and best man followed by the bride and her escort (the smallest cat followed the bride at a respectful distance carrying the end of the bride's long veil) with four wedding guests bringing up the rear. Every cat moved into place to the slow music and as the organ played 'Oh, Promise Me' in chills and fever style, the wedding ceremony was performed in pantomime. At finish, as preacher raised his paws and all heads were bowed in cat like prayer, orchestra cozed in with 'Nola' and every kitten hopped to it. Time, 5 minutes to a CRASH"

"Patron is Right," Code at Brooklyn Strand

(*Continued from page* 1121)

in a location just as good. The usher will not disagree with the patron on any point, no matter how provoked, for the good work of a whole week may be entirely spoiled by an indiscreet answer.

"*Lost Articles*—Good service extends further. Patrons losing articles, no matter how trivial, must be given wholehearted attention by ushers, head ushers and attendants, and honest efforts must be made to find the article for the loser. Each member of the force is valuable to us only in proportion to his or her ability to serve our patrons.

"The employee's opportunity will come from his or her ability and anxiety to make his or her part of Brooklyn Mark Strand service the BEST service."

The MANAGER'S OFFICE

GEORGE MILLER, who has been managing the Park Theatre, 5960 West Lake Street, for several years, has been promoted and transferred to the Lido Theatre, Maywood, which is also owned by Simansky & Miller. Lyman C. Fisher is now in charge at the Park.

A SHIFT in managers of the F. & R. theatres has affected the following changes in the personnel of theatres of that .organization. Stan Sigelbaum, recently manager of F. & R.'s Lyric in Minneapolis, has been shifted to the Garrick. William Houck has been shifted from the Garrick to the Strand which runs the more-than-a-week features presented by F. & R. Byron McElligott has come in from the Nokomis, a neighborhood house of the chain, to handle the Lyric and Ed Haas of the Strand has been shifted to the new State theatre recently opened by the firm at Eau Claire, Wis.

E. LEVY of Montreal is managing the new Amherst Theatre in that city. The Amherst is a 1,800 seat house which recently opened. It is being operated under a long term lease by H. Allen, brother of Jule and J. J. Allen of Toronto, former heads of the Allen chain of theatres in Canada.

SAM KRIMSTEIN has been appointed house manager of the Gold Theatre in Chicago. He succeeds Al Hicks, who resigned to accept a position as publicity man for Fischer's Paramount Theatres in Madison, Wis.

J. D. FLETCHER, manager of the York Theatre, Toronto, has been appointed manager of the Capitol Theatre, Peterboro, Ontaria, in succession to A. G. Crowe, resigned. Both Messrs Fletcher and Crowe are known in many cities of the Dominion. Mr. Crowe is a veteran exhibitor, having managed theatres in both Eastern and Western Canada.

New York Amateurs Asking Heavy Guarantees

Exhibitors of upper New York state are complaining these days that amateurs are demanding rather heavy guarantees for their services, which are much in demand on account of the many amateur nights that are being featured by motion picture theatres. At the Griswold theatre in Troy, those taking part in the musical instrument contest, which runs until April, are asking a guarantee of from four to six dollars for an appearance.

Second Run Policy Started at Crescent, Winnipeg

A second run policy has been adopted by Manager F. L. Willis for the Crescent Theatre, Winnipeg, Manitoba, an attractive neighborhood house. Programmes are changed twice weekly.

Announce Double Feature Bills

The American Theatre, Salt Lake City, recently instituted "double features" programs, two feature length photoplays being offered on each bill.

Stage Enlarged Troy House May Extend Vaudeville

With the stage of the Rose Theatre in Troy, N. Y., enlarged and more elaborate programs offered, Jake Rosenthal, operator of the house, has increased his admission price to fifteen cents throughout the week, and advance of five cents on the former prices. It is believed likely that Rosenthal may devote a greater part of his program to vaudeville acts in the future.

Last Monday night the Rose presented 10 Charleston dancers and a couple of singers as well as a vaudeville act in conjunction with the picture program. On Tuesday night singers and dancers from local cabarets were featured, while Wednesday night was given over to amateurs. Thursday night to vaudeville and Friday night to vaudeville and a "pie-eating contest."

Offers Five Rows Reserved Seats at Imperial

A reserved seat plan has been instituted by Manager H. W. Conover of the Imperial Theatre, a large downtown house of Montreal. Five rows of seats on the orchestra floor are reserved as well as the stage and loge boxes, every night except Saturdays, Sundays and holidays. Patrons may reserve seats one week in advance by enrolment at the box office, without advance charge. If the subscribed seats are not taken before the mentioned hour on the specified night each week, they can be sold to others.

Langan Manager of Allen; Newman Returns to Coast

George Langan is the new manager of Loew's Allen theatre, Cleveland. He succeeds M. H. Newman who came on to introduce the new policy at the Allen. The new policy consists of a big time specialty number in addition to the regular screen attractions. Newman has gone to the coast. Langan was formerly manager of Loew's State theatre in St. Louis.

Stanley Chambers Planning Fiddlers Contest

An old fiddlers' contest is being planned by Stanley Chambers, head of the Miller theatres in Wichita, Kans., in conjunction with the showing of "Some Pumpkins," with the Ray's picture, which will be shown in Wichita in April.

Three Changes Weekly at Bridgeport Cameo

Effective this week, a new policy has been inaugurated at Warners' Cameo Theater, Bridgeport, Conn., calling for a change in program three times a week, instead of twice, with double features Saturdays.

Texan Theatre Cuts Admissions

Will Horwitz Jr., owner and manager of the new Texan theatre has reduced his matinee prices from 10-25 cents to 5-15 cents, including Sundays and holidays. Horwitz says that the new program he has outlined will enable him to show a profit with the reduced matinee prices.

Schade Theatre to Add Vaudeville

Owner of Sandusky, O. House Announces New Combination Policy

GEORGE SCHADE, owner and operator of the Schade Theatre in Sandusky, O., last week announced that beginning March 1st he will institute a new policy presenting a combination vaudeville and picture program at that house.

The Schade is the most recent addition to the increasing list of important picture theatres which have adopted the combination policy of "presentations" acts or vaudeville numbers.

In making the announcement of the new type of program to be started next week Schade said that it takes an unusual attraction to pull out a crowd in Sandusky these days. People, he says, still fight shy of crowds remembering the theatre disaster in Lorain at the time of the Lorain cyclone, two years ago.

Schade is regarded one of the most progressive picture theatre managers. He is noted for the thorough manner in which he exploits productions at his theatre and under his administration the Sandusky house advanced to high degree of established success.

20 In Cast of Valentine Revue at Newman

The "Valentine Revue" staged at the Newman theatre, Kansas City, offered a cast of 20, with Arthur Turelly, harmonica player, Mass and Manning sisters, a dancing trio, Weston's Models, Velma Lyon, Harry Stockwell, Clark Falgar and the Kelley dancers. Jacque Blumberg, former associate director of the orchestra has succeeded Mirskey, who left for the west coast, as director of the musical organization. The featured photoplay offered last week was "The Grand Duchess and the Waiter."

Marimba Band Featured at Arcade, Jacksonville

The Arcade Theatre, Jacksonville, Fla., last week featured the Hollywood Victor Recording Marimba Band on the stage as a special presentation in conjunction with "Sally, Irene and Mary." The stage act was offered at three performances daily, at three, seven and nine P. M.

"Pompadour Ballet" Plays Eastman Theatre

In conjunction with Richard Barthelmess in "Just Suppose," the Eastman theatre, Rochester, N. Y., last week offered "The Pompadour Ballet," featuring Noree, Oriental dancer, and 12 solo dancers, as the stage presentation. The number was billed as "New York's dancing act de luxe."

Zimmerman & Grandville In Holdover at Palace

The Palace theatre, Dallas, presented Zimmerman & Grandville, yodeling artists, for a second week at that theatre last week. A new program of songs and new costumes were offered by the act. The featured picture was "Bluebeard's 7 Wives."

Setting used for prologue to "Lady Windemere's Fan" at the Warner's Broadway Theatre, Charlotte, N. C., and staged by Manager Nat L. Royster. Alvin Eley and a company of local talent provided the musical numbers presented before this novel setting.

Big Prologue For "Havoc" at Alhambra, Milwaukee

An elaborate atmospheric prologue titled "From Canteen to the Trenches" was presented at the Alhambra theatre, Milwaukee, last week in conjunction with the showing of "Havoc," Fox screen version of the stage success of that title. The Silver City Four and Breault & Begley were featured in the presentation.

Square Dance Contest Is Featured by Majestic

An old time square dance contest was staged at the Majestic Theatre, Grand Rapids, as a special attraction during the week of February 14. Elimination contests were held each night, with two couples selected to compete in the final held last Tuesday. The event was open to couples 50 years of age or over.

Albertina Rasch Ballet At the Stanley Last Week

"Rythmic Toes," an Albertina Rasch ballet act was one of the featured stage numbers at the Stanley, Philadelphia, last week, during which Allen White's Collegians and Bernado DePace, playing a return engagement, made up the other stage offerings. "The Grand Duchess and the Waiter" was the featured photoplay.

Charleston Prologue For "Sally, Irene and Mary"

Ray & Mancuso, Grand Prix Winners of the Charleston contest at the St. Charles theatre, New Orleans, were featured in a "stepping prologue" offered with "Sally, Irene and Mary" at the Saenger's Strand theatre in that city last week. The theatre orchestra, Carazo and his Carnival Revelers, is featured each week by the Strand.

Spectacular Prologue For "Wanderer" at Victory

The Victory theatre in Denver presented a spectacular prologue for "The Wanderer," which showed there last week. The act was called "The Temple of Ishtar," a musico-dramatic offering featuring Lucile Fowler and Louis Shrewsbury and staged by Awan. The Victory celebrated special "nights" during this week, which started Monday night with "Denver Press Club Night." The Advertising Club, Women's Club, Junior League and Denver University, were similarly honored.

"Valentine" Presentation At Wisconsin, Scores

A seasonal presentation called "To My Valentine" scored a popular success at Saxe's Wisconsin theatre, Milwaukee last week. It was a richly costumed number in which Miriam Klein, Dempsey and Laveaux, dancers were featured. Helen Prothero Axtell, soprano, held a feature place on the program of stage offerings.

Reade's Hippodrome Sells Out for Fiddlers Show

Willam Raynor, manager of Reade's Hippodrome, Cleveland, recently staged an Old Fiddlers Contest that filled his 5000 seat house to the doors. Contestants from nearby towns entered the contest, and the winner was entered in the national contest.

Vaudeville is Installed at Classic, Stratford

Manager John V. Ward of the Classic Theatre, Stratford, Ontario; well-known showman, has installed vaudeville at the Classic in addition to moving picture programmes. The stage was rearranged and the back stage section has been renovated. There will be three acts of vaudeville in addition to the regular programme of film subjects.

Pictures New Policy At Prince

The Prince Theatre, Houston, Tex., formerly presenting stock productions with three matinees weekly, has changed over to a continuous pictures program. The Prince will show two programs a week.

Tab Shows Reported A Success

William Brill, operating the Grand Theatre, Akron, reports that the new policy of tab shows and pictures, recently installed at that house, is proving a big success.

Resume of Progress in Industry During 1925

Many Improved Methods and New Equipment Give Promise for Future Developments

THE progress report of the Society of Motion Picture Engineers which has just appeared in the latest printed Transactions of that body, contains much interesting information on the activities in the equipment and technical phase of this industry. The resume of last year's progress is so completely set forth in this report that we are printing it almost in its entirety:

The ideal motion picture has been described as one which is projected stereoscopically in natural color, is free from flicker and rain effects, and is accompanied by audible reproduction of the players' words. We are still some distance from this ideal, but it gives us some idea why developments during the past year have been carried along a few principal lines in efforts to reach this goal. They include the production of many mechanical devices, in which the Germans have been especially active, marked interest in color photography, reduction of non-visible radiation in the light beam before it reaches the film, and more attention to the theatre performance along the lines of co-ordination of the lighting effect, music, and screen picture.

American competition is given as the cause for a revival in the building of theatres on the Continent. The larger cities of Germany, Spain, Holland, Belgium, Czecho-Slovakia, and the Balkan states have new theatres of the better class, capable of producing first class performances. Both in France and Germany the producers are active not only with new films, but also in buying the larger theatres of the principal cities. In France the musical accompaniment to the film production is receiving special consideration.

In Europe considerable attention has been directed to the thirty year anniversary of the contributions of the Lumière brothers to the field of cinematography. Special attention has been given to their mechanical developments, and credit is given for the technical principles of modern practice to the work of these two men.

Increasing use of the motion picture in the field of medicine is shown by the taking of motion pictures of the interior of the bladder. They were obtained with the use of a cystoscope combined with a camera; as the crank is turned the cystoscope rotates, permitting a circular exploration.

Respectfully submitted,

C. E. EGELER, *Chairman*, P. R. BASSETT, W. T. BRAUN, J. I. CRABTREE, ROWLAND ROGERS.

Cameras

Announcement was recently made of an improved motion picture camera for amateur use which employs 16 mm width film, weighs only 5 pounds, and is little larger than a Kodak. Fifty or 100-foot lengths of film may be used and the camera loaded in daylight; it is spring driven. The type of view finder employed allows the camera to be held at waist level. An exposure guide and a footage indicator are included. The exposure lever may be locked in operating position so that the user can place the camera on a firm support and include himself in the action.

A so-called "process camera" has been developed which is capable of securing unusual results in trick photography. Among the effects produced are those of "suspended motion," where one image is held indefinitely on the screen, and reverse motion or reversal of action without break in the continuity. The production of multiple images of various sizes is another feature of the camera. With a new professional model camera direct focusing on the film or at the aperture on a ground glass is possible, without the necessity of swinging the lens out of position or moving the front vignetting attachments.

A number of camera devices have been developed in Europe, among which is a triple revolution counter of German manufacture for attachment to motion picture cameras to facilitate the taking of trick pictures and especially double exposure effects. It obviates the necessity in this work for the camera man to watch the revolution counter during the taking of a scene.

A range finder suitable for attachment to a motion picture camera is of marked aid to the cinematographer. It works on a principle similar to that of the large range finders used in the Navy.

In an improved German camera the new features of easily interchangeable objectives, a pressure roller at the gate, and a range finder are employed. The end of a scene is marked by a perforation at the edge of the film. The size of the image in the finder changes with a change in objective. Another camera recently placed on the market may also be used as a printer, projector, and enlarger by the use of simple auxiliary apparatus. An amateur type camera measures 9×10.5×4 cm. and weighs 700 g. A fixed focus lens works at f/3.5. A German amateur apparatus is said to combine the functions of a motion picture camera, "still" picture camera, projector, enlarging device, printer, and rewinding device. It uses a standard size film. Lightness in weight is the outstanding feature of a new French camera.

Color Photography

The Szczepanik three-color additive process for colored motion pictures was demonstrated early this year. The three-color records are obtained on the negative by means of a special camera in which the film moves continuously behind a large lens of a diameter somewhat greater than the height of the three frames. Small lenses, each of which is provided with one of the color filters, red, green, or blue, move with the film behind the large lens. In his manner the three-color records are obtained in succession on the negative. It is claimed that optical parallax and color fringes are largely eliminated, since several successive frames are always being exposed at any given instant. For projection a similar optical system is employed, but the definition falls below that obtained with black and white film projectors. Some flicker and lack of color balance were noticeable.

Ladies' room of the Capitol theatre, Taylorville, Ill.

A new German film for three-color photography dispenses with color filters. The usual filter dyes are placed on the film in bands at the proper intervals for the three monochrome images which appear in series. The negative is developed in the usual manner and the positive print made, which is projected additively through a rotating disk bearing red, green, and blue sections. The standard camera and projector are employed. Another color film is made from two separate color negative records taken simultaneously by means of a beam-splitting prism placed in the camera. One record is made from a mixture of red, orange, and yellow light and the other from a mixture of yellow, green, blue, and violet light.

In a four-color additive projection system developed in Great Britain, enlarged images are each in turn projected through a separate focussing lens. Higher screen illumination than is ordinarily obtained results, as the separate lenses may be made of larger diameter than is customary. Another British two-color subtractive process utilizes the principle of cementing in register two separate and complementary images on two film bands. Since the images are then cemented together face-to face, no emulsion surface is exposed to the wear of the projector.

For color films made by stenciling dye solutions on black and white positive prints, the stencils are cut by hand with an electrically operated needle cutter. Usually six stencils are necessary for each copy, and the most expert workers can only cut three feet of stencil per hour. After cutting, the gelatin is removed from the stencil by means of a solution of sodium hypochlorite. A special coloring machine is employed for placing the dye on the film.

Low cost of production is claimed for a European development known as the "polychromide" process, a four-color subtractive system involving the use of double coated film stock. Red, yellow, green, and blue-violet dyes are employed. In the Daponte method of producing color motion pictures a split beam camera with two lenses is used for taking the picture and a two-color additive process employed.

A German writer remarks that the successful effects achieved by the two-color additive motion pictures cannot be accounted for solely on the basis of physics, but are believed to be largely due to physiological and subjective effects in the observer. This is also believed to be true in the two color subtractive process.

(*Continued on page* 1126)

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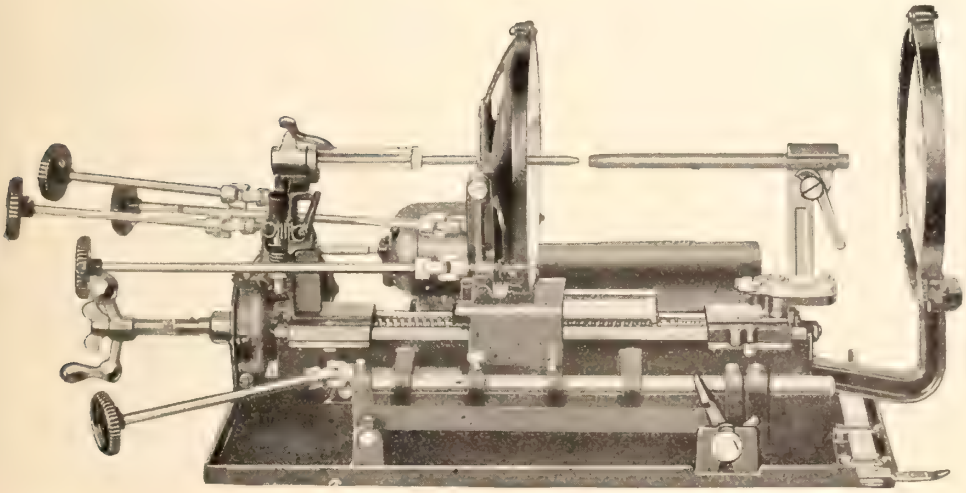

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Resume of Progress During 1925

(*Continued from page* 1124)

A news note indicates that roll film and film pack coated with a three-color screen and suitable for color photography will soon be available on the market.

It is also reported that Agfa motion picture film having the same emulsion as screen plates for color pictures will shortly be placed on the market.

Interesting features of color photography patents are discussed in our Transactions.

General

A recently expressed English opinion of the ideal motion picture film is that it should be a so-called speaking film, free from rain and flicker effects, in natural colors and projected stereoscopically. It is predicted that the perfection of a continuous projector will eliminate the flicker effects, and it is expected that the other developments under way will bring this ideal motion picture into use before the Utopias are reached in other fields.

An effort has been made in England to form a technical society for projectionists. The aims of the technical society are radically different from those of the projectionists' trade unions, so that their activities should not overlap with resulting delay in the formation of the new society.

Although it is stated that the details in part are being held as military secrets, it is of interest to learn that some work has been done with the photography of objects concealed by water vapor in the form of natural fogs and cloud banks. It is expected that the present developments will be perfected to a great extent. The results depend principally on the use of photographic emulsions sensitive to radiation outside of the visible spectrum.

The observation of motion as dependent on the functioning of the human eye and its application to the motion picture problems have been studied by a German writer.

As a convenience for the patrons an electrically lighted indicator is proposed to show the number of reels in the show and the particular one showing at the time. This indicator is mounted over the ticket window.

The series of articles on light projection, to which attention was called in last year's report, have been continued during the past year and are well worth reading by all interested in light projection.

The City of Cleveland is considering a plan for the establishment of motion picture centers for children to provide wholesome entertainment for children at nominal rates. The performances would be given on Saturday afternoon. Another plan is to operate motion pictures during the noonday program in high schools for children who cannot go home to lunch. It is suggested that an admission charge of 2 cents be asked for these programs.

Proper shielding of the cooling plate and light source are recommended as necessary to the preservation of the eyesight of the projectionist.

Although America leads the world, Germany leads other European countries in the production of new pictures.

Illuminants

Progress with arc lamps has largely taken the form of perfection of mechanical detail on existing equipments rather than of modification in the principles of design or operation. For very large theatres a high intensity arc lamp of English manufacture employs specially cored carbons, but unlike the American lamps the positive carbon is not rotated. Even crater-burning is controlled by an adjustable system of lamp-house ventilation.

The use of the incandescent lamp as a light source is discussed in considerable detail by a German writer, with data on projection lamps and the efficiencies of different projecting systems and condensing lenses. Apparatus for both still and motion pictures is discussed.

A detailed description of the manufacture of tungsten filament lamps for motion picture projection presented at the Schenectady meeting includes some of the manufacturing variables affecting lamp performance.

Laboratory Practice and Apparatus

In a device for periodically washing or changing the water in a film washing tank, a syphon is used which is automatically started and broken at proper intervals by a venturi constriction on the feed water line. The action of the constriction is regulated by the rise and fall of water level in relation to an inverted bell which forms its air intake.

Iron toning is suggested for a hard negative to make it yield softer results.

A motion picture camera can be used as a printer by the removal of the lens and making a light tight connection from the opening to a lamp-house. An auxiliary film magazine is used for the negative film, and the positive is threaded in the camera through the regular feed magazine. Both films are in contact in the gate and are allowed to run into an extra box under the camera.

A new desensitizer known as "Pinakryptol Green Th.," has been found which, although it is a derivative of pinakryptol green, is 40 times as powerful when used in the same concentration. One gram dissolved in 100 liters of water desensitizes so thoroughly that a plate may be developed in bright yellow light.

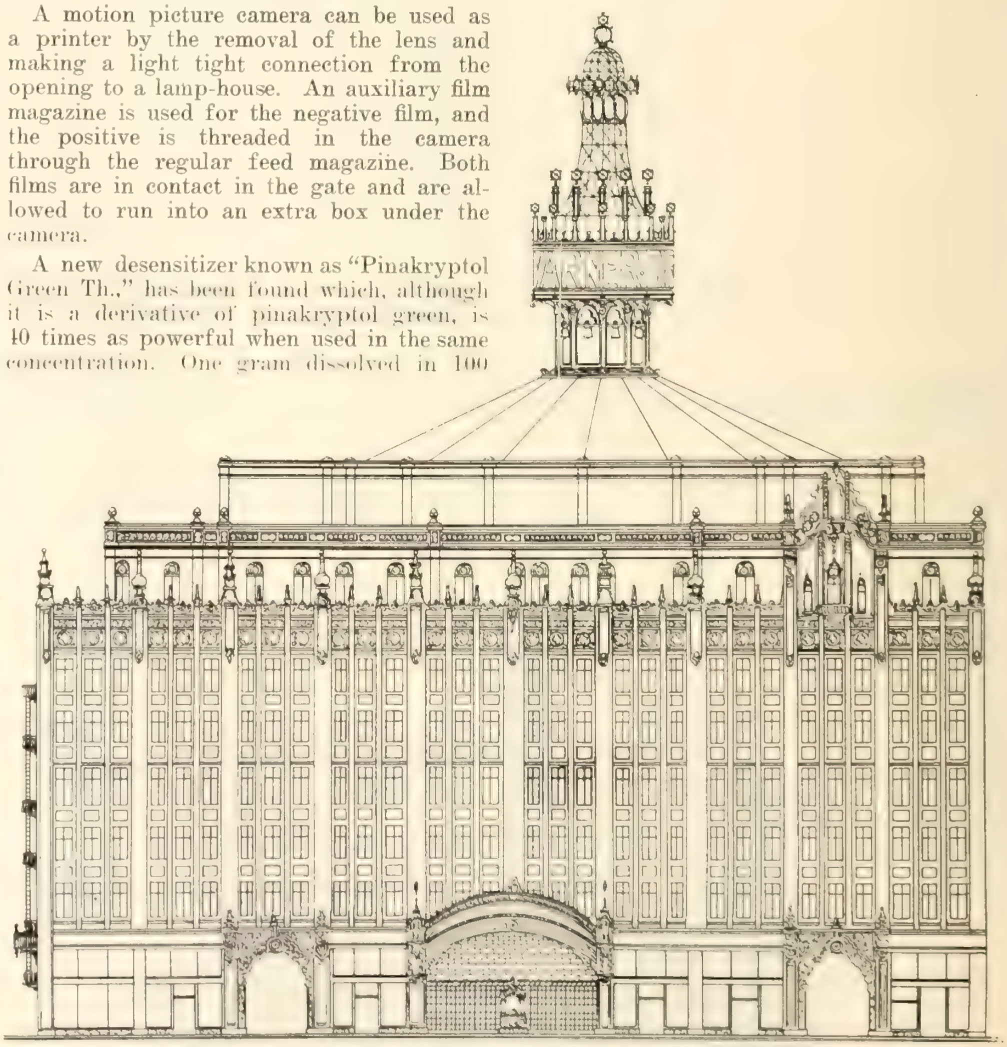
Among the new equipments introduced in France is a semi-automatic electrically actuated step printer. Notches in the edge of the negative actuate the light change, and the particular exposure is controlled by a punched paper tape resembling a piano player record. A sampling machine for negatives makes at one exposure frames varying in intensity to correspond with densities produced by the printer, and a new title making outfit with an hourly capacity of three thousand feet uses transparencies with black print for titles.

Data covering investigations of photographic developers and an improved sector wheel for Hurter and Driffield sensitometry appeared in our Transactions.

(*To be concluded next week*)

Majestic at Rochester Opens February 15th

Morris Zimmerman and Julius Weiner will open their new Majestic theatre in Rochester about February 15. This community house is located at 420 Jefferson avenue. It will have a seating capacity of 800. Al Becker of the Becker Theatre Supply company of Buffalo has installed two Powers 6-B machines with Peerless low intensity lamps, a Hertner Transverter and other up-to-date equipment.



Front elevation of Warner Bros.' Hollywood theatre for which ground has been broken with building operations about to start.

Olympia at New Haven to be Thoroughly Renovated

Thorough interior renovations, including the installation of a hydraulic pit lift, credited as being the first equipment of its type to be added to any motion picture house throughout the state, have been started at the Olympia theatre, 140 Temple street, New Haven, Conn., recognized as one of the leading and most modern film houses throughout the southern part of New England. The renovations, which are expected to occupy five or six weeks, will be carried on, according to present plans, without interruption of regular programs. A shift of workmen will be occupied from 6 in the morning until time for the opening program of the day, while another shift will work from the last curtain until 6 in the morning.

Interior of the house is being completely redecorated and recarpeted while new draperies are being hung throughout the house. All rubber matting and carpets in the main auditorium in the balcony will be replaced by soft thick carpeting. Seating accomodations will also be given thorough attention, with expectations considerable of this equipment will be replaced.

Installation of the hydraulic pit lift for the orchestra is considered one of the most important of the changes. While arrangements of the Olympia have always been regarded as almost a model, in regard to there being an unobstructed view of the stage from all parts of the house, it is considered the arrangements whereby the orchestra may be raised to floor level or dropped before range of stage view will be a notable improvement. The Olympia, since its opening some years ago, has been a favorite motion picture house for Yale students and faculty, as well as the better patronage of the city.

Allen Leases Amherst At Montreal, Canada

The fine new Amherst Theatre, Amherst and St. Catherine Street East, Montreal, threw open its doors Sunday, February 7, with a combination programme of pictures and vaudeville. The theatre, which has 1,800 seats, was erected by the George Rebinovitch Investment Corp. and it has been leased for a long term of years by H. Allen, one of the members of the well-known Allen family of Toronto who formerly headed the circuit of Allen Theatres across Canada. The new Amherst has an orchestra of 12 musicians under the direction of Enrico Del Greco. Under the policy of the Amherst, the afternoon adult admission fee is 20 cents while at night all seats are 40 cents, tax included.

In the opening of the Montreal Amherst, a comeback on the part of the Allen interests in Canada is indicated.

Another Suburban Theatre for Kansas City

Construction will begin on a 1,000-seat suburban house at Twenty-seventh street and Troost. The owner will be A. Baier, who has retained Boller Brothers of Kansas City as architects. The complete cost of the house has not yet been determined, but the theatre will have a glass inclosed smoking room, a "cry room" similarly constructed, a maid being in charge. The house will be designed of brick.

Another First Run House for New Haven; Other New England Projects

NEW HAVEN will soon have another first run house the new Roger Sherman Theatre is rapidly nearing completion and will shortly be opened. It is one of the largest of the New Haven theatres and is finished with unusual care of its appointments and equipment. Arthur Friend will be in charge of the house.

The new Needham Theatre, a $250,000 structure at Needham, Mass, was formally opened Feb. 11 with a special program including addresses by Lieut. Gov. Frank G. Allen, Senator Samuel G. Wragg; Mrs. Leslie B. Cutler, chairman of the Needham selectmen and George A. Schaefer, general manager at Boston for Paramount Pictures. There was an organ recital on the Robert Morton organ by Miss Mabel P. Friswell of the Knickerbocker Club.

Exterior of the Palace theatre, Gary, Ind. Note the size of the business block that this house is the main feature.

Middletown, Conn. is soon to open a new theatre. Harry Browing, formerly manager of the Olympia at New Haven, is to operate the house and expects to have construction completed so as to open early in March. The new theatre has a seating capacity of about 1,400.

Arthur Friend's new theatre, the Garde, at New London, Conn. is under construction and is about half completed. It is probable that it will be opened late in the spring. The theatre will have a seating capacity of about 1,500 and will be a first run house.

The Colonial Theatres, Inc. have started the erection of a new theatre in Bristol, R. I. Lockwood & Peters are the owners.

Winsted, Conn. is soon to have two new theatres. Manager Penora of the Winsted Opera House is erecting one of the new playhouses and Mr. Davidson of Willimantic, Conn. is erecting the other.

Mrs. Mary Vuono has started the construction of a new theatre in Stamford which will be opened late in the spring. Mrs. Vuono now operates the Strand Theatre in Stamford.

Fabians' New Ritz At Elizabeth, N. J. Scheduled for Mar. 8th Opening

Fabian's new Ritz Theatre, now being erected on the site of the old Proctor building, Elizabeth, N. J., is rapidly nearing completion after six months of concentration and activity by an army of 200 skilled workmen. If present plans materialize and no unlooked for obstructions encountered, the theatre will be thrown open to the public March 8.

Not a trace or mark of identification remains of the once popular playhouse known to the public of Elizabeth as "Proctor's."

The Ritz Theatre, when completed, will have a seating capacity of 3,000 and the seats are so arranged that none are too far from the stage.

The theatre will boast of one of the largest lobbies in the East, even comparing favorably with the Capitol Theatre of New York. The floor will be entirely of terrazzo marble, complicated in its pattern but delicate in its coloring. Other features of the new theatre are — a stage large enough to produce grand opera; a four story structure of sixteen dressing rooms equipped with every known and modern convenience for the comfort of stage-folk; a crystal and wrought iron chandelier weighing a ton; bronze doors, marble staircases, panelled damask side walls; a luxurious lounge forming part of the marble wainscot foyer; and lavishly furnished retiring rooms for men and women leading off from the mezzanine floor.

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Pottstown Theatres Inc. Open New House

Pottstown Theatres, Inc. have opened a new 1200-seat house, representing an investment of practically a quarter of a million dollars, which is one of the most up-to-date theatres in Eastern Pennsylvania. The opening was attended by practically the entire film fraternity from Philadelphia. George Klien, general manager of the Bennethum interests, will have charge of this theatre, while Luke Gring, Pottstown representative for Bennethum Theatres, will act as resident manager in addition to supervising the Hipp and the Opera House in Pottstown and the Lyric in Boyertown.

Cicero, Ill., To Have New $600,000 Theatre

R. Levine & Company has awarded contracts on their new $600,000 theatre, store and apartment building at Cicero, Ill. The building will be three story and basement, 131 by 160 feet and occupies a site at 25th and 53rd avenue.

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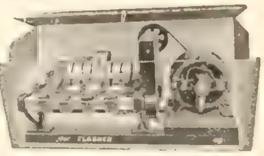

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Three New Theatres for San Diego, Cal.

The Bush Theatres, of which G. A. and K. C. Bush are the owners, have taken out a building permit for the erection of a $100,000.00 motion picture theatre on Park boulevard. It will be known as the Bush Egyptian theatre, and it is planned to rush the construction as rapidly as possible.

G. A. and K. C. Bush, owning four theatres in and around San Diego, have purchased a quarter block at Falcon and Washington streets, in the Mission Hills section of the city and will erect a motion picture theatre as soon as they have completed the film house they now have under construction on Park boulevard. The proposed new theatre will be of Spanish design and will cost about $125,000.00.

Louis Stutz, now managing the Palace theatre in San Diego and the new Granada theatre in La Jolla, a suburb, will operate and manage a new motion picture house now nearing completion in Chula Vista, to the south of San Diego. The new house will have a capacity of 500, with a loge section of 100 seats. The stage will be large enough and sufficiently equipped to permit its use for vaudeville and road shows. A pipe organ will be installed.

Strand at Gettysburg, Pa. Reopened Feb. 1

The week of February 1 to 6 was set aside as "grand opening week" for the newly remodeled and refurnished Strand motion picture theatre in Gettysburg, Pa. The owner of the house is Harry J. Troxell, the present treasurer of Adams county. The rear wall of the theatre was moved to make room for a 35-foot extension. The house has been refurnished and redecorated throughout and a Marr & Colton organ, embodying all the features of a symphony orchestra, has been installed.

Campus Theatre, Berkeley, Cal. Holds Opening

With the principal officials of the Golden State Theatre and Realty Corporation, Hon. Frank D. Stringham, mayor of Berkeley, representatives of the State of California Industrial Commission and other notables, the Campus Theatre opened Wednesday, January 20th.

The theatre is of the Moorish caste and true high-class design. It is elaborately decorated by Robert E. Power Studios. Probably it is suprior in point of harmonious design to any theatre decoration this well-known concern has completed in the bay district. The house is equipped with a complete stage outfit of the Arpo Counterweight System installed by the Armstrong-Power Studios, who also supplied the front curtain and the grand drapes, which are rich in color scheme and material.

The policy of the house will be daily performances from 1 to 11 p. m., motion pictures and special acts.

Two New Theatre Projects for Chicago, Ill.

Edward I. Bloom, owner of the Jackson Park Theatre, is president of the South Shore Theatre Building Corporation, which, it is reported will erect a four story commercial and theatre building in the block bounded by Saginaw, 75th, Exchange and 76th Streets. Architect Z. Erol Smith is preparing plans for the structure which will include besides the theatre, fourteen stores and ninety-one kitchenette apartments of one, two and three rooms.

The University Theatre Company, in which Ralph Obenchain and Clyde Elliot are interested, have leased a site on the west side of Sherman Avenue, north of Church Street, for ninety-seven years and will erect the University Theatre, designed by J. E. O. Pridmore, at this location. It was originally planned to erect the theatre on another site.

Gold Seal Ticket Awards Mid-West Contract

Myer S. Boog, general manager of the Theatre Equipment Company, reports that he has closed with Gold Seal Ticket Company for the territory in Illinois, Indiana and Wisconsin, formerly represented directly by the Gold Seal. The Theatre Equipment Company has recently moved its headquarters to larger offices at 1410-11 Blum Building, 624 S. Michigan.

Strand at Gettysburg, Pa. Installs New Organ

The new Marr & Colton organ recently installed in the Strand motion picture theatre, Gettysburg, Pa., was used for the first time at special dedicatory exercises on the evening of January 16. Professor Shultz, who supervised the installation of the organ, gave a recital on the instrument.

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FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Amazing Quest, The	Henry Edwards	Cranfield & Clarke	5500 feet	
As No Man Has Loved	Special Cast	Fox	7929 feet	Feb. 28
Battler, The	Kenneth McDonald	Bud Barsky (S. R.)	5000 feet	
Below The Line	Rin-Tin-Tin (dog)	Warner Brothers	6001 feet	Oct. 31
Big Pal	William Russell	Ginsberg Dist	4543 feet	Oct. 24
Black Cyclone	Rex (horse)	Pathe	5058 feet	May 30
Business of Love	Pitts-Horton	Astor Dist. (S. R.)	6008 feet	Dec. 19
California Straight Ahead	Reginald Denny	Universal	7238 feet	Sept. 12
Coast of Folly	Gloria Swanson	Paramount	6840 feet	Sept. 12
Coming of Amos	Rod La Rocque	Prod. Dist. Corp	5677 feet	Sept. 19
Cyclone Cavalier	Reed Howes	Rayart (S. R.)	4928 feet	Sept. 26
Dark Angel, The	R. Colman-V. Banky	First National	7311 feet	Sept. 26
Don Q, Son of Zorro	Douglas Fairbanks	United Artists	10264 feet	June 27
Free to Love	C. Bow-D. Keith	B.P.Schulberg(S.R.)	4825 feet	Jan. 2
Freshman, The	Harold Lloyd	Pathe	6883 feet	July 25
Galloping Jinx	Buddy Roosevelt	Artclass Pict	4488 feet	
Great Sensation, The	W. Fairbanks-P. Garon	Columbia (S. R.)	4560 feet	Sept. 26
Havoc	Special Cast	Fox	9200 feet	Aug. 29
High and Handsome	" Lefty " Flynn	F. B. O	5669 feet	Feb. 20
His Majesty Bunker Bean	M. Moore-Devore	Warner	7149 feet	Sept. 26
His Master's Voice	Thunder (dog)	Lumas Film	5700 feet	Nov. 14
If Marriage Fails	J. Logan-C. Brook	F. B. O	6006 feet	May 23
Kentucky Pride	Special Cast	Fox	6652 feet	Sept. 19
Knockout Kid, The	Jack Perrin	Rayart Pict. Corp. (S. R.)	4901 feet	Jan. 9
Let's Go Gallagher	Tom Tyler	Film Book. Offices	5182 feet	Oct. 3
Live Wire, The	Johnny Hines	First National	7000 feet	Sept. 12
Lost World, The	Special Cast	First National	9700 feet	Feb. 21
Man of Nerve	Bob Custer	F. B. O	4452 feet	Nov. 28
Man Who Found Himself	Thomas Meighan	Paramount	7168 feet	Sept. 5
Mystic, The	Pringle-Earle	M-G-M	6239 feet	Sept. 12
Never the Twain Shall Meet	Stewart-Lytell	Metro-Goldwyn	8143 feet	Aug. 8
New Champion, The	Wm. Fairbanks	Columbia Pict. (S.R.)	4547 feet	Dec. 19
Not So Long Ago	Betty Bronson	Paramount	6849 feet	Aug. 8
Once In a Lifetime	Richard Holt	Gerson Pict. (S. R.)	5000 feet	Dec. 5
Outlaw's Daughter, The	Josie Sedgwick	Universal	4375 feet	Dec. 19
Parisian Nights	E. Hammerstein - L. Tellegen	F. B. O.	6278 feet	June 20
Part Time Wife	Alice Calhoun	Lumas Film (S. R.)	6100 feet	Dec. 5
Plastic Age, The	Special Cast	B. P. Schulberg (S.R.)	6848 feet	Oct. 10
Pretty Ladies	Zazu Pitts	Metro-Goldwyn	5828 feet	July 25
Primrose Path, The	Bow-MacDonald	Arrow	5475 feet	Oct. 31
Ridin' the Wind	Fred Thomson	Film Book. Offices	5014 feet	Oct. 24
Scandal Street	Kennedy-Welch	Arrow	6923 feet	Nov. 14
Sealed Lips	Revier-Landis	Columbia Pict. (S.R.)	5770 feet	Nov. 7
Seven Days	Lillian Rich	Prod. Dist. Corp	6974 feet	Sept. 12
Shore Leave	Barthelmess-Mackaill	First National	6856 feet	Aug. 29
Siege	Virginia Valli	Universal	6424 feet	June 20
Son of His Father, A	Special Cast	Paramount	6925 feet	Sept. 19
Souls for Sables	Windsor-O'Brien	Tiffany (S. R.)	7000 feet	Sept. 12
Speed Madness	Frank Merrill	Hercules Film	4579 feet	
Spook Ranch	Hoot Gibson	Universal	5247 feet	May 2
Steppin' Out	Sterling-Revier	Columbia	5267 feet	Dec. 19
Sun Up	Special Cast	Metro-Goldwyn	5906 feet	Aug. 29
Tearing Loose	Wally Wales	Weiss Bros. (S. R.)	5060 feet	June 13
Teaser, The	Laura La Plante	Universal	6967 feet	May 30
Three Wise Crooks	Evelyn Brent	Film Book. Offices	6074 feet	Oct. 24
Timber Wolf, The	Buck Jones	Fox	4869 feet	Sept. 26
Trouble With Wives, The	Vidor-T. Moore	Paramount	6489 feet	Aug. 11
Wall Street Whiz, The	Richard Talmadge	Film Book. Offices	5452 feet	Nov. 7
What Fools Men	Stone-Mason	First National	7349 feet	Oct. 10
Wheel, The	Special Cast	Fox	7325 feet	Aug. 2
White Outlaw, The	Jack Hoxie	Universal	4830 feet	June 27
Wild Horse Mesa	Special Cast	Paramount	7221 feet	Aug. 22
Wild, Wild Susan	Bebe Daniels	Paramount	5774 feet	Aug. 15
With This Ring	Mills-Tellegen	B. P. Schulberg	5333 feet	Oct. 3

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
American Pluck	George Walsh	Chadwick	6000 feet	July 11
Beautiful City	R. Barthelmess	First National	6460 feet	Nov. 14
Bobbed Hair	Prevost-Harlan	Warner Brothers	7781 feet	Oct. 31
Borrowed Finery	Louise Lorraine	Tiffany (S. R.)	6500 feet	Dec. 5
Bustin' Through	Jack Hoxie	Universal	4506 feet	Oct. 24
Cactus Trails	Jack Perrin	Madoc Sales	4800 feet	
Circle, The	Eleanor Boardman	Metro-Goldwyn	5511 feet	Oct. 31
Circus Cyclone, The	Art Acord	Universal	4609 feet	Aug. 22
Classified	Corinne Griffith	First National	6927 feet	Oct. 17
Clothes Make the Pirate	Errol-D. Gish	First National	7000 feet	Nov. 14
Compromise	Irene Rich	Warner Bros	6586 feet	Nov. 7
Desert Demon, The	Buffalo Bill, Jr	Artclass Pict	5012 feet	Feb. 27
Dollar Down	Ruth Roland	Truart (S. R.)	5860 feet	Aug. 29
Everlasting Whisper, The	Tom Mix	Fox	5611 feet	Oct. 24
Exchange of Wives, An	Special Cast	Metro-Goldwyn	6300 feet	Oct. 17
Fighting Heart, The	Geo. O'Brien	Fox	7032 feet	Oct. 3
Golden Princess, The	Bronson-Hamilton	Paramount	6395 feet	Sept. 19
Heads Up	" Lefty " Flynn	F. B. O	5482 feet	Nov. 21
Heartless Husbands	Gloria Grey	Madoc Sales	5000 feet	Dec. 26
Hell's Highroad	Leatrice Joy	Prod. Dist. Corp	6084 feet	Sept. 5
Hurricane Horseman, The	Wally Wales	Artclass Pict	4440 feet	
In Search of a Hero	Richard Holt	Gerson Pictures	5000 feet	Feb. 13
Iron Horse, The	O'Brien-Bellamy	Fox Film Corp	10424 feet	Sept. 13 '24
Keeper of the Bees, The	Robert Frazer	F. B. O	6712 feet	Oct. 17
Little Annie Rooney	Mary Pickford	United Artists	8850 feet	Oct. 31
Lorraine of the Lions	Kerry-Miller	Universal	6753 feet	Aug. 15
Lovers in Quarantine	Daniels-Ford	Paramount	6570 feet	Oct. 24
Luck and Sand	Leo Maloney	Clarion Photoplays	5000 feet	Feb. 27
Man on the Box, The	Sydney Chaplin	Warner Bros	7282 feet	Oct. 10
Midshipman, The	Ramon Novarro	Metro-Goldwyn	7498 feet	Oct. 24
New Brooms	Hamilton-Love	Paramount	5443 feet	Oct. 24
No Man's Law	Bob Custer	F. B. O	4042 feet	Nov. 21
One of the Bravest	Ralph Lewis	Lumas Film (S.R.)	5679 feet	Dec. 5
Other Woman's Story	Calhoun-Frazer	B. P. Schulberg	6080 feet	Nov. 7
Pace That Thrills, The	Ben Lyon	First National	6911 feet	Oct. 29
Peacock Feathers	Logan-Landis	Universal	6802 feet	Aug. 26
Pony Express, The	Betty Compson	Paramount	9801 feet	Sept. 26
Prairie Pirate, The	Harry Carey	Prod. Dist. Corp	4603 feet	Sept. 21
Pride of the Force, The	Tom Santschi	Rayart	5139 feet	Nov. 21
Red Hot Tires	Monte Blue	Warner Bros	6447 feet	Oct. 31
Regular Fellow, A	Raymond Griffith	Paramount	5027 feet	Oct. 17
Seven Keys to Baldpate	Douglas MacLean	Paramount	6648 feet	Nov. 7
Storm Breaker, The	House Peters	Universal	6093 feet	Sept. 26
Substitute Wife, The	Jane Novak	Arrow	5994 feet	Nov. 7
Thunder Mountain	Special Cast	Fox	7537 feet	Oct. 10
Tower of Lies	Chaney-Shearer	Metro-Goldwyn	6849 feet	Oct. 10
Wandering Fires	Constance Bennett	Arrow	6600 feet	Oct. 17
Wandering Footsteps	Taylor-Washburn	Ginsberg Dist. Corp	5060 feet	Nov. 21
Why Women Love	Blanche Sweet	First National	6750 feet	Oct. 31
Win, Lose or Draw	Leo Maloney	Clarion Photoplays	4988 feet	
Winding Stair, The	Special Cast	Fox	6107 feet	Oct. 17
Without Mercy	Vera Reynolds	Prod. Dist. Corp	6550 feet	Oct. 24

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Action Galore	Buddy Roosevelt	Artclass Pict	4659 feet	
After Marriage	Margaret Livingston	Madoc Sales	5500 feet	Nov. 14
All Around Frying Pan	Fred Thomson	F. B. O	5519 feet	Nov. 28
Ancient Highway, The	Jack Holt	Paramount	6034 feet	Nov. 21
Best Bad Man, The	Tom Mix	Fox	4983 feet	Dec. 12
Best People, The	Special Cast	Paramount	5700 feet	Nov. 7
Bright Lights	Ray-Starke	Metro-Goldwyn	6260 feet	Nov. 28
Calgary Stampede, The	Hoot Gibson	Universal	5924 feet	Oct. 10
Call of Courage, The	Art Acord	Universal	4661 feet	Sept. 19
Camille of the Barbary Coast	Busch-O. Moore	Assoc. Exhib	5600 feet	Aug. 1
Clash of the Wolves	Rin-Tin-Tin (dog)	Warner Bros	6478 feet	Nov. 28
Cobra	Valentino	Paramount	6895 feet	Nov. 21
Daring Days	Josie Sedgwick	Universal	5 reels	
Durand of the Bad Lands	Buck Jones	Fox	5844 feet	Oct. 24
Eagle, The	Rudolph Valentino	United Artists	6756 feet	Nov. 21
East Lynne	Special Cast	Fox	8553 feet	Oct. 10
Fifty-Fifty	L.Barrymore-H.Hampton	Assoc. Exhib	5561 feet	June 24
Fight to a Finish, A	Wm. Fairbanks	Columbia (S. R.)	4603 feet	Dec. 5
Flower of Night	Pola Negri	Paramount	6374 feet	Oct. 31
Fool, The	Edmund Lowe	Fox	9488 feet	April 25
Galloping On	Wally Wales	Artclass Pictures	4292 feet	Feb. 27
Go West	Buster Keaton	Metro-Goldwyn	6256 feet	Nov. 7
His Buddy's Wife	Glenn Hunter	Assoc. Exhib	5600 feet	July 25
Home Maker, The	Alice Joyce	Universal	7755 feet	Aug. 8
Keep Smiling	Monty Banks	Assoc. Exhib	5400 feet	Aug. 1
King on Main St., The	Adolphe Menjou	Paramount	6229 feet	Nov. 7
Last Edition, The	Ralph Lewis	Film Book. Offices	6400 feet	Oct. 17
Lazybones	Special Cast	Fox Film	7236 feet	Oct. 31
Lights of Old Broadway	Marion Davies	Metro-Goldwyn	6437 feet	Nov. 14
Manhattan Madness	Dempsey-Taylor	Assoc. Exhib	5500 feet	July 25
Merry Widow	Mae Murray	Metro-Goldwyn	10027 feet	Sept. 12
Midnight Limited	Glass-Hawley	Rayart	5855 feet	Jan. 2
New Commandment	Sweet-Lyon	First National	6980 feet	Nov. 14
Old Clothes	Jackie Coogan	Metro-Goldwyn	5915 feet	Nov. 14
Only Thing, The	Special Cast	Metro-Goldwyn	5824 feet	Dec. 5
People vs. Nancy Preston	Bowers-De La Motte	Prod. Dist. Corp	6300 feet	Nov. 7
Phantom Express, The	Special Cast	Ginsberg Dist	4614 feet	Dec. 12
Phantom of the Opera	Lon Chaney	Universal	8464 feet	Sept. 19
Ridin' Streak, The	Bob Custer	Film Book. Offices	4540 feet	Dec. 12
Road to Yesterday, The	Joseph Schildkraut	Prod. Dist. Corp	9980 feet	Nov. 21
Romance Road	Raymond McKee	Truart	5000 feet	Aug. 8
Rose of the World	Special Cast	Warner Bros	7506 feet	Nov. 21
Saddle Cyclone	Buffalo Bill Jr	Artclass Pict	4728 feet	
Satan in Sables	Lowell Sherman	Warner Bros	7000 feet	Oct. 24
Scarlet Saint, The	Astor-Hughes	First National	6880 feet	Nov. 21
Seven Sinners	Marie Prevost	Warner Bros	6286 feet	Dec. 19
Shadow on the Wall	Creighton Hale	Lumas Film (S. R.)	5800 feet	Dec. 12
Simon the Jester	Rich-O'Brien	Prod. Dist. Corp	5070 feet	Oct. 24
Some Pun'kins	Chas. Ray	Chadwick (S. R.)	6500 feet	Sept 19
S.O.S. Perils of the Sea	Elaine Hammerstein	Columbia Pict	5118 feet	Dec. 26
Sporting Life	Special Cast	Universal	6763 feet	Sept. 26
Stage Struck	Gloria Swanson	Paramount	6691 feet	Nov. 28
Stella Dallas	Bennett-Colman	United Artists	10157 feet	Nov. 28
Tessie	McAvoy-Agnew	Arrow	6221 feet	Oct. 24
Thank U	Special Cast	Fox	6839 feet	Sept. 19
Unchastened Woman, The	Theda Bara	Chadwick (S. R.)	6800 feet	Jan. 2
Under the Rouge	Tom Moore	Assoc. Exhib	6500 feet	July 25
Unguarded Hour, The	Sills-Kenyon	First National	6613 feet	Dec. 5
Wedding Song, The	Leatrice Joy	Prod. Dist. Corp	7373 feet	Nov. 28
We Moderns	Colleen Moore	First National	6609 feet	Dec. 5
Where Was I?	Reginald Denny	Universal	6630 feet	Aug. 29
When Husbands Flirt	Dorothy Revier	Columbia	5625 feet	Dec. 5
Wild Girl	Louise Lorraine	Truart (S. R.)	5800 feet	
Wyoming Wild Cat, The	Tom Tyler	F. B. O	5156 feet	Nov. 28

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Blind Trail, The	Leo Maloney	Clarion Photoplays	4900 feet	
Blue Blood	George Walsh	Chadwick	5600 feet	Feb. 13
Bluebird's Seven Wives	Lyon-Wilson-Sweet	First National	7774 feet	Jan. 9
Broadway Lady	Evelyn Brent	F. B. O.	5500 feet	Dec. 12
Counsel for the Defense	Peters-Compson	Assoc. Exhib	6022 feet	Nov. 28

Feature	Star	Distributed by	Length	Reviewed
Cowboy Musketeer, The	Tom Tyler	Film Book. Offices	4500 feet	Dec. 26
Desert's Price, The	Buck Jones	Fox	5709 feet	Dec. 19
Don't	S. O'Neill-B. Roach	Metro-Goldwyn	6000 feet	
Fate of a Flirt	Dorothy Revier	Columbia Pict	5823 feet	Jan. 23
Golden Strain, The	Special Cast	Fox	5989 feet	Jan. 2
Goose Woman, The	Special Cast	Universal	7500 feet	Aug. 22
Great Love, The	Dana-Agnew	M-G-M		
Handsome Brute, The	W. Fairbanks-Corbin	Columbia Pict. (S.R.)	4779 feet	Feb. 20
His People	Rudolph Schildkraut	Universal	8983 feet	Nov. 14
His Secretary	Norma Shearer	M-G-M	6433 feet	Jan. 2
Hogan's Alley	Harlan-Miller	Warner Bros.	6610 feet	Dec. 5
Infatuation	Special Cast	First National	5794 feet	Jan. 16
Irish Luck	Thomas Meighan	Paramount	7008 feet	Nov. 28
Joanna	Mackaill-Mulhall	First National	7900 feet	Dec. 26
Kiss for Cinderella, A	Betty Bronson	Paramount	9221 feet	Dec. 26
Lady Windermere's Fan	Special Cast	Warner Brothers	7816 feet	Dec. 19
Lodge in the Wilderness, The		Tiffany (S. R.)	6500 feet	
Lord Jim	Percy Marmont	Paramount	6702 feet	Nov 21
Lover's Island	Hampton-Kirkwood	Assoc. Exhib		Jan. 23
Madam Behave	Eltinge-Pennington	Prod. Dist. Corp	5417 feet	Nov. 14
Man From Red Gulch	Harry Carey	Prod. Dist. Corp.	5437 feet	Dec. 5
Masked Bride, The	Mae Murray	Metro-Goldwyn	5699 feet	Dec. 12
Midnight Flyer, The	Landis-Devore	F. B. O.	6200 feet	Jan. 9
Morals for Men	Tearle-Mills	Tiffany (S. R.)	6500 feet	Dec. 5
North Star, The	Strongheart (dog)	Assoc. Exhib	5 reels	Jan. 16
Northern Code, The	Eva Novak	Lumas	5920 feet	Jan. 9
Pals	Louise Lorraine	Truart (S. R.)	5800 feet	
Perfect Clown, The	Larry Semon	Chadwick	5600 feet	Dec. 26
Pinch Hitter, The	Glenn Hunter	Asso. Exhibitors		Dec. 12
Pleasure Buyers, The	Irene Rich	Warner Brothers	7202 feet	Feb. 13
Prince of Pep	Richard Talmadge	F. B. O	4911 feet	Jan. 2
Sally, Irene and Mary	Special Cast	Metro-Goldwyn	5564 feet	Dec 19
Smilin' at Trouble	"Lefty" Flynn	F. B. O.	5175 feet	Dec. 19
Soul Mates	Special Cast	M-G-M	6000 feet	Jan. 6
Splendid Road, The	Anna Q. Nilsson	First National	7646 feet	Dec. 12
Streak of Luck, A	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4884 feet	
That Royle Girl	Dempster-Fields	Paramount	10253 feet	Dec. 19
Three Faces East	Goudal-Ames	Prod. Dist. Corp	7369 feet	Jan. 2
Thundering Through	Buddy Roosevelt	Artclass Pict.	4527 feet	
Time, The Comedian	Cody-Busch	Metro-Goldwyn	4557 feet	Dec. 20
Triple Action	Pete Morrison	Universal	4800 feet	Nov. 14
Tumbleweeds	Wm. S. Hart	United Artists	7254 feet	Nov. 28
Two Fisted Jones	Jack Hoxie	Universal	4555 feet	Dec. 5
Wages for Wives	Special Cast	Fox	6352 feet	Dec. 5
When the Door Opened	Special Cast	Fox	6515 feet	Nov. 28
Woman of the World, A	Pola Negri	Paramount	6353 feet	Dec. 26
Womanhandled	Richard Dix	Paramount	6765 feet	Jan. 16

JANUARY

Feature	Star	Distributed by	Length	Reviewed
American Venus, The	Special Cast	Paramount	7931 feet	Jan. 16
Arizona Sweepstakes, The	Hoot Gibson	Universal	5418 feet	Nov. 21
Barrier, The	Kerry-Barrymore	Metro-Goldwyn		
Bashful Buccaneer, The	Reed Howes	Rayart (S. R.)	5000 feet	Nov. 14
Black Bird, The	Lon Chaney	M-G-M	6688 feet	Feb. 13
Blue Streak, The	Rich, Talmadge	F. B. O	4954 feet	Feb. 22
Braveheart	Rod LaRocque	Prod. Dist. Corp	7256 feet	Jan. 16
Checkered Flag, The	Elaine Hammerstein	Ginsberg Dist. Corp. (S. R.)	6071 feet	Feb. 13
Cowboy and the Countess, The	Buck Jones	Fox	6 reels	Jan. 9
Dance Madness	Windsor-Nagel	Metro-Goldwyn	6393 feet	Feb. 6
Danger Girl, The	Priscilla Dean	Prod. Dist. Corp	5660 feet	Feb. 6
Demon, The	Jack Hoxie	Universal	4539 feet	
Desperate Moment	Hawley-Von Eltz	Ginsberg Dist. Corp.	5781 feet	Jan. 9
Enchanted Hill, The	Special Cast	Paramount	6326 feet	Jan. 9
Exquisite Sinner, The	Nagel-Adoree	Metro-Goldwyn		
Fifth Avenue	De La Motte	Prod. Dist. Corp	5503 feet	Feb. 6
Fighting Edge, The	Harlan-Miller	Warner Brothers	7 reels	Feb. 20
First Year, The	Special Cast	Fox	6038 feet	Feb. 6
Flaming Waters	Special Cast	F. B. O	5700 feet	Jan. 30
Gilded Butterfly, The	Special Cast	Fox	6200 feet	Jan. 16
Girl from Montmartre	La Marr-Stone	First National	8 reels	Feb. 13
Golden Cocoon	Chadwick-Gordon	Warner Bros.	7200 feet	Dec. 26
Hands Up	Raymond Griffith	Paramount	5883 feet	Jan. 16
Hearts and Fists	Bowers-de la Motte	Assoc. Exhib		Jan. 23
His Jazz Bride	Prevost-Moore	Warner		
Hoodoo Ranch, The	Buddy Roosevelt	Artclass Pictures	4800 feet	
Husband Hunters		Tiffany	6500 feet	
I Do	Harold Lloyd	Assoc. Exhib.		
Just Suppose	Richard Barthelmess	First National	7 reels	Jan. 30
Lady from Hell	Blanche Sweet	Assoc. Exhib	6 reels	Feb. 6
Little Giant, The	Glenn Hunter	Universal	6850 feet	Jan. 30
Lure of the Wild	Jane Novak	Columbia (S. R.)	5570 feet	Feb. 13
Mannequin	Special Cast	Paramount	6981 feet	Jan. 2
Man Rustlin'	Bob Custer	Film Book. Offices	4666 feet	Jan. 16
Marrying Money		Truart (S. R.)	5800 feet	
Memory Lane	Boardman-Nagel	First National		Jan. 23
Outsider, The	J. Logan	Fox	5424 feet	Jan. 30
Phantom of the Forest	Thunder (dog)	Lumas Film	5800 feet	Feb. 6
Prince of Broadway	George Walsh	Chadwick	5800 feet	Jan. 2
Queen O'Diamonds	Evelyn Brent	F. B. O	5129 feet	Feb. 6
Reckless Lady	Belle Bennett	First National	7336 feet	Feb. 6
Roaring Rider, The	Wally Wales	Artclass Pictures	4800 feet	
Rocking Moon	Bowers-Tashman	Prod. Dist. Corp	6000 feet	Jan. 23
Sea Beast, The	John Barrymore	Warner Bros	6393 feet	Jan. 30
Shadow of the Law	Bow-Lewis	Assoc. Exhib	5 reels	Feb. 20
Splendid Crime	Daniels-Hamilton	Paramount	6000 feet	Dec. 26
Steel Preferred	William Boyd	Prod. Dist. Corp	6680 feet	Dec. 26
Stella Maris	Mary Philbin	Universal	5786 feet	Jan. 30
Stop, Look and Listen	Larry Semon	Pathe	5305 feet	Jan. 30
Sweet Adeline	Charles Ray	Chadwick	6000 feet	Jan. 23
Thrilling Youth	Billy West	Rayart (S. R.)	5000 feet	
Too Much Money	Nilsson-Stone	First National		Jan. 23
Traffic Cop, The	"Lefty" Flynn	F. B. O.	5175 feet	Feb. 27
Trip to Chinatown, A	Special Cast	Fox		
Western Pluck	Art Accord	Universal	4207 feet	Feb. 6
What Happened to Jones	Reginald Denny	Universal	6700 feet	Dec. 19
When Loves Grows Cold	Mrs. Rudolph Valentino	F. B. O	7 reels	Feb. 13
Where the Worst Begins	Ruth Roland	Truart (S. R.)	5800 feet	Dec. 12
White Mice	Jacquelin Logan	Associated Exhib.		
Without Orders	Leo Maloney	Clarion Photoplays	4900 feet	
Yankee Senor, The	Tom Mix	Fox	5 reels	Jan. 61

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Auction Block, The	Boardman-Ray	M-G-M	6239 feet	Feb. 27
Beautiful Cheat, The	Laura La Plante	Universal	6583 feet	Feb. 13
Behind The Front	W. Beery-Hatton	Paramount	6 reels	Feb. 20
Beyond the Rockies	"Bob" Custer	F. B. O	4851 feet	Feb. 20
Broadway Billy	Billy Sullivan	Rayart (S. R.)	5000 feet	
Broadway Boob, The	Glenn Hunter	Assoc. Exhib.		
Cave Man, The	Prevost-Moore	Warner Bros.	7 reels	Feb. 27
Cohens and the Kellys, The	Special Cast	Universal		
Count of Luxembourg	George Walsh	Chadwick	6300 feet	Dec. 26
Dancer of Paris, The	Special Cast	First National		
Danger Quest, The	Reed Howes	Rayart (S. R.)	5000 feet	
Dangers of a Great City	Special Cast	Fox		
Desperate Game, The	Pete Morrison	Universal	4450 feet	Dec. 12
Devil's Circus, The	Norma Shearer	M-G-M		
Dixie Merchant, The	Special Cast	Fox		
Double Fisted	Jack Perrin	Rayart (S. R.)	5000 feet	
Driftin' Thru	Harry Carey	Pathe	5 reels	Jan. 30
Far Cry, The	Sweet-Mulhall	First National		
Fighting Cheat, The	Wally Wales	Artclass Pictures	4800 feet	
Grand Duchess and the Waiter	Menjou-Vidor	Paramount	6314 feet	Feb. 6
Half-Breed Hostler, The	Bob Custer	F. B. O.		
Heavy Odds	Leo Maloney	Clarion Photoplays	4900 feet	
Ibanez Torrent	Garbo-Cortez	M-G-M		
Irene	Colleen Moore	First National	9 reels	Feb. 27
Johnstown Flood, The	Special Cast	Fox		
King of the Turf	Special Cast	F. B. O.		
Ladies of Leisure	Elaine Hammerstein	Columbia (S. R.)		
Light Eternal	Norma Shearer	M-G-M		
Little Irish Girl, The	Special Cast	Warner Bros		
Made for Love	Leatrice Joy	Prod. Dist. Corp	5700 feet	Feb. 13
Man Upstairs, The	Monte Blue	Warner Bros	7 reels	Feb. 13
Million Dollar Handicap, The	Vera Reynolds	Prod. Dist. Corp	6117 feet	Jan. 30
Miracle of Life, The	Busch-Marmont	Assoc. Exhib		
Moana		Paramount	7 reels	Jan. 30
Morganson's Finish	Special Cast	Tiffany (S. R.)	6500 feet	
My Own Pal	Tom Mix	Fox		
Night Cry, The	Rin-Tin-Tin	Warner Bros		
Night Watch, The	Special Cast	Truart (S. R.)		
Outside the Law	Dean-Chaney	Universal (re-issue)		
Palace of Pleasure	Special Cast	Fox	5467 feet	Jan. 23
Rainbow Riley	Johnny Hines	First National	7 reels	Feb. 20
Road to Glory, The	Special Cast	Fox	5600 feet	Feb. 20
Ship of Souls	B. Lytell-L. Rich	Assoc. Exhib	6800 feet	Feb. 6
Silent Witness, The	Louise Lorraine	Truart (S. R.)	5800 feet	
Sky High Corral	Art Acord	Universal		
Song and Dance Man, The	Tom Moore	Paramount	7 reels	Jan. 30
Speed Limit, The	Raymond McKee	Lumas Film	5940 feet	Feb. 20
Thrill Hunter, The	Special Cast	Columbia		
Tough Guy, The	Fred Thomson	F. B. O.	5455 feet	Feb. 27
Transcontinental Limited	Special Cast	Chadwick (S. R.)		
Trumpin' Trouble	Buffalo Bill, Jr	Artclass Pict. (S. R.)	4800 feet	
Two Can Play	Bow-MacDonald	Assoc. Exhib		
Under Western Skies	Norman Kerry	Universal	7 reels	
Vanishing American, The	Dix-Wilson	Paramonnt	10063 feet	Nov. 7
Wanderer, The	William Collier, Jr.	Paramount	8173 feet	Sept. 12
Watch Your Wife	Virginia Valli	Universal	6980 feet	Feb. 27

MARCH

Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion		Truart (S. R.)	5800 feet	
Arizona Streak, The	Tom Tyler	F. B. O		
Bar C Mystery, The	Phillips-MacDonald	Pathe	5 reels	
Bat, The	Special Cast	United Artists		
Beverly of Graustark	Marion Davies	M-G-M		
Big Show, The	Lowell-Russell	Assoc. Exhib		
Blue Blazes	Pete Morrison	Universal	4659 feet	Jan. 23
Broken Hearts of Hollywood	Harlan-Miller	Warner Brothers		
Champion Lover, The		Prod. Dist. Corp		
Chip of the Flying U	Hoot Gibson	Universal		
Combat	House Peters	Universal	6714 feet	Feb. 20
Coming and Going	Buffalo Bill, Jr	Artclass Pictures	4800 feet	
Dancing Mothers	Special Cast	Paramount	8 reels	Feb. 27
Earth Woman, The	Alden-Bonner	Assoc. Exhib.		
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp		
Happiness	Special Cast	Film Book. Offices		
Hearts and Spangles	Wanda Hawley	Lumas Film	6200 feet	
Highbinders, The	Tilden-Daw	Assoc. Exhib.		
How to Train a Wife	Valli-O'Brien	Assoc. Exhib.		
Love Toy, The	Lowell Sherman	Warner Bros		
Manhood	Special Cast	Fox		
Man in the Saddle, The	Hoot Gibson	Universal	5738 feet	
Marriage	Special Cast	Fox		
Monte Carlo	Special Cast	M-G-M		
My Old Dutch	Special Cast	Universal		
Night Patrol, The	Richard Talmadge	F. B. O		
Non-Stop Flight, The		F. B. O		
Nutcracker, The	E. E. Horton	Assoc. Exhib		
Oh, What a Nurse	Syd Chaplin	Warner Brothers		
Partners Again	Sidney-Carr	United Artists	5562 feet	Feb. 27
Play Safe	Monty Banks	Assoc. Exhib.		
Red Dice	Rod La Rocque	Prod. Dist. Corp		
Secret Orders	Evelyn Brent	F. B. O		
Six Shooting Romance	Jack Hoxie	Universal	4837 feet	Jan. 30
Tangled Herds	Buddy Roosevelt	Artclass Pictures	4800 feet	
Test of Donald Norton	George Walsh	Chadwick		
Vanishing Hoofs	Wally Wales	Artclass Pictures	4800 feet	
Why Girls Go Back Home	Marie Prevost	Warner Brothers		
Winning the Futurity	Special Cast	Chadwick (S. R.)		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts	Special Cast	Fox		
Among Those Present	Lloyd-Davis	Assoc. Exhib.		
Bells, The	Lionel Barrymore	Chadwick Pictures		
Border Sheriff, The	Jack Hoxie	Universal		
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
Flames	Valli-O'Brien	Assoc. Exhib.		
Hidden Way, The	Mary Carr	Assoc. Exhib.		
Isle of Retribution, The	Special Cast	Film Book. Offices		
Other Women's Husbands	Blue-Prevost	Warner Bros		
Play Safe	Banks-Corbin	Assoc. Exhib.		
Racing Blood		Lumas Film (S. R.)		
Rustlers Ranch	Art Acord	Universal		
Sap, The	M. Moore-D. Devore	Warner Bros.		
Silken Shackles	Irene Rich	Warner Bros.		
Skinner's Dress Suit	Reginald Denny	Universal	6887 feet	Dec. 26
Streets of S n		Fox		
Twin Triggers	Buddy Roosevelt	Artclass Pict. (S. R.)	4800 feet	

MAY

Feature	Star	Distributed by	Length	Reviewed
Bride of the Storm	Costello-Harron	Warner Bros.		
Chasing Trouble	Pete Morrison	Universal		
Footloose Widow, The	Irene Rich	Warner Bros		

Feature	Star	Distributed by	Length	Reviewed
Gentle Cyclone, The	Buck Jones	Fox		
Hell Bent for Heaven	Monte Blue	Warner Bros		
Honeymoon Express, The	M. Moore-D. Devore	Warner Bros		
Looking for Trouble	Jack Hoxie	Universal		
Love Thief, The	Norman Kerry	Universal		
Sally in our Alley	Mary Philbin	Universal		
Sign of the Claw	Thunder (dog)	Lumas Film	5925 feet	
Silent Simpson	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	
Three Weeks in Paris	Moore-Devore	Warner Bros	6050 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Escape, The	Pete Morrison	Universal		
Gilded Highway, The	Dorothy Devore	Warner Bros		
Hero of the Big Snows, A	Rin Tin Tin (dog)	Warner Bros		
Passionate Quest, The	Marie Prevost	Warner Bros		
Rolling Home	Reginald Denny	Universal		
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5
Social Highwayman, The	Harlan-Miller	Warner Bros		
Still Alarm, The	Chadwick-Russell	Universal	7207 feet	Jan. 16
Yellow Contraband	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	

Comedy Releases

Feature	Star	Distributed by	Length	Reviewed
Absentminded	Neely Edwards	Universal	1 reel	
Accidents Can Happen	Al Alt	Universal	2 reels	Feb. 20
Account of Monte Cristo		Bischoff, Inc.	2 reels	
Air Cooled	" Aesop Fable "	Pathe	1 reel	
Alice Blues	Alice Ardell	F. B. O	2 reels	
Alice Plays Cupid		Winkler (S. R.)	2 reels	
Alice the Jail Bird		Winkler (S. R.)	2 reels	
All Abroad	" Helen & Warren "	Fox	2 reels	Dec. 19
Al's Trouble	Al Alt	Universal	2 reels	
Are Golfers Cuckoo?		Tennek Film Corp		
Bachelor's Babies	Special Cast	Educational	2 reels	Dec. 12
Back to Nature	Charles Puffy	Universal	1 reel	
Badly Broke	Charles Puffy	Universal	1 reel	Jan. 30
Bad Man, The	" Dinky Doodle "	F. B. O.	1 reel	
Bankrupt Honeymoon, A	Special Cast	Fox	2 reels	Feb. 13
Barnyard Follies	" Aesop Fable "	Pathe	1 reel	Sept. 5
Beauty Parlor, A	" Fat Men "	F. B. O		
Be Careful	Jimmie Adams	Educational	2 reels	Aug. 22
Be Careful Dearie		Educational	1 reel	Jan. 30
Better Movies	" Our Gang "	Pathe	2 reels	Nov. 7
Between Meals		Pathe	1 reel	
Beware of Your Relatives	Neely Edwards	Universal	1 reel	
Big City, The	Edna Marian	Universal	2 reel	Feb. 13
Big Kick, The	Mohan-Engle	Pathe	1 reel	Oct. 10
Bombs and Bums	Hal Hodes		1 reel	Feb. 20
Bonehead Age, The	" Aesop Fable "	Pathe	1 reel	
Brainstorm, The	Smith-Bennett	Fox	2 reels	
Brotherly Love		Educational	1 reel	Jan. 23
Buried Treasure	" Our Gang "	Pathe	2 reels	Feb. 20
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster's Bust Up	Trimble-Turner	Universal	2 reels	Jan. 23
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Nightmare	Trimble-Turner	Universal	2 reels	
Buster's Nose Dive	Arthur Trimble	Universal	2 reels	
By the Sea	Chas. Puffy	Universal	1 reel	Oct. 10
California Here We Come	" The Gumps "	Universal	2 reels	
Camel's Hump		Film Book. Offices	1 reel	
Captain Suds	Eddie Gordon	Universal	2 reels	Dec. 19
Careful Please	Lloyd Hamilton	Educational	2 reels	Feb. 20
Caretaker's Daughter, The	Charley Chase	Pathe	2 reels	Oct. 10
Cat's Whiskers, The	Neely Edwards	Universal	1 reel	
Charley My Boy	Charles Chase	Pathe	2 reels	Jan. 30
Cheap Skates	Lige Conley	Educational	2 reels	Dec. 12
Cheaper to Move	"Helen and Warren"	Fox	2 reels	
Chester's Donkey Party	Joe Murohy	Universal	2 reels	
Circus Day		Pathe	2 reels	
Cleaning Up	Johnny Arthur	Educational	2 reels	Nov. 14
Closer Than a Brother	" Aesop Fable "	Pathe	1 reel	
Cloudy Romance	Special Cast	Fox	2 reels	Oct. 10
Constant Simp, The	Alberta Vaughn	F. B. O.	2 reels	
Control Yourself	Smith-Bennett	Fox	2 reels	Nov. 28
Crashing Through	Cliff Bowers	Educaitonal	1 reel	
Criss-Cross Cruise, A	" Hodge-Podge "	Educational	1 reel	
Crowning the Count	Eddie Gordon	Universal	2 reels	
Cuckoo Love	Glenn Tryon	Pathe	2 reels	Oct. 17
Cupid a La Carte	Florence Gilbert	Fox	2 reels	Dec. 26
Cupid's Victory	Wanda Wiley	Universal	2 reels	
Cured Hams	Jack Richardson	Bischoff, Inc	2 reels	Oct. 31
Custard's Last Wallop		Tennek Film Corp		
Dancing Daddy	Jack Duffy	Educational	2 reels	
Dangerous Curves Behind	Mack Sennett	Pathe	2 reels	Nov. 7
Day's Outing, A	" Aesop Fable "	Pathe	1 reel	
Day's Pleasure, A	Charles Chaplin	Pathe	2 reels	
Dinky Doodle at the Circus		Film Book. Offices	1 reel	
Dinky Doodle in the Hunt		Film Book. Offices	1 reel	
Dizzy Daddies		Pathe	2 reels	
Dog Daze	Bowes-Marlowe	Educational	1 reel	
Dog's Life, A	Charles Chaplin	Pathe	3 reels	
Don't Stop	Cliff Bowes	Educational	1 reel	
Don't Butt In		Pathe	1 reel	
Do Your Duty	" Snub " Pollard	Pathe	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
East Side, West Side		Fox	2 reels	Dec. 12
Ebony Clean Up		L. B. Cornwell (S.R.)	1 reel	
Educating Buster	Trimble-Turner	Universal	2 reels	Aug. 29
Eighteen Carat	Edna Marian	Universal	2 reels	
Elsie in New York		Fox	2 reels	
English Channel Swim, The	" Aesop Fable "	Pathe	1 reel	Dec. 26
Failure	Special Cast	Fox	2 reels	Nov. 21
Faint Heart	Charles Puffy	Universal	1 reel	Nov. 28
Fair But Foolish	Jimmie Adams	Educational	2 reels	Nov. 21
Fair Warning	Al St. John	Educational	2 reels	Sept. 26
Felix the Cat Busts Into Business	" Cartoon	Educational	1 reel	
Felix the Cat in Blunderland	" Cartoon "	Educational	1 reel	
Felix the Cat in Eats Are Wets	" Cartoon "	Educational	1 reel	Nov. 21
Felix the Cat in The Cold Rush	" Cartoon "	Educational	1 reel	
Felix the Cat on the Farm	" Cartoon "	Educational	1 reel	
Felix the Cat Fans the Flames	" Cartoon "	Educational	1 reel	
Felix the Cat Flirts with Fate	" Cartoon "	Educational	1 reel	Feb. 13
Felix the Cat Kept on Walking		Educational	1 reel	Jan. 23
Felix the Cat on the Job	" Cartoon "	Educational	1 reel	
Felix the Cat Laughs It Off	" Cartoon "	Educational	1 reel	
Felix the Cat Spots the Spooks	" Cartoon "	Educational	1 reel	Jan. 30
Felix the Cat Tries the Trades	" Cartoon "	Educational	1 reel	
Felix the Cat Trips Thru Toyland	" Cartoon "	Educational	1 reel	
Felix the Cat Weathers the Weather	" Cartoon "	Educational	1 reel	
Fighting Dude, The	Lupino Lane	Educational	2 reels	Dec. 5
Fighting Tailor, A		Fox	2 reels	Jan. 23
Fire Away	Al St. John	Educational	2 reels	Nov. 7
Fire Fighters, The	" Aesop's Fable "	Pathe	1 reel	
Flaming Affair, A	Special Cast	Fox	2 reels	Jan. 30
Flivver Vacation, A	Eddie Gordon	Universal	2 reels	
Flyin' Fool	Sid Smith	Fox	2 reels	Dec. 26
Flying Wheels	Wanda Wiley	Universal	2 reels	
Fly Time	" Aesop Fable "	Pathe	1 reel	
Fool's Luck	Lupino Lane	Educational	2 reels	
For Sadie's Sake	Jimmie Adams	Educational	2 reels	Jan. 30
Framed	Lloyd Hamilton	Educational	2 reels	Nov. 28
Fraternity Mixup, A	Alice Ardell	F. B. O		
Free Ride, A	Arthur Lake	Universal	1 reel	
Fresh Paint	Neeley Edwards	Universal	1 reel	
From the Cabby's Seat	" O. Henry "	Fox		
From Rags to Britches	Billy Bevan	Pathe	2 reels	Dec. 19
Funnymooners	Ralph Graves	Pathe	1 reel	Feb. 13
Going Good	Wanda Wiley	Universal	2 reels	
Gold Rush, The	" Aesop Fable "	Pathe	1 reel	
Good Cheer	" Our Gang "	Pathe	2 reels	Jan 30
Good Morning Madam	Ralph Graves	Pathe	2 reels	Oct. 17
Goofy Gob, A	Billy Dooley	Educational	2 reels	Oct. 31
Gooseland	Alice Day	Pathe	2 reels	Feb. 20
Gosh Darn Mortgage, The		Pathe	2 reels	
Great Open Spaces, The	" Aesop Fable "	Pathe	1 reel	
Green-Eyed Monster, The	Arthur Lake	Universal	1 reel	
Half Fare	Arthur Lake	Universal	1 reel	
Happy Go Lucky	Neeley Edwards	Universal	1 reel	Dec. 5
Hard to Hold		Tennek Film Corp		
Haunted House, The	" Aesop Fable "	Pathe	1 reel	
Heart Breaker, The	Special Cast	Fox	2 reels	Oct. 24
Heavy Love	" Fat Men "	F. B. O		
Helpful Al	Al Alt	Universal	2 reels	Feb. 6
Her Lucky Leap	Wanda Wiley	Universal	2 reels	Jan. 30
Hero Wins, The	" Aesop Fable "	Pathe	1 reel	
Hired and Fired	Paul Parrott	Pathe	1 reel	
His Own Lawyer	Perry-Cooley	Fox	2 reels	Dec. 26
His Wooden Wedd	Charlie Chase	Pathe	2 reels	
Hollywouldn't	Johnny Sinclair	Bischoff, Inc	2 reels	Sept. 12
Hold Everybody	Perry-Cooley	Fox	2 reels	
Hold Everything	Special Cast	Pathe	1 reel	Dec. 12
Hold Tight	Alice Ardell	F. B. O	2 reels	
Hold Your Hat	Al. St. John	Educational	2 reels	
Home Cured	Johnny Arthur	Educational	2 reels	
Honeymoon Hotel	Neeley Edwards	Universal	1 reel	
Honeymoon Squabble, The	Edna Marian	Universal	2 reels	Jan. 23
Honor System, The	" Aesop Fable "	Pathe	1 reel	Nov. 21
Horse Laugh	Chas. Puffy	Universal	1 reel	
Hot Cakes for Two	Alice Day	Pathe	2 reels	Jan. 23
Hot Dog	Arthur Lake	Universal	1 reel	Jan. 23
Hot Doggie	Walter Hiers	Educational	2 reels	Nov. 14
Hot Feet	Cliff Bowes	Educational	1 reel	Nov. 14
Hotsy Totsy	Alice Day	Pathe	2 reels	Dec. 26
How the Bear Got His Short Tail		Film Book. Offices	1 reel	
How the Elephant Got His Trunk		F. B. O.	1 reel	
Hug Bug, The	Glenn Tryon	Pathe	2 reel	
Humming Birds, The	Buddy Messinger	B'way Dist. Corp	2 reels	
Hungry Hounds	" Aesop Fable "	Pathe	1 reel	
Hunting in 1950	" Aesop's Fable "	Pathe		
Hurry, Doctor	Ralph Graves	Pathe	2 reels	
In Deep	Cliff Bowes	Educational	1 reel	Oct 10
Inventors, The		Tennek Film Corp		
Isn't Love Cuckoo	Raymond McKee	Pathe	2 reels	Dec. 5
Jiminy Crickets	Neeley Edwards	Universal	1 reel	
June Bride, A	" Aesop's Fable "	Pathe	1 reel	Feb. 13
Just Spooks	" Dinky Doodle "	F. B. O.	1 reel	
Keep Trying	Cliff Bowes	Educational	1 reel	Feb. 27
Kick Me Again	Charles Puffy	Universal	1 reel	
Klynick, The	" Hey Fellas "	Davis Dist.	2 reels	Sept. 5
Ko Ko Baffles the Bulls	Cartoon	Red Seal	1 reel	Feb. 27
Ko-Ko Nuts	" Cartoon "	Red Seal	1 reel	Sept. 5
Ko-Ko Packs 'Em In	" Cartoon "	Red Seal	1 reel	Nov 14
Ko-Ko Steps Out	" Cartoon "	Red Seal	1 reel	Jan. 23
Ko-Ko on the Run (Out-of-Inkwell)		Red Seal Pict	1 reel	Oct. 3
Lame Brains	Alice Ardell	F. B. O.	2 reels	
Laughing Ladies	Special Cast	Pathe	2 reels	Dec. 5
Lickety Split	Lige Conley	Educational	2 reels	Feb. 6
Light Housekeeping	Lige Conley	Educational	2 reels	
Lighter Than Air	"Aesop's Fables "	Pathe	1 reel	Jan. 30
Lion and the Monkey, The	" Aesop Fables "	Pathe	1 reel	Oct. 10
Little Brown Jug, The	" Aesop's Fables "	Pathe	1 reel	Feb. 13
Little Red Riding Hood	Baby Peggy	Universal	2 reels	
Live Cowards		Educational	2 reels	
Long Pants	Glenn Tryon	Pathe	2 reels	Feb. 13
Love and Kisses	Alice Day	Pathe	2 reels	Oct. 3
Love and Lions	Special Cast	Fox	2 reels	
Love My Dog	Arthur Lake	Universal	1 reel	Dec. 19
Mad Racer, The	" Van Bibber "	Fox	2 reels	
Maid in Morocco	Lupino Lane	Educational	2 reels	Oct. 17
Maizie Won't Tell	Alberta Vaughn	F. B. O.	2 reels	
Mail Coach, The	" Aesop's Fables "	Pathe		
Mamma Behave	Ralph Graves	Pathe	2 reels	
Meet My Girl	Ralph Graves	Pathe	2 reels	
Merchant of Weenies	Charles Delaney	Bischoff, Inc.	2 reels	Sept. 12
Min's Away	" The Gumps "	Universal		
Min's Home on the Cliff	Joe Murphy	Universal	2 reels	
Min Walks In Her Sleep	" The Gumps "	Universal	2 reels	
Misfit Sailor, A	Billy Dooley	Educational	2 reels	Oct. 3
Monkey Business	" Krazy Kat "	Winkler (S. R.)	1 reel	
Monkey Business	" Our Gang "	Pathe	2 reels	
Moonlight and Noses	Clyde Cook	Pathe	2 reels	Oct. 3
More Mice Than Brains	" Aesop Fable "	Pathe	1 reel	
Mortgaged Again	Arthur Lake	Universal	1 reel	
Movies, The	Lloyd Hamilton	Educational	2 reels	Oct. 3
Muddled Up	Charles Puffy	Universal	1 reel	
My Stars		Educational	2 reels	Jan. 23

Feature	Star	Distributed by	Length	Reviewed
My Swedie	Neal Burns	Educational	2 reels	
No Father to Guide Him	Charles Chase	Pathe	2 reels	Sept. 5
Number One Society, A	"East Side, West Side"	Fox		
Nursery Troubles	Edna Marian	Universal	2 reels	Oct. 24
Nuts and Squirrels	"Aesop Fable"	Pathe	1 reel	
Off His Beat	Walter Hiers	Educational	2 reels	Sept. 12
Officer No. 13	Eddie Gordon	Universal	1 reel	
Officer of the Day	Special Cast	Fox	2 reels	Feb. 13
Oh Buster	Arthur Trimble	Universal	2 reels	Nov. 7
On Edge	Lige Conley	Educational	2 reels	
On the Links	"Fat Men"	F. B. O.	2 reels	
One Wild Night	Neely Edwards	Universal	1 reel	
One Wild Ride	"Our Gang"	Pathe	2 reels	Dec. 12
Only Son, The	Paul Parrott	Pathe		
Oo-La-La	Bobby Vernon	Educational	2 reels	
Or What Have You	Alberta Vaughn	F. B. O.	2 reels	
Over There-Abouts	Mack Sennett	Pathe	2 reels	
Page Me	Special Cast	Educational	2 reels	Feb. 27
Papa, Be Good!	Glenn Tryon	Pathe	2 reels	Dec. 5
Parisian Knight, A	Earle Foxe	Fox	2 reels	Dec. 19
Pawnshop Politics	"East Side"	Fox		
Pay the Cashier	Paul Parrott	Pathe	1 reel	Feb. 20
Peacemakers, The	"Helen & Warren"	Fox	2 reels	Nov. 7
Peggy in a Pinch	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Heroes	"Sheiks and Shebas"	Davis Dist.	2 reels	Oct. 10
Peggy's Pests	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Putters	"Sheiks and Shebas"	Davis Dist.	2 reels	
Perfect Lie, The	Neely Edwards	Universal	1 reel	
Phoney Express, The	Charles Puffy	Universal	1 reel	
Pie Eyed Pie	"Krazy Kat"	Winkler (S. R.)	1 reel	
Pike's Pique	Alberta Vaughn	Film Book. Offices	2 reels	
Piping Hot	Al Alt	Universal	2 reels	Oct. 10
Pleasure Bent	Charles Puffy	Universal	1 reel	
Pleasure Bound	Lige Conley	Educational	2 reels	Aug. 22
Prep School	Arthur Lake	Universal	1 reel	
Punch in the Nose, A	Special Cast	Pathe	2 reels	Oct. 31
Quick Service	Cliff Bowes	Educational	1 reel	
Rainbow's End, The	"Felix the Cat"	Educational	1 reel	Dec. 19
Rainy Knight, A		Pathe	2 reels	
Raisin' Trouble		Arrow	2 reels	
Reporter, The	"Van Bibbers"	Fox		
Roomers Afloat	Jack Cooper	Bischoff (S. R.)	2 reels	Oct. 31
Run Tin Can	Burns-Steadman	Educational	2 reels	Feb. 20
Salty Sap, A	Billy Dooley	Educational	2 reels	
Salute	Alice Ardell	Film Book. Offices	2 reels	
Saturday Afternoon	Harry Langdon	Pathe	3 reels	Feb. 6
Saving a Safe	Jimmy Aubrey	F. B. O.	2 reels	
Scandal Hunters	Al Alt	Universal	2 reels	
Scrambled Eggs	Special Cast	Educational	1 reel	Oct. 17
Sea Scamps	Big Boy	Educational	2 reels	Feb. 13
Shoes	Special Cast	Fox	2 reels	Aug. 29
Should Sailors Marry	Clyde Cook	Pathe	2 reels	Nov. 14
Sky Bound	Al. St. John	Educational	2 reels	
Sky Hooks		Educational	1 reel	
Sky Jumper, The	Earle Foxe	Fox	2 reels	
Slippery Feet	Bobby Vernon	Educational	2 reels	Oct. 31
Slow Down	Cliff Bowes	Educational	1 reel	Nov. 28
Smash Up, The	"The Gumps"	Universal	2 reels	
Soapsuds Lady, The	Alice Day	Pathe	2 reels	Nov. 28
Social Triangle, A	"O. Henry"	Fox	[illegible]	
Soft Pedal	Charles Parrott	Pathe	1 reel	Feb. 13
Solid Ivory	Mohan-Engle	Pathe	1 reel	Oct. 17
So Long Bill	Billy West	Arrow	2 reels	
Somewhere in Somewhere	Special Cast	Pathe	2 reels	Sept. 26
So's Your Old Man	Alberta Vaughn	Film. Book. Offices	2 reels	
So This is Paris	Neeley Edwards	Universal	1 reel	
Spanish Love	"Aesop Fable"	Pathe	1 reel	
Spanking Breezes	Alice Day	Pathe	1 reel	
Speedy Marriage, The	Wanda Wiley	Universal	2 reels	Nov. 14
Spooky Spooks		Bischoff (S. R.)	2 reels	Sept. 12
Spot Light	Lige Conley	Educational	2 reels	Oct. 24
Starvation Blues	Clyde Cook	Pathe	2 reels	Dec. 19
Stranded	Edna Marian	Universal	2 reels	Sept. 5
Strong for Love	Special Cast	Fox	2 reels	
Sweet and Pretty	Bowes-Marlowe	Educational	1 reel	
Sweet Marie	Special Cast	Fox	2 reels	Aug. 29
Sweet Pickle, A	Alice Day	Pathe	2 reels	Oct. 24
Tailoring	"Fat Men"	F. B. O.	2 reels	
Take Your Time	Ralph Graves	Pathe	2 reels	Nov. 21
Taxi War, A	Eddie Gordon	Universal	2 reels	Oct. 31
Tea for Love		B'way Dist. Corp.	2 reels	
There He Goes	Harry Langdon	Pathe	3 reels	
Three Blind Mice	"Aesop's Fables"	Pathe	1 reel	Jan. 23
Tight Cargo	Charles Puffy	Universal	1 reel	Jan. 30
Time Flies	Lupino Lane	Educational	2 reels	Feb 6
Too Many Relations	"Helen and Warren"	Fox	2 reels	
Three Wise Goofs	"Fat Men"	F. B. O.	2 reels	
Too Much Mother-in-Law	Constance Darling	Universal	2 reels	Sept. 12
Tourist, The	Johnny Arthur	Educational	2 reels	Aug. 15
Transients in Arcadia	Special Cast	Fox	2 reels	Oct. 31
Trimmed in Gold	Special Cast	Pathe	2 reels	Feb. 20
Tune Up	Charles Puffy	Universal	1 reel	
Ugly Duckling, The	"Aesop Fable"	Pathe	1 reel	Sept. 26
Uncle Tom's Gal	Edna Marian	Universal	2 reels	Oct. 3
Understudy, The	Arthur Lake	Universal	1 reel	
Uneasy Three, The	Charles Chase	Pathe	2 reels	Nov. 21
Unfriendly Enemies	Jas. Finlayson	Pathe	1 reel	
Up in the Air	"Aesop Fable"	Pathe	1 reel	
Wandering Papas	Clyde Cook	Pathe	2 reels	
Wandering Willies		Pathe	2 reels	
Watch Out	Bobby Vernon	Educational	2 reels	Aug. 29
Weak But Willing	Walter Hiers	Educational	2 reels	Dec. 13
Westward Ho	Chas. Puffy	Universal	1 reel	Oct. 9
What's the World Coming To	Clyde Cook	Pathe	2 reels	Jan. 23
What's Up	Cliff Bowes	Educational	1 reel	Dec. 12
When Hell Froze Over	Hal Hodes		1 reel	Feb. 20
Whispering Whispers		Pathe	2 reels	Jan. 30
Whistling Lions	Parrott-Ralston	Pathe	1 reel	
Whoa Emma	Jimmie Adams	Educational	2 reels	
Who's Which	Cliff Bowes	Educational	1 reel	Oct. 10
Wicked City, The	"Aesop Fable"	Pathe	1 reel	Feb. 27
Wide Open Faces	Ralph Graves	Pathe	2 reels	Jan. 23
Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	
Wildcats of Paris	"Aesop Fable"	Pathe	1 reel	Nov. 21
Windjammers, The	"Aesop Fable"	Pathe	1 reel	Feb. 20
Window Dummy, The	Ralph Graves	Pathe	2 reels	Dec. 19
Winning Pair, A	Wanda Wiley	Universal	2 reels	Oct. 24
Wireless Lizzie	Walter Hiers	Educational	2 reels	
Woman of Letters, A	"Helen and Warren"	Fox		
Working for the Rest	Johnny Sinclair	Bischoff (S. R.)	2 reels	Oct. 31
Wrestler, The	Earle Foxe	Fox	2 reels	Aug. 29
Yearning for Love	Wanda Wiley	Universal	2 reels	
Yes, Yes, Babette	Bobby Vernon	Educational	2 reels	Dec. 19
Your Husband's Past	Special Cast	Pathe	2 reels	Feb. 13
Your Own Back Yard	"Our Gang"	Pathe	2 reels	Oct. 3

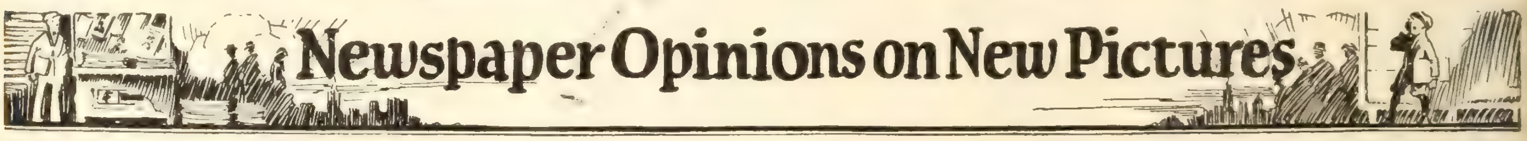
Short Subjects

Feature		Distributed by	Length	Reviewed
Ace of Spades (Serial)	William Desmond	Universal	10 episodes	Oct. 24
All Astride (Sportlight)		Pathe	1 reel	Jan. 30
All for a Girl	Buddy Messinger	B'way Dist. Co.	2 reels	
All for a Queen	Hal Hodes		1 reel	Feb. 20
All Tied Up	"Fat Men"	Film Book. Offices	2 reels	
All Wool	Mohan-Engle	Pathe	1 reel	Oct. 31
Amazing Mazie	Alberta Vaughn	F. B. O.	2 reels	Oct. 24
Amundsen Polar Flight, The		Pathe	3 reels	Nov. 21
Angelus, The		Cranfield & Clarke (S. R.)	1 reel	
Animated Hair Cartoons (Series)		Red Seal Pict	1 reel	Jan. 30
Animated Hair Cartoon No. 4		Red Seal	1 reel	Feb. 27
Are Parents Pickles?	Parrott-Ralston	Pathe	1 reel	
At Home	"Our Gang"	Pathe	2 reels	
Baby Be Good	"Juvenile"	Educational	3 reels	Oct. 24
Bar-G Mystery (Serial)		Pathe		
Barrier Busters (Sportlight)		Pathe	1 reel	Sept. 12
Bed Time Stories		Sierra Pictures	2000 feet	
Big Game (Mustang)		Universal	2 reels	Feb. 20
Boundary Line, The (Mustang Series)		Universal	2 reels	Oct. 31
Breakin' Loose (Mustang Series)		Universal	2 reels	Dec. 5
Burmah Blues	Hal Hodes		1 reel	Feb. 27
Call of Hazard, The (Fred Humes)		Universal	2 reels	
Casey of the Coast Guard (O'Hara-Ferguson)		Pathe	Serial	Feb. 20
Clever Feet (Sportlight)		Pathe	1 reel	
Colorful Fashions From Paris (Novelty)		Educational	1 reel	
Crook Buster, The (Mustang)		Universal	2 reels	
Cuba Steps Out (Variety)		Fox	1 reel	
Dixie Doodle (Sportlight)		Pathe	1 reel	
Egypt Today		Fox	1 reel	Feb. 13
Fight Within, The	George Larkin	Universal	2 reels	
Film Facts (Series No. 1)		Red Seal Pict	1 reel	Jan. 30
Fish for Two		Red Seal	1 reel	Feb. 27
Flame Fighter, The (Serial)	Herbert Rawlinson	Rayart	10 episodes	
Flaming West, The (Mustang Series)		Universal	2 reels	
Flashes of the Past		Pathe	2 reels	
Flirting With Death		Red Seal Pict.	2 reels	Sept. 26
Giraffe's Long Neck, The		F. B. O	1 reel	
Gold Trap, The (Mustang Series)		Universal	2 reels	Oct. 10
Great Arena, The (Sportlight)		Pathe	1 reel	
Green Archer, The (Serial)	Ray-Miller	Pathe	10 episodes	Dec. 5
Grinning Fists (Fred Humes)		Universal	2 reels	
Gunless Bad Man, The		Universal	2 reels	
Hearts of the West	Edmund Cobb	Universal	2 reels	Feb. 6
Her First Night in Philadelphia		Cranfield & Clarke	2 reels	
Hero of Piperock	Corbett-Holmes	Universal	2 reels	Jan. 30
His Pal		Chesterfield M. P. Co. (S. R.)	2 reels	
In a China Shop (Variety)		Fox	1 reel	
I Remember		Short Films Syn.	2 reels	Sept. 26
Iron Trail Around (Variety)		Fox	1 reel	Dec. 26
Just Cowboys (Mustang Series)		Universal	2 reels	Oct. 10
Knickknacks of Knowledge (Hodge Podge)		Educational	1 reel	Nov. 14
Leaps and Bounds (Sportlight)		Pathe	1 reel	
Life's Greatest Thrills		Universal	2 reels	Sept. 26
Lightning Hutch (Serial)		Arrow		
Lightnin' Strikes		Tennek Film Corp	2 reels	
Magic Hour, The		Cranfield & Clark	1 reel	Dec. 19
Magical Movies (Hodge Podge)		Educational	1 reel	
Man With a Scar, The (Fred Humes)		Universal	2 reels	Jan. 30
Marionettes (Hope Hampton)		Educational	1 reel	Dec. 5
Marvels of Motion (Series)		Red Seal Pict.	1 reel	Sept. 5
Montana of the Range	Josie Sedgwick	Universal	2 reels	Feb. 6
Mother Goose's Movies (Hodge Podge)		Educational	1 reel	Feb. 6
Mountain Molly O (Mustang)		Universal	2 reels	
My Bonnie (Ko-Ko Series)		Red Seal Pict.	1 reel	Oct. 3
My Own Carolina (Variety)		Fox	1 reel	Aug. 29
Neptune's Domain		Educational	1 reel	
No Woman's Land	Hal Hodes		1 reel	Feb. 27
One Wild Time (Corbett & Holmes)		Universal	2 reels	
Outings For All (Sportlight)		Pathe	1 reel	
Parisian Modes in Color		Educational	1 reel	Jan. 30
Perils of the Wild (Serial)		Universal	10 episodes	
Queen of the Hills	Josie Sedgwick	Universal	2 reels	
Raid, The (Mustang Series)		Universal	2 reels	Oct. 10
Range Law (Mustang Series)		Universal	2 reels	Nov. 23
Rider of the Pass (Mustang Series)		Universal	2 reels	
River Nile, The (Variety)		Fox	1 reel	Nov. 28
Road From Latigo, The (Mustang Series)		Universal	2 reels	Oct. 17
Runaway Taxi, A (Stereoscopik)		Pathe	1 reel	Oct. 3
Rustlers of Boulder Canyon, The (Mustang Series)		Universal	2 reels	Nov. 21
Rustler's Secret The (Mustang)		Universal	2 reels	
Rustlin' Kid, The (Mustang Series)		Universal	2 reels	
Scarlet Streak, The (Serial)	Jack Daugherty	Universal	10 episodes	
Shadows of the Tiger		Tennek Film Corp	2 reels	
Shakespeare (Gems of the Screen)		Red Seal	1 reel	
Shooting at Time (Sportlight)		Pathe	1 reel	
Shootin' Wild (Mustang Series)		Universal	2 reels	Oct. 24
Silvery Art		Red Seal	2 reels	Sept. 26
Sky Skidder, The		Bischoff	10 episodes	
Sky Tribe, The (Variety)		Fox	1 reel	
Songs of Ireland (Music Film)		Pathe	1 reel	
Songs of Scotland (Music Film)		Pathe	1 reel	
Soul of the Cypress		Red Seal	1 reel	Feb. 27
Starting an Argument (Sportlight)		Pathe	1 reel	
Story Teller, The (Hodge Podge)		Educational	1 reel	Oct. 3
Strenuous Life, The (Sportlight)		Pathe	1 reel	Feb. 20
Taking Chances (Mustang Series)		Universal	2 reels	
Then and Now (Sportlight)		Pathe	1 reel	
Tiger Hunt, The	Hal Hodes		1 reel	Feb. 20
Toiling for Rest (Variety)		Fox	1 reel	
Too Many Bucks (Mustang Series)		Universal	2 reels	Nov. 21
Top Hand (Edmund Cobb)		Universal	2 reels	Dec. 19
Tricked (Mustang Series)		Universal	2 reels	Sept. 12
Uncle Tom's Cabin		F. B. O	1 reel	
Uprising Generation (Sportlight)		Pathe	1 reel	Feb. 6
Vanishing Millions		Sierra Pictures	Serial	
Walloping Wonders (Sportlight)		Pathe	1 reel	
What Price Touchdown (Sportlight)		Pathe	1 reel	
Whirlpool, The (Variety)		Fox	1 reel	
White Paper (Variety)		Fox	1 reel	
With Pencil, Brush and Chisel (Variety)		Fox	1 reel	
Wild Beasts of Borneo		Educational	2 reels	Sept. 12
Wild West (Serial)	Ferguson-Mulhall	Pathe	10 episodes	Sept. 12
Winged Rider, The	Edmund Cobb	Pathe	2 reels	Feb. 13
Winking Idol, The (Serial)	Desmond-Sedgwick	Universal	10 episodes	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
30 Below Zero		Fox		
Accused	Special Cast	Inde. Films	5000 feet	Jan. 16
Aloma of the South Seas	Gilda Gray	Paramount		
Altars of Desire	Special Cast	M-G-M		
Amateur Gentleman, The	Richard Barthelmess	First National		
Apache Princess	Wilson-Gerber	Davis Dist.-Vital		
Ancient Mariner, The	Special Cast	Fox	5548 feet	Jan. 30
Aristocrat, The	Special Cast	B. P. Schulberg (S. R.)		
Atlantis		First National		
Back Slapper, The	Special Cast	M-G-M		
Bad Habits	Special Cast	Astor Dist. (S. R.)		
Barriers of Fire	Monte Blue	Warner Bros.		
Bat, The	Special Cast	United Artists		
Battling Butler	Buster Keaton	M-G-M		
Beau Geste		Paramount		
Beauty	Special Cast	M-G-M		
Behind the Screen	Special Cast	M-G-M		
Bellamy the Magnificent	Special Cast	M-G-M		
Ben Hur	Special Cast	M-G-M	12000 feet	Jan. 16
Big Night, The	Laura La Plante	Universal		
Big Parade, The	John Gilbert	Metro-Goldwyn	12550 feet	Nov. 23
Black Pirate, The	Douglas Fairbanks	United Artists		
Blind Goddess, The	Special Cast	Paramount		
Border, Intrigue	Franklyn Farnum	Inde. Pict. (S. R.)	5 reels	June 6
Border Women	Special Cast	Phil Goldstone (S.R.)	5000 feet	
Born to Battle	Tom Tyler	F. B. O	5100 feet	Feb. 13
Borrowed Plumes	Daw-Welch	Arrow		
Broken Homes	Lake-Glass	Astor Dist.		
Brooding Eyes	Lionel Barrymore	Ginsberg Dis. Corp. (S. R.)		
Brown of Harvard	Jack Pickford	Metro-Goldwyn		
Call in the Night, A		Truart (S. R.)		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Charity Ball, The		Metro-Goldwyn		
Charley's Niece	Little Billy	Universal		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Cleaner Flame, The		Arrow		
College Widow, The	Syd Chaplin	Warner Brothers		
Coney Island	Special Cast	M-G-M		
Courage of Captain Plumb	Special Cast	Davis Dist.-Vital		
Crashing Through	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Crashing Timbers	Harlan-Dana	Universal		
Crown of Lies, The	Pola Negri	Paramount		
Cyclone Bob	Bob Reeves	Anchor Film Dist		
Cyrano de Bergerac	Special Cast	Atlas Dist. (S. R.)	9500 feet	July 18
Danger Line, The	Special Cast	Astor Dist. (S. R.)		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Daughter of the Sioux, A	Wilson-Gerber	Davis Dist.-Vital	5 reels	Oct. 24
Dead Command, The	Special Cast	M-G-M		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9
Demon Rider, The	Ken Maynard	Davis Dist.-Vital	5000 feet	Aug. 2
Desert Gold	Holt-Dove	Paramount		
Desert Healer	Stone-Bedford	First National		
Detour		Prod. Dist. Corp		
Devil Horse, The	Rex (horse)	Pathe		
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O		
Don Juan	John Barrymore	Warner Bros		
Don X	Bruce Gordon	B. A. Goodman (S.R.)	5000 feet	Feb. 13
Door Mat, The		Warner Bros.		
Dumb Head		Tiffany (S. R.)	6500 feet	
Early to Wed	M. Moore-K. Perry	Fox		
East of the Setting Sun	Constance Talmadge	First National		
Eden's Fruit		B. P. Schulberg (S.R.)		
Ella Cinders	Colleen Moore	First National		
Ermine and Rhinestone		H. F. Jans (S. R.)		
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp		
Fangs of Fate	Bill Patton	Chesterfield (S.R.)	5000 fet	Feb. 13
False Pride		Astor Dist		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford (S. R.)		
Fighting Buckaroo, The	Buck Jones	Fox		
Fighter's Paradise, The	Rex Baker	Phil Goldstone	5000 feet	
Fighting Courage	Ken Maynard	Davis Dist.-Vital	5 reels	July 11
Fighting Fate	Billy Sullivan	Rayart (S. R.)	4991 feet	Feb. 6
Fighting Heart, The	Frank Merrill	Bud Barsky Prod. (S. R.)	5000 feet	
Fighting Smile, The	Bill Cody	Inde. Pict. Corp.(S.R.)	4630 feet	
Fighting Thorobreds	Billy Sullivan	Rayart (S. R.)	5000 feet	
Fig Leaves		Fox		
Fine Manners	Gloria Swanson	Paramount		
Flames	Special Cast	M-G-M		
Flaming Forest, The		M-G-M		
Flaming Frontier, The	Special Cast	Universal		
Flashing Steeds	Bill Patton	Chesterfield (S. R.)	5000 feet	Feb. 27
Fleet Foot	Marilyn Mills	Davis Dist.-Vital		
Flight to the Hills, The		Paramount		
Flyin' Thru	Al Wilson	Davis Dist.-Vital		Nov. 7
Flying Fool, The	Dick Jones	Sunset Prod. (S. R.)		
Forest of Destiny, The		Gotham Prod. (S. R.)		
Forever After	Corinne Griffith	First National		
For Heaven's Sake	Harold Lloyd	Paramount		
Fort Frayne	Ben Wilson	Davis Dist	5000 feet	Aug. 29
Four Stragglers, The	Special Cast	M-G-M		
Friends	Special Cast	Vitagraph		
Frisco Sal	Special Cast	M-G-M		
Frivolity		B. P. Schulberg (S.R.)		
Galloping Dude, The	Franklyn Farnum	Inde. Pict. Corp.(S.R.)	4700 feet	
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Get Off the Earth	Raymond Griffith	Paramount		
Glorifying the American Girl		Paramount		
Gold Hunters, The	David Butler	Davis Dist.-Vital	6500 feet	Nov. 7
Good Luck	Conway Tearle	First National		
Goose Man, The	Special Cast	M-G-M		
Greatest Show on Earth		Paramount		
Great Jewel Robbery	Herbert Rawlinson	Dependable Films	4800 feet	Jan. 9
Grey Vulture, The	Ken Maynard	Davis Dist.-Vital		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hard Boiled	Tom Mix	Fox		
Harem Girl, The	Special Cast	Astor Dist. (S. R.)		
Haunted Range, The	Ken Maynard	Davis Dist.-Vital		Sept. 26
Haven, The	Special Cast	M-G-M		
Hell's Four Hundred	Margaret Livingston	Fox		
Her Big Adventure	Special Cast	Kerman (S. R.)	4800 feet	Jan. 16
Her Honor, The Governor		F. B. O		
Here He Comes	Earle Douglas	Sierra Pictures	5000 feet	
High Steppers	Special Cast	First National		
His Woman	Special Cast	Whitman Bennett	7 reels	
Horses and Women		B. P. Schulberg		
Honeymoon Express, The	Special Cast	Warner Bros		
Human Mill, The	Special Cast	M-G-M		
Hurricane, The	Special Cast	Truart (S. R.)		
I Can Do It	Special Cast	M-G-M		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Inevitable Millionaires, The	M. Moore-Devore	Warner Bros		
In His Arms	Special Cast	M-G-M		
In Praise of James Carabine	Special Cast	M-G-M		
In to Her Kingdom	Corinne Griffith	First National		
Jason	Special Cast	M-G-M		
Justice of the Far North		C. B. C. (S. R.)	5500 feet	
Kid Boots	Eddie Cantor	Paramount		
Kid Gloves	Johnny Hines	First National		
Kiki	Norma Talmadge	First National		
Killer, The	Marilyn Mills	Davis Dist.-Vital		
La Boheme	Gish-Gilbert	Metro-Goldwyn		
Lady of the Harem, The	Special Cast	Paramount		
Lady of Leisure	Special Cast	M-G-M		
Lawful Cheater, The	Bow-McKee	B. P. Schulberg	4946 feet	Jan. 9
Lawless Love	Al Ferguson	Davis Dist.-Vital		
Lawless Trails	Bruce Gordon	B.A.Goodman (S.R.)	5000 feet	Feb. 20
Law or Loyalty	Lawson Harris	Davis Dist. Div	4800 feet	Nov. 14
Lena Rivers	Special Cast	Arrow	6521 feet	
Les Miserables		Universal		
Let's Get Married	Richard Dix	Paramount		
Life of a Woman		Truart (S. R.)	6500 feet	
Lightnin'		Tiffany (S. R.)	6500 feet	
Lightning Jack	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Lightning Passes, The	Al Ferguson	Fleming Prod. (S. R.)		
Lights of Mojave, The	Ken Maynard	Davis Dist.-Vital		
Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 12
Long Odds	Marilyn Mills	Davis Dist. Div		
Lover's Oath, A	Ramon Novarro	Astor (S. R.)	5800 feet	Oct. 17
Love's Blindness	Starke-Moreno	M-G-M		
Love Thief, A	Kerry-Nissen	Universal		
Lovey Mary	Bessie Love	M-G-M		
Loyalties	Special Cast	Fox		
Lunatic at Large, The	Leon Errol	First National		
Lying Wives	Special Cast	Ivan Abramson (S.R.)	7 reels	May 2
Man and the Moment		Metro-Goldwyn		
Man Four Square	Buck Jones	Fox		
Man With a Thousand Faces	Special Cast	M-G-M		
Mare Nostrum	Special Cast	M-G-M	11000 feet	Feb. 27
Married Cheats		Fox		
Memories	Ramon Novarro	M-G-M		
Men of Steel	Milton Sills	First National		
Message to Garcia, A	Special Cast	M-G-M		
Midnight Flames		Columbia Pict. (S. R.)		
Midnight Special		Truart (S. R.)		
Miss Brewster's Millions	Bebe Daniels	Paramount		
Million Dollar Doll		Assoc. Exhib		
Millionaire Policemen	Special Cast	Ginsberg Dist. (S. R.)		
Mismates	Doris Kenyon	First National		
Miss 318	Special Cast	M-G-M		
Miss Nobody	Special Cast	First National		
Mlle Modiste	Corinne Griffith	First National		
Modern Musketeer, A	Gene Corrado	Bud Barsky (S.R.)	5000 feet	
Molasses		First National		
Money Talks	Special Cast	M-G-M		
Mr. Battling Butler	Buster Keaton	M-G-M		
My Lady of Whims	Clara Bow	Arrow	6089 feet	Jan. 23
My Neighbor's Wife	Herbert Rawlinson	Davis Dist.-Vital		
Mystery Club, The	Matt Moore	Universal		
Mysterious Island	Special Cast	M-G-M		
Mystery Lady, The	Special Cast	M-G-M		
Nell Gwyn	Dorothy Gish	Paramount	9 reels	Feb. 6
Nervous Wreck, The		Prod. Dist. Corp		
New Klondike, The	Thomas Meighan	Paramount		
Nine and 3-5 Seconds	Charles W. Paddock	A. G. Steen, Inc	5600 feet	Nov. 12
Nocturne	Special Cast	M-G-M		
North of Nome	Special Cast	Arrow	5491 feet	
Old Army Game, The	W. C. Fields	Paramount		
Old Ironsides		Paramount		
Old Soak, The	Jean Hersholt	Universal		
On With the Show	Lowell-Russell	Lowell Prod	7 reels	
Open Book	Special Cast	M-G-M		
Ordeal, The	Special Cast	M-G-M		
Padlocked	Special Cast	Paramount		
Palace of Pleasure		Fox		
Palm Beach Girl, The	Bebe Daniels	Fox		
Pals First		First National		
Paris	Charles Ray-E.Boardman	Metro-Goldwyn		
Paris at Midnight	Special Cast	Prod. Dist. Corp		
Partners Again	Sidney-Carr	United Artists		
Passionate Youth	Special Cast	Truart (S. R.)	6 reels	July 11
Peggy Takes a Chance	Peggy O'Day	Davis Dist.-Vital		
Peggy in Chinatown	Peggy O'Day	Davis Dist.-Vital		
Peggy in Danger	Peggy O'Day	Davis Dist.-Vital		
Peggy From Headquarters	Peggy O'Day	Davis Dist.-Vital		
Peggy on the Job	Peggy O'Day	Davis Dist.-Vital		
Peggy of the Secret Service	Peggy O'Day	Davis Dist.-Vital		
Peggy Scores a Victory	Peggy O'Day	Davis Dist.-Vital		
Peggy Under Orders	Peggy O'Day	Davis Dist.-Vital		
Perch of the Devil		Universal		
Perils of the Coast Guard	Special Cast	Rayart		
Plumes	Special Cast	M-G-M		
Poker Faces	Special Cast	Universal		
Poor Girl's Romance, A	Special Cast	Film Book. Offices		
Prince of Pilsen	Special Cast	Prod. Dist. Corp		
Prisoners of the Storm	House Peters	Universal		
Prowlers of the Night	Fred Humes	Universal		
Puppets	Milton Sills	First National		
Pursued	Dorothy Drew	Dependable (S. R.)	5000 feet	Nov. 14
Quality Street		Metro-Goldwyn		
Quo Vadis	Emil Jannings	First National		Nov. 28
Rainmaker, The	Wm. Collier, Jr.-G. Hale	M-G-M		
Red Clay	William Desmond	Universal		
Red Kimona, The	Mrs. Wallace Reid	Davis Dist.-Vital		Jan. 2
Red Mill, The	Marion Davies	M-G-M		
Rise and Fall of Jesse James		J. S. Woody		
Return of a Soldier	Special Cast	Metro-Goldwyn		
Road That Led Home, The		Vitagraph		
Rogue's Riches	Special Cast	Astor Dist. (S. R.)		
Rolling Home	Reginald Denny	Universal		

Feature	Star	Distributed by	Length	Reviewed
Romance a la Carte	Richard Dix	Paramount		
Romance of an Actress		Chadwick		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rust	Special Cast	M-G-M		
Rustling for Cupid	G. O'Brien-A. Stewart	Fox		
Sagebrush Lady, The	Eileen Sedgwick	Chesterfield M.P. Corp.	5000 feet	Feb. 6
Sailors' Wives		First National		
Salvage		Truart (S. R.)	5800 feet	
Sandy	Madge Bellamy	Fox		
Savage, The	Ben Lyon	First National		
Scarlet Letter, The	Lillian Gish	M-G-M		
Sea Horses	Special Cast	Paramount	7 reels	Feb. 27
Sea Wolf, The	Ralph Ince	Ralph Ince Prod	7500 feet	Dec. 19
Second Chance	Nilsson-Frazer	First National		
Self Defense	Aileen Percy	Arrow Film Corp		
Separate Rooms	Special Cast	Fox		
Seventh Heaven	Special Cast	Fox		
Seward's Folly	Special Cast	M-G-M		
Shadow of the Mosque	Odette Taylor	Cranfield & Clarke (S. R.)	6200 feet	
Shadow of the Mosque	Stewart Rome	Ufa	5750 feet	Dec. 26
Shamrock Handicap, The	Special Cast	Fox		
Share and Share Alike	Jane Novak	Arrow	5569 feet	
Shenandoah		B. P. Schulberg (S. R.)		
Shipwrecked	Owen-Schildkraut	Prod. Dist. Corp		
Shootin' Square	Jack Perrin	Ambassador Pict.(S.R.)	5000 feet	
Siberia	Special Cast	Fox		
Siegfried		Ufa		Sept. 12
Silence	H. B. Warner	Prod. Dist. Corp.		
Silken Shackles	Irene Rich	Warner Bros		
Silky Anne	Constance Talmadge	First National		
Silver Lanterns	Special Cast	Arrow		
Silver Treasure, The	Special Cast	Fox		
Sky Rocket The	Peggy Hopkins Joyce	Assoc. Exhib.		
Smith of Cornell	George Walsh	Chadwick		
Somebody's Mother	Mary Carr	Rayart	6000 feet	
Sons of the Sheik	Rudolph Valentino	United Artists		
Sorrows of Satan	Special Cast	Paramount		
Sparrows	Mary Pickford	United Artists		
Starlight Ranch	Wilson-Gerber	Davis Dist.-Vital		
Star Maker, The	Philbin-Bushman	Universal		
Strange Bedfellows		Metro-Goldwyn		
Sunshine of Paradise Alley	Special Cast	Chadwick Pict.		
Sweet Rosie O'Grady		Columbia Pict		
Take a Chance	Richard Dix	Paramount		
Tale of a Vanishing People		Tiffany (S. R.)	6500 feet	
Taxi Mystery, The	Roberts-Agnew	Ginsberg (S. R.)		
Temptress, The	Garbo-Moreno	M-G-M		
Tentacles of the North	Special Cast	Davis Dist.-Vital		
Ten to Midnight		Prod. Dist. Corp.		
Texan's Oath, The	Ken Maynard	Davis Dis.-Vital		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9
That's My Baby	Douglas MacLean	Assoc. Exhib		
Thoroughbred, The	Special Cast	Truart	5481 feet	Sept. 19
Three Pals	Marilyn Mills	Davis Dist. Vital	4987 feet	Dec. 5
Timber Wolves	Ken Maynard	Davis Dist.-Vital		
Toilers of the Sea	Special Cast	M-G-M		
Tony Runs Wild	Tom Mix	Fox		
Tongo	Special Cast	M-G-M		
Tonio, Son of the Sierras	Wilson-Gerber	Davis Dist.-Vital	5000 feet	Dec. 19
Toto	Lew Cody	M-G-M		
Trailing Shadows	Edmond Lowe	Fox Film		
Trapped	Elinor Faire	Sierra Pictures	5000 feet	
Travelin' Fast	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Travis Coup, The		Tiffany (S. R.)	6500 feet	
Tricks	Marilyn Mills	Davis Dist. Div.	5 reels	Sept. 15
True North, The	Special Cast	C. C. Griffin Prod.	7000 feet	Dec. 19
Unknown Lover, The	Elsie Ferguson	Vitagraph	6895 feet	Nov. 23
Unknown Soldier, The		P. D. C		
Up and At 'Em	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Vengeance of Durand, The	Irene Rich	Warner Bros.		
Viennese Medley	Special Cast	First National		
Volcano, The	Bebe Daniels	Paramount		
Volga Boatman, The	Elinor Fair	Prod. Dist. Corp.		
Warrior Gap	Wilson-Gerber	Davis Dist.	4900 feet	Aug. 22
Way of an Eagle, The	Special Cast	M-G-M		
Web, The	Eileen Sedgwick	Chesterfield (S. R.)	5000 feet	Feb. 20
Wedding March, The		Paramount		
Wet Paint	Raymond Griffith	Paramount		
What Will People Say		Metro-Goldwyn		
What Price Glory?		Fox		
When We Were Twenty-One	Special Cast	M-G-M		
Whispering Canyon	J. Novak-R. Ellis	Ginsberg Dist. Corp. (S. R.)		
Whispering Smith	Special Cast	P. D. C		
White Chief, The	Monte Blue	Warner Brothers		
White Fury	Marilyn Mills	Davis Dist.-Vital		
White Heat	Special Cast	M-G-M		
Whole Town's Talking, The	Ed. Horton	Universal		
Wide Open	Dick Jones	Sunset Prod. (S. R.)		
Wild Oats Lane	Dana-Agnew	Prod. Dist. Corp.		
Wife, The	Special Cast	M-G-M		
Wilderness Woman, The	Special Cast	First Natinal		
Winner, The	Charles Ray	Chadwick (S. R.)		
Winning of Barbara Worth		Samuel Goldwyn		
Wise Guy, The	James Kirkwood	First National		
With Kit Carson Over the Great Divide	Special Cast	Sunset Prod. (S. R.)		
Wives at Auction	Special Cast	Astor Dist. (S. R.)		
Wives of the Prophet	Special Cast	Lee-Bradford (S.R.)	6600 feet	Jan. 9
Wolf Hunters, The	Special Cast	Davis Dist. Div.		
Woman Who Did Not Care		Gotham (S. R.)		
Women and Wives		Metro-Goldwyn		
World of Promise, The		Fox		
World's Illusion, The		Metro-Goldwyn		
Worst Man of the Troop	Wilson-Gerber	Davis Dist. Div.		
Worst Woman, The	Special Cast	B. P. Schulberg (S. R.)		
Yellow Fingers	Olive Borden	Fox		
Yoke, The	Special Cast	Warner Brothers		
You Too	Special Cast	M-G-M		



Newspaper Opinions on New Pictures

"Mare Nostrum"—M-G., Criterion, N. Y.

American: "Rex Ingram has produced a powerful picture, both magnificent and poetic. There is something for almost everyone in 'Mare Nostrum,' those who like poetry, drama, spectacle or beauty of setting. It has them all, with a strong plot to hold them together. This is decidedly another Metro-Goldwyn picture that everyone should see. Ingram has dared to do an unusual ending, one that only a director of his genius could film."

World: "Nothing in pictures yet has approached the detailed exhibit of a Teutonic underseas boat in contact with a non-defenseless passenger vessel. I think Mr. Ingram has wrought impressively with his camera sense. He knows where to set his machine, and at what time of day to shoot. In Naples, in Pompeii, in Marseilles, in the valley before Vesuvius he came away with some ripping views. That final departure into fantasy, where their dying Captain sinks through the green sea into the arms of his beloved, is one of the loveliest gestures ever screened."

Herald Tribune: "That liesurely and tasteful director, Rex Ingram, has made an intelligent, dignified and photographically excellent motion picture out of 'Mare Nostrum.'"

Evening World: "Whatever else it may be 'Mare Nostrum' is one of the rare things in fildom, a tragedy sincerely and ably directed. The surge of the sea runs through it all, and the tragic mood grows steadily to an effective climax. It is a production not to be dismissed."

Mirror: "'Mare Nostrum' is an extraordinary picture—."

Times: "The sequence dealing with the sinking of a passenger ship by a submarine is graphically filmed. The Mediterranean is a calm lake of blue to the wireless operator of one vessel. He has just said 'Hello' to his colleague aboard the Californian. Then one perceives the submersible sneaking up on its prey, and subsequently the Californian receives her death blow in an explosion of spray and fire. Aboard the other vessel all is tranquil; then the wireless operator gets the S. O. S. on the sinking ship, and a shot shows the doomed vessel being covered by water. Ingram spares no feelings to bring out Ibanez's points. The effective photography in Spain, Italy, and France and the dramatic sequences connected with the submarine's deadly work do justice to Ingram's direction."

"The Eagle"—United Artists, Rivoli, Baltimore

News: "Rudolph Valentino is very dignified as Vladimir and looks great in his uniforms."

American: "Hoot Gibson himself couldn't ride any better than Rudolph Valentino. Nor Adolphe Menjou act more subtly. Nor that old Valentino of sheik days make more convincing love. Withal, Mr. Valentino is dignified, and suave, restrained and fiery, brilliant and dramatically true. It is real acting that he does in 'The Eagle.'"

Daily Post: "Valentino is a powerfully good looking youth, an adequate actor, and has been provided with a film that gives him opportunity for all those little artistic tricks which have made him the idol that he is."

Evening Sun: "An entertainment that you simply can't afford to miss. Vilma Banky makes the love scenes with Rudy very convincing. And to think he gets paid for doing that. Moy!"

"Three Faces East"—Prod. Dist. Corp., Rialto, N. Y.

News: "'Three Faces East' will give you more than an hour's entertaining perplexity. You will be held in suspense until the last reel unwinds. You are mystified at every turn. Jetta Goudal is strangely beautiful. Here is an unusual type. She wears some startling clothes and makes advantageous use of her very handsome eyes. . . ."

Telegraph: "Gorgeously entertaining. It is a smashing melodrama with more heart interest, suspense and thrills than are usually found in ten pictures of the same sort. 'Three Faces East' really is an achievement. There have been spy melodramas before—no end of them—but all are forgotten at the moment because the new one seems the last word in this form of story-telling. Gripping suspense is sustained throughout the footage, and no sooner is one climax passed than another is faced." . . .

Evening World: "Of the new films, 'Three Faces East,' at the Rialto, is the most entertaining if you happen to be one who enjoys mystery melodrama with mystery well sustained." . . .

American: "Has enough melodrama and mystery to insure an exciting hour."

Graphic: "There is enough mystery, suspense, fear, love and tragedy to make the production go over big with Rialto audiences."

Journal: "You'll suspect someone else every minute. . . . It affected me so that I even suspected myself." . . .

"Auction Block"—M. G. M., Capitol, N. Y.

Telegraph: "'The Auction Block' is one of the niftiest little things of its kind seen here in a blue moon, and definitely puts the clever Charles Ray back on the pedestal where he belongs. You don't laugh uproariously all the time not more than a dozen times but you chuckle all the time, and this experts tell us, is the true indication of solid enjoyment. The film owes much to the straight faced direction of Hobart Henley, who leads you up to a situation which doesn't seem to promise much, and then suddenly uncorks a twist which makes you giggle delightedly. Ray's role fits him like a glove, and proves that he is worthy of better things than the bumpkin roles he has had previously."

Williams Press, Inc

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When the picture is printed on Eastman Positive Film you are confident of photographic quality on the screen.

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Colleen Moore
as
"Irene"

John McCormick presents Fascinating ***Colleen Moore*** In ***"Irene"***—From the stage success By James Montgomery. Musical Composition by Harry Tierney and Joseph McCarthy—With Lloyd Hughes, Charlie Murray and George K. Arthur. Continuity by Rex Taylor. Lighting Effects by Lawrence Kennedy. The Art direction by John D. Schulze. Photography by T. D. McCord. Film Editor, Edwin Robbins. Brilliant Titles by George Marion, Junior. Editorial direction by June Mathis. Directed by Alfred E. Green. *A First National Picture.* ***Rothacker Prints and Service.***

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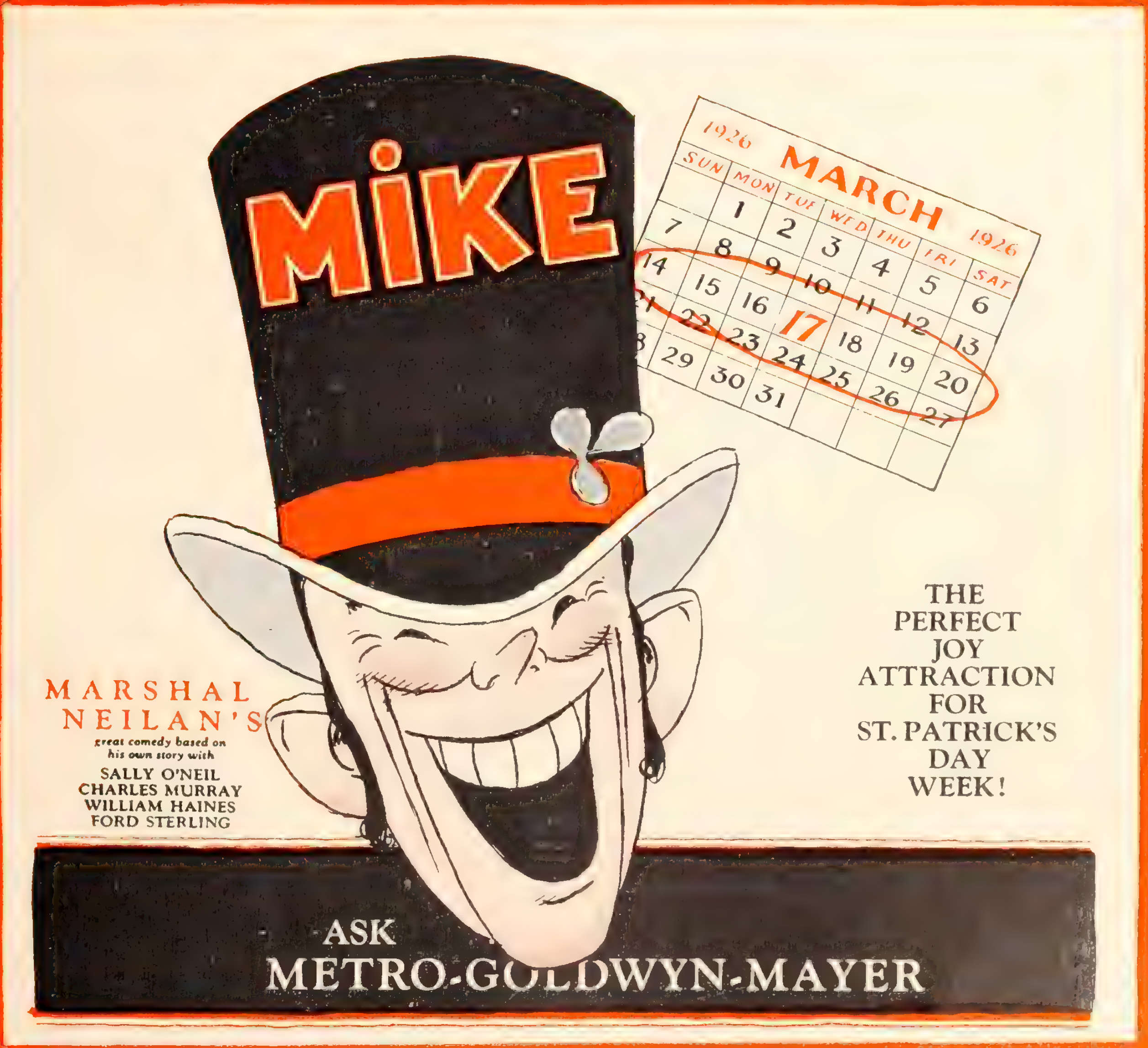
March 13, 1926

Motion Picture News

Reg. U. S. Patent Office


MIKE
1926 MARCH 1926
SUN MON TUE WED THU FRI SAT
17

MARSHAL NEILAN'S
great comedy based on his own story with
SALLY O'NEIL
CHARLES MURRAY
WILLIAM HAINES
FORD STERLING

THE PERFECT JOY ATTRACTION FOR ST. PATRICK'S DAY WEEK!

ASK
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Entered as second-class matter January 1, 19[illegible], at the Post Office at Albany, New York, under act of March 3, 1879

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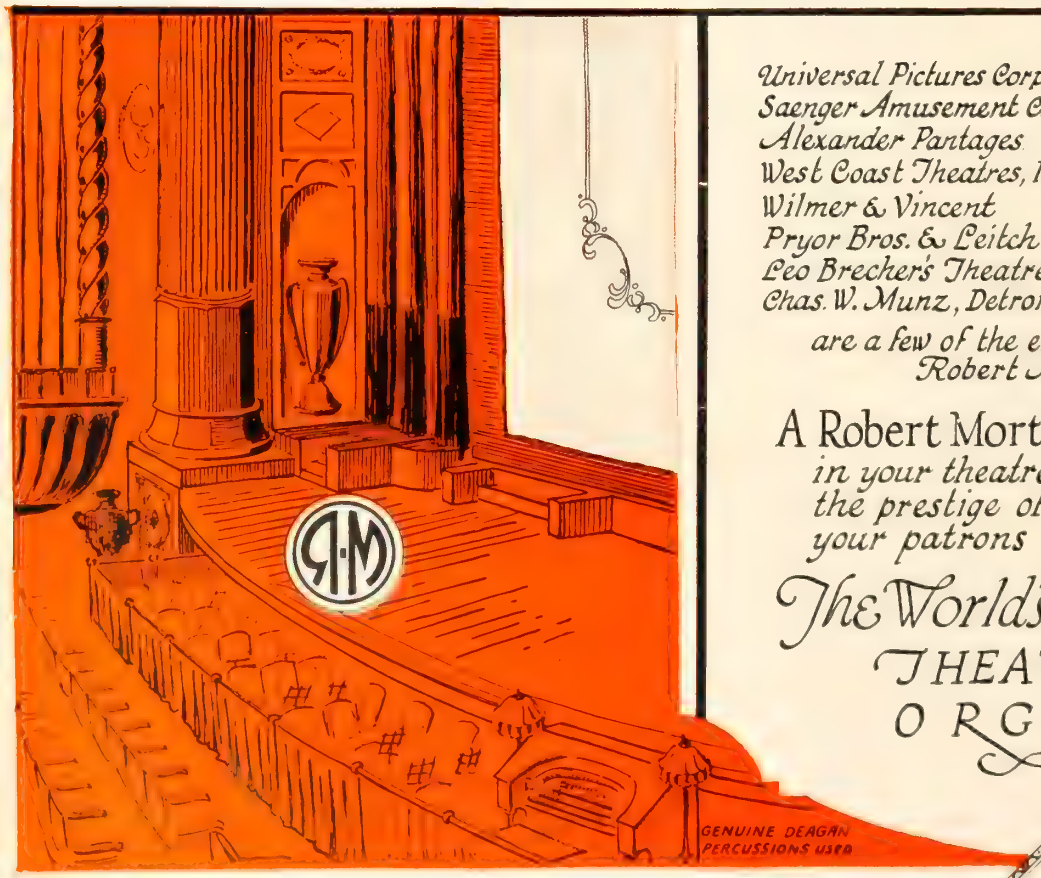

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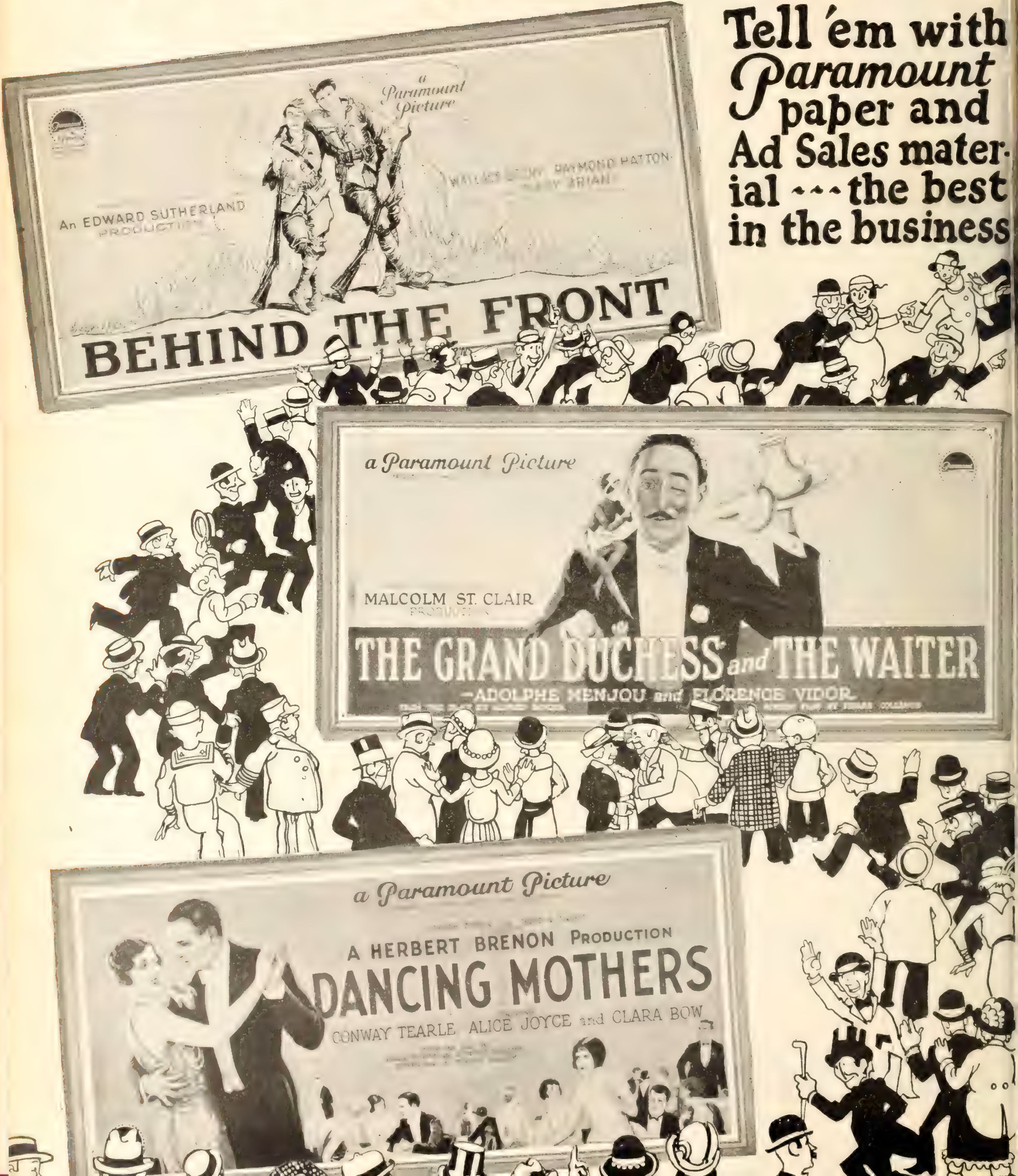
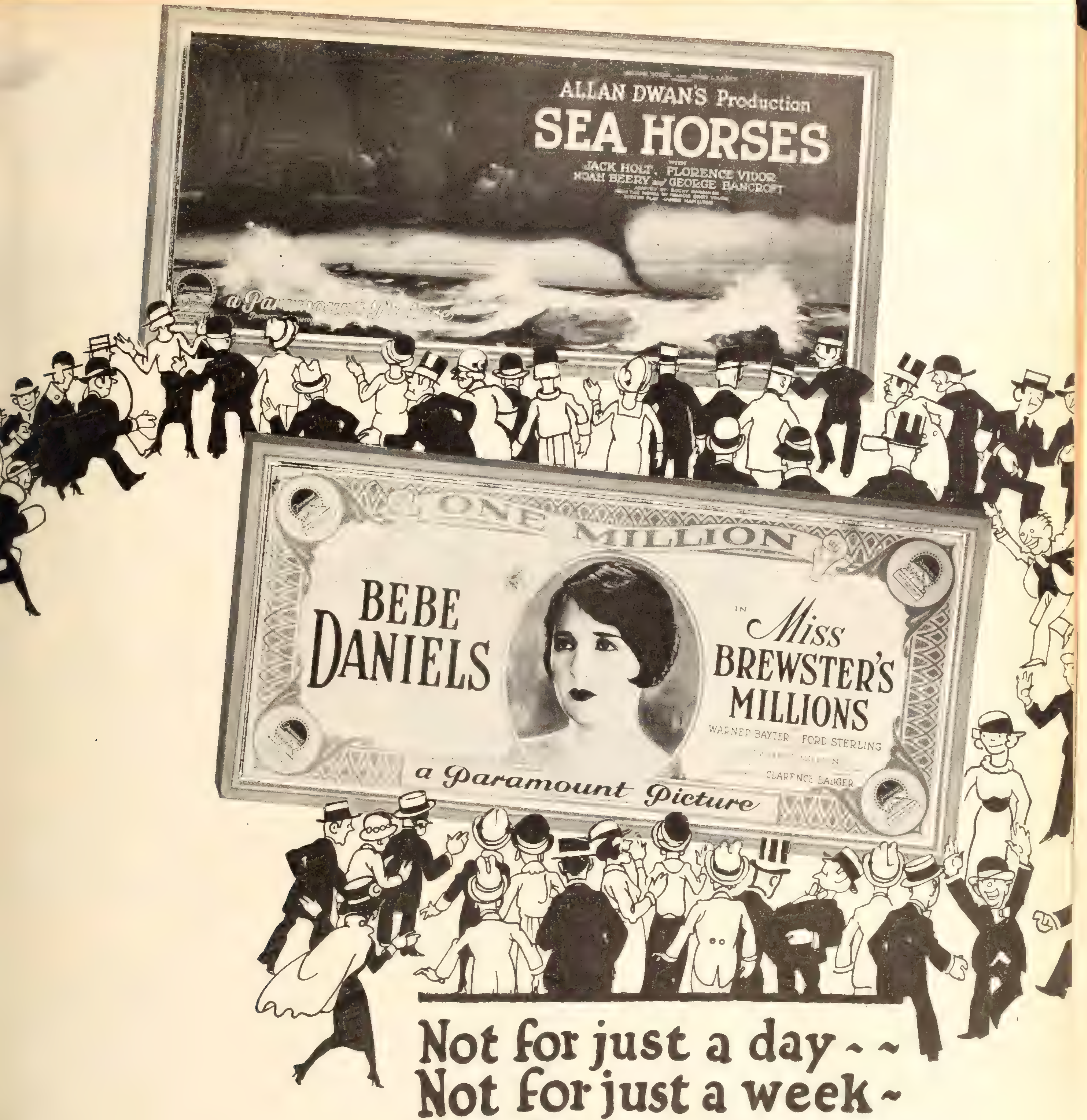

a Paramount Picture
RAYMOND HATTON
An EDWARD SUTHERLAND PRODUCTION
BEHIND THE FRONT
a Paramount Picture
MALCOLM ST. CLAIR PRODUCTION
THE GRAND DUCHESS and THE WAITER
ADOLPHE MENJOU and FLORENCE VIDOR
a Paramount Picture
A HERBERT BRENON PRODUCTION
DANCING MOTHERS
CONWAY TEARLE ALICE JOYCE and CLARA BOW

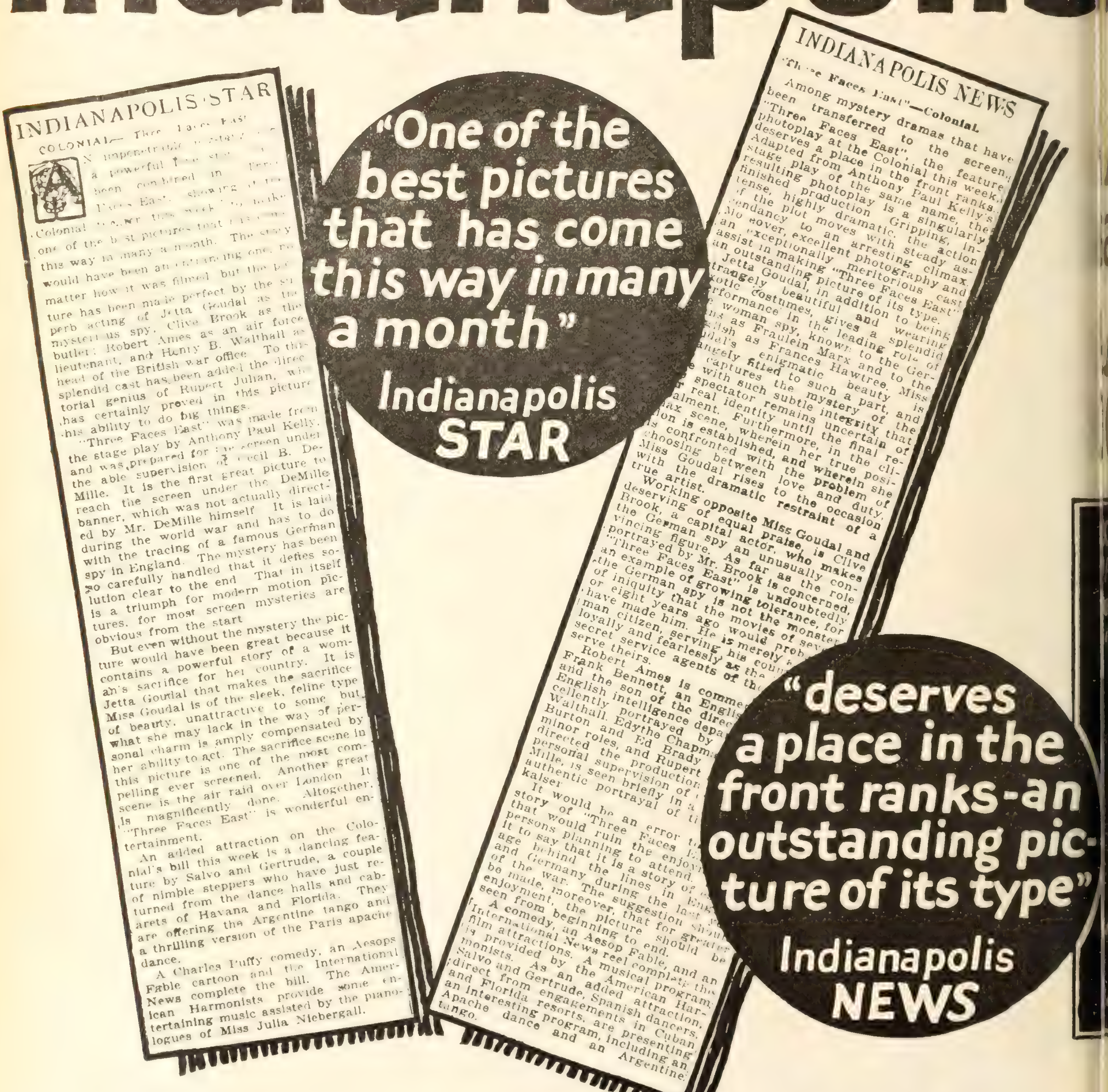

ALLAN DWAN'S Production
SEA HORSES
WITH
JACK HOLT, FLORENCE VIDOR
NOAH BEERY AND GEORGE BANCROFT
a Paramount Picture
ONE MILLION
BEBE DANIELS
IN Miss BREWSTER'S MILLIONS
WARNER BAXTER FORD STERLING
CLARENCE BADGER
a Paramount Picture

Not for just a day - -
Not for just a week -
Not for just a year - -
But ALWAYS - - -

- - - GOOD

Paramount Pictures

"THREE FACES
Indianapolis



INDIANAPOLIS STAR

COLONIAL— Three Faces East

AN impenetrable mystery [illegible] a powerful love story [illegible] been combined in "Three Faces East," showing at the Colonial theater this week, to make one of the best pictures that has come this way in many a month. The story would have been an entrancing one no matter how it was filmed but the picture has been made perfect by the superb acting of Jetta Goudal as the mysterious spy, Clive Brook as the butler; Robert Ames as an air force lieutenant, and Henry B. Walthall as head of the British war office. To this splendid cast has been added the directorial genius of Rupert Julian, who has certainly proved in this picture his ability to do big things.

"Three Faces East" was made from the stage play by Anthony Paul Kelly, and was prepared for the screen under the able supervision of Cecil B. DeMille. It is the first great picture to reach the screen under the DeMille banner, which was not actually directed by Mr. DeMille himself. It is laid during the world war and has to do with the tracing of a famous German spy in England. The mystery has been so carefully handled that it defies solution clear to the end. That in itself is a triumph for modern motion pictures, for most screen mysteries are obvious from the start.

But even without the mystery the picture would have been great because it contains a powerful story of a woman's sacrifice for her country. It is Jetta Goudal that makes the sacrifice. Miss Goudal is of the sleek, feline type of beauty, unattractive to some, but what she may lack in the way of personal charm is amply compensated by her ability to act. The sacrifice scene in this picture is one of the most compelling ever screened. Another great scene is the air raid over London. It is magnificently done. Altogether, "Three Faces East" is wonderful entertainment.

An added attraction on the Colonial's bill this week is a dancing feature by Salvo and Gertrude, a couple of nimble steppers who have just returned from the dance halls and cabarets of Havana and Florida. They are offering the Argentine tango and a thrilling version of the Paris apache dance.

A Charles Puffy comedy, an Aesops Fable cartoon and the International News complete the bill. The American Harmonists provide some entertaining music assisted by the pianologues of Miss Julia Niebergall.

"One of the best pictures that has come this way in many a month"

Indianapolis
STAR

INDIANAPOLIS NEWS

"Three Faces East"—Colonial.

Among mystery dramas that have been transferred to the screen, "Three Faces East", the feature photoplay at the Colonial this week, deserves a place in the front ranks. Adapted from Anthony Paul Kelly's stage play of the same name, the resulting photoplay is a singularly finished production. Gripping, intense, highly dramatic, the action of the plot moves with steady ascendancy to an arresting climax. Moreover, excellent photography and an exceptionally meritorious cast assist in making "Three Faces East" an outstanding picture of its type.

Jetta Goudal, in addition to being
trangely beautiful and wearing
xotic costumes, gives a splendid
rformance in the leading role of
e woman spy, known to the Ger-
ns as Fraulein Marx and to the
glish as Frances Hawtree. Miss
udal's enigmatic beauty is
angely fitted to such a part, and
captures the mystery of the
e with such subtle integrity that
spectator remains uncertain of
r real identity until the final re-
alment. Furthermore, in the cli-
ax scene, wherein her true posi-
on is established, and wherein she
s confronted with the problem of
hoosing between love and duty,
Miss Goudal rises to the occasion
with the dramatic restraint of a
true artist.

Working opposite Miss Goudal and deserving of equal praise, is Clive Brook, a capital actor, who makes the German spy an unusually convincing figure. As far as the role portrayed by Mr. Brook is concerned, "Three Faces East" is undoubtedly an example of growing tolerance, for the German spy is not the monster
of iniquity that the movies of sev
or eight years ago would prob
have made him. He is merely a
man citizen, serving his coun
loyally and fearlessly as the
secret service agents of the
serve theirs.

Robert Ames is comme
Frank Bennett, an Englis
and the son of the direc
English intelligence depa
cellently portrayed by
Walthall. Edythe Chapma
Burton and Ed Brady
minor roles, and Rupert
directed the production
personal supervision of
Mille, is seen briefly in a
authentic portrayal of th
kaiser.

It would be an error t
story of "Three Faces E
that would ruin the enjoy
persons planning to attend.
It to say that it is a story of
age behind the lines in Eng
and Germany during the last
of the war. The suggestion shou
be made, moreover, that for greater enjoyment, the picture should be seen from beginning to end.

A comedy, an Aesop Fable, and an International News reel complete the film attractions. A musical program is provided by the American Harmonists. As an added attraction, Salvo and Gertrude, Spanish dancers, direct from engagements in Cuban and Florida resorts, are presenting an interesting program, including an Apache dance and an Argentine tango.

"deserves a place in the front ranks-an outstanding picture of its type"

Indianapolis
NEWS

Foreign Distributors
Producers International Corporation
130 West 46th Street
New York, N. Y.

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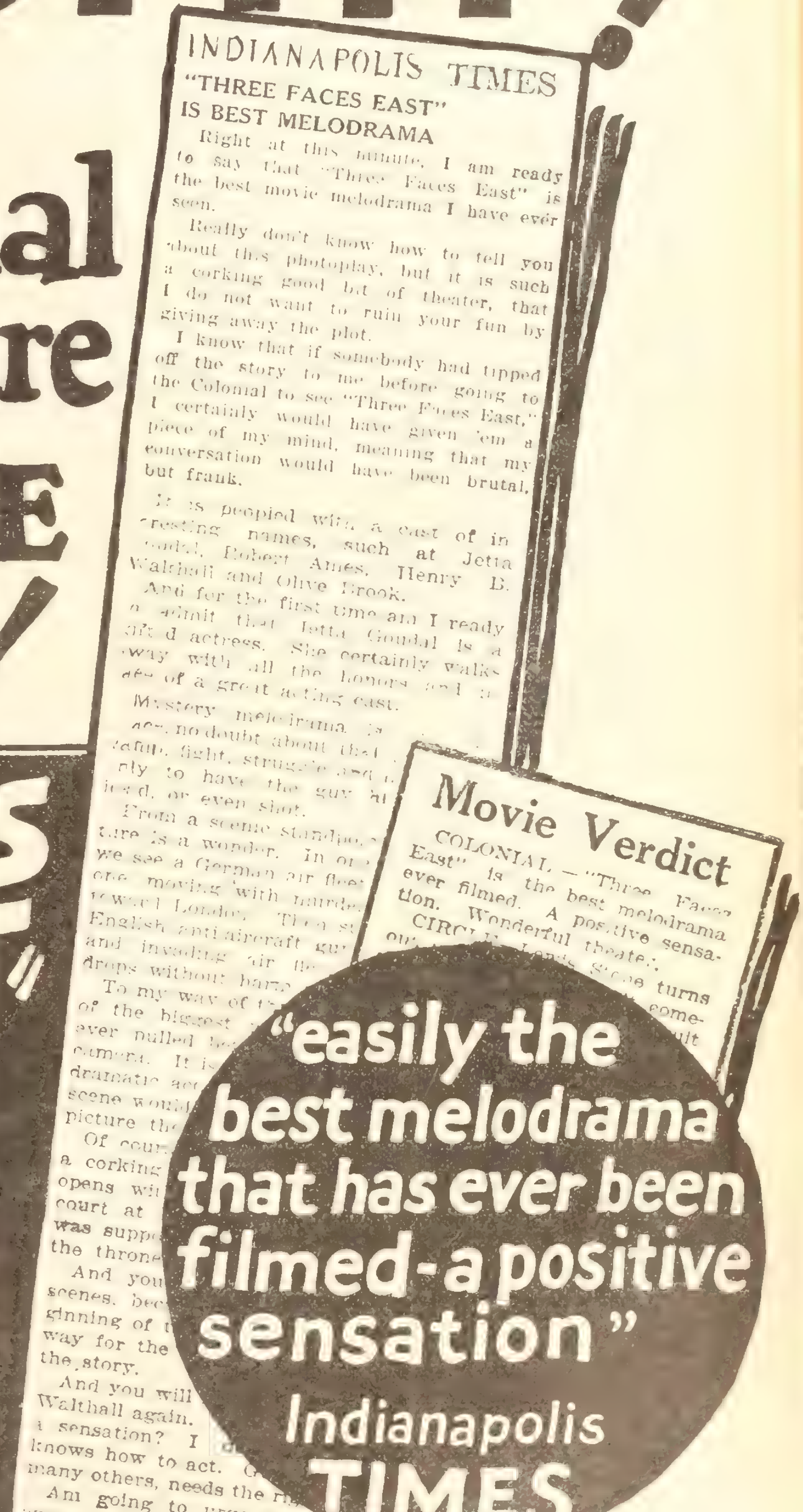
EAST" takes by storm!

A sensational udience picture

A BOX-OFFICE CLEAN-UP!



INDIANAPOLIS TIMES

"THREE FACES EAST" IS BEST MELODRAMA

Right at this minute, I am ready to say that "Three Faces East" is the best movie melodrama I have ever seen.

Really don't know how to tell you about this photoplay, but it is such a corking good bit of theater, that I do not want to ruin your fun by giving away the plot.

I know that if somebody had tipped off the story to me before going to the Colonial to see "Three Faces East," I certainly would have given 'em a piece of my mind, meaning that my conversation would have been brutal, but frank.

It is peopled with a cast of interesting names, such at Jetta Goudal, Robert Ames, Henry B. Walthall and Clive Brook.

And for the first time am I ready to admit that Jetta Goudal is a gifted actress. She certainly walks away with all the honors and ... des of a great acting cast.

Mystery melodrama is
ace, no doubt about that
tefuls, fight, struggle and
nly to have the guy
iced, or even shot.

From a scenic standpo
ture is a wonder. In o
we see a German air flee
one moving with murde
toward London. Then s
English anti aircraft gu
and invading air fle
drops without harm

To my way of t
of the biggest
ever pulled be
camera. It is
dramatic ac
scene would
picture th

Of cour
a corking
opens wi
court at
was supp
the throne

And you
scenes, bec
ginning of t
way for the
the story.

And you will
Walthall again.
a sensation? I
knows how to act.
many others, needs the n

Am going to urge you
Three Faces East. Easily the best melodrama that has ever been ...

Movie Verdict

COLONIAL — "Three Faces East" is the best melodrama ever filmed. A positive sensation. Wonderful theater.

CIRCLE — ... Stone turns
... some-
... ult

"easily the best melodrama that has ever been filmed - a positive sensation"

Indianapolis TIMES

ECIL B. DE MILLE resents

THREE FACES EAST"

with

JETTA GOUDAL
ROBERT AMES
HENRY B. WALTHALL
and CLIVE BROOK

apted by C. Gardner Sullivan and Monte Katterjohn
From the play by Anthony Paul Kelly

RUPERT JULIAN Production

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Presented by

ASSOCIATED EXHIBITORS, *Inc.*

Oscar A. Price, Pres.

Drama!
Thrills!
Excitement!

CLARA BOW

IN

"TWO CAN PLAY"

From the Saturday Evening Post Story by Gerald Mygatt ~ Directed by Nat Ross

“IN ALL MY THIRTEEN YEARS EXPERIENCE I DON’T REMEMBER A BETTER COMEDY.”

—M. Steffen, Rex Theatre, Tacoma, Wash.

“THINK THEY ARE the best comedies on the market today. They are in a class by themselves.”
Olympia Theatre
Chicago, Ill.

“A LANDSLIDE FOR the box office.”
Larchmont Theatre
Los Angeles, Cal.

“CERTAINLY GAVE the best of satisfaction to our patrons.”
Ohio Theatre
Alliance, Ohio

“CONSIDER BUSTER Brown’s finest two-reelers on the market.”
Alhambra Theatre
Milwaukee, Wisc.

From the famous cartoons
by R. F. OUTCAULT.

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UNIVERSAL

Presented by
STERN
BROTHERS

Double Your Booking Time on

"HIS PEOPLE"

EVERY DAY—AT EVERY SHOWING—WE GET NEW PROOF that none of us realized what a gigantic box-office picture we had in "His People." If you have booked it for three days—play it a week. If you ordinarily play a picture one week arrange to show this two weeks. There is not a single case where "His People" has failed to make a tremendous hit. It builds up at every house where it has played. It's a cinch to gross record money with it if you get behind it right. Read the reports below and you'll realize that we could not give you better advice than to DOUBLE YOUR BOOKING TIME ON "HIS PEOPLE," The Universal-Harry Pollard Production with RUDOLPH SCHILDKRAUT, George Lewis, Blanche Mehaffey, Virginia Browne Faire and Rose Rosanova. From the story by Isidore Bernstein. Get that extra profit: DOUBLE YOUR BOOKING TIME ON "HIS PEOPLE."

"Has broken all records of this house. There was a line-up practically all the evening six abreast, extending for one block."

Wabash Theatre, Los Angeles.

"Without question or doubt, the finest feature that I have looked at this year, barring none. It is certainly an audience picture."

Jules Berinstein,
William Berinstein Theatres,
Elmira, N. Y.

"It has been some time since we have played a picture on which we received so many favorable comments."

Elite Theatre,
Appleton, Wisc.

"House packed. Long lines waiting for seats. It will make box office records hard to surpass."

New Figueroa Theatre,
Los Angeles, Calif.

"Pittsburg, 'His People' Cameo and Cameraphone. The hit of the week. Had the town talking. Proved excellent entertainment. Business: Very good, with an increase every day."

Motion Pictures Today.

Astor, New York. "Playing to capacity houses for two weeks."

Motion Pictures Today.

Astor, New York. "Can't miss. Its heart appeal is universal."

Variety.

Astor, New York. "Has all the earmarks of a box office wow."

N. Y. Telegraph.

"A marvelous picture, so true to life. A picture which should be run at advanced prices."

Antlers Theatre, Helena, Montana.

"Just closed biggest week since 'The Phantom of the Opera.' Management highly enthusiastic."

Rialto, Theatre,
Washington, D. C.

"Congratulate you on your wonderful picture. If you keep feeding the hungry public with this kind of mental food I'm sure us poor exhibitors will be able to spread the butter a little thicker on our bread."

Liberty Theatre, Plainfield, N. J.

"Pittsburg, Cameo. Second week. Business held up well. This one made a big hit in Pittsburg."

Motion Pictures Today.

"Columbia Theatre, Seattle. Very highly praised and greatly enjoyed. Business: Very good."

Motion Pictures Today.

Universal's White List—Miles and Miles Ahead of All!

For Season *a big one* No. 17 1926—1927

William Fox *presents*

The Internationally known stage success

IS ZAT SO?

by James Gleason *and* Richard Taber

Where laughter runs wild! Dull care takes the count! *Genuine entertainment!*

Appeals to both sexes!

Gorgeous romance for the women!

Punchy melodrama for the men.

Round after round of hilarious mirth for all.

Original! Different! Satisfying! This battle of wits and fists, with beauty and fortune as prizes, is the year's greatest sensation.

Another marvelously big FOX box-office mop-up!

Next week No. 18

Fox Film Corporation.

FOX is certainly delivering the big profit makers - ***here's***

2 of a KYNE

WILLIAM FOX *presents*

PETER B. KYNE'S "RUSTLING for CUPID"

WITH GEORGE O'BRIEN AND ANITA STEWART

SCENARIO BY — L. G. RIGBY

IRVING CUMMINGS PRODUCTION

LOVE-HATE AND
JUSTICE IN THE
CATTLE COUNTRY

PETER B. KYNE'S "The SHAMROCK HANDICAP"

WITH

JANET GAYNOR ~ LESLIE FENTON ~ CLAIRE McDOWELL
J. FARRELL MacDONALD ~ WILLARD LEWIS ~ GEORGIE HARRIS

JOHN FORD PRODUCTION

OVER THE HURDLES
WITH IRISH LUCK
TRIUMPHANT — A
RACING DRAMA of ERIN'S
ISLE AND CALIFORNIA

Fox Film Corporation

Marion Davies

Norma Talmadge

Charles Chaplin

Harold Lloyd

James Cruze

Tom Mix

35 — World's Greatest Stars — 35

200 — Screen's Principa

This stupendous galaxy of staggering box-offic
Chaplin, Talmadge, Meighan, DeMille, Griffit

A Mammoth

Made in 40 Episodes From th

40 Successfu

BIG PRIZES FOR YOUR PATRONS WH

Separate Contest With Special Awards in Your City--Opens
in New York With 845 Cash Prizes Totaling $10,000

YOU HAVE NO CONTEST DETAILS to handle; all the work is done for you by the Movie Lovers' Contest Organization.

THE PHOTOPLAYLETS are only 75 to 100 feet long and do not interfere with your regular program.

EACH PHOTOPLAYLET IS SEPARATE—based upon a well known motion picture—yet the forty are combinable into four reels of as interesting and entertaining a feature production as your screen has ever shown.

ONLY TWO MINUTES are required to handle and run the average photoplaylet, and only about forty minutes to run the forty when combined.

THE WHOLE VALUE IS IN THE FILM. The contest, the big prizes and the unprecendented advertising are ADDED parts of the plan to increase box-office pull.

YOU HAVE CO-OPERATION, not only of a newspaper of wide circulation, but of Photoplay Magazine, which will editorially support the contest from the outset to the end.

COST IS LESS than for good short subjects. Get details today of contest in your city.

This is the greatest Movie Lovers' Contest ever planned and has been devised by PHOTOPLAY MAGAZINE, the biggest and best fan magazine in the world.

It has the cooperation and enthusiastic support of Producers, Stars, Directors and the biggest newspapers throughout the United States.

MOVIE LOVERS' CONTEST

729 Seventh Avenue (Suite 705) New York City

30 — Foremost Directors — 30

Leading Players — 200

alues, including Lloyd, Fairbanks, Pickford, Cruze and scores of others brought together in

Attraction

00 Most Memorable Scenes of Motion Pictures

ORRECTLY NAME STARS AND TITLES

A Tie-up With Your Biggest Newspaper Which Has Largest and Best Circulation Among Motion Picture Fans

The newspaper will co-operate with you in a manner so elaborate and complete that the success of the Movie Lovers' Contest is assured from the start.

Look at the service which the newspaper guarantees to you:

1. To advertise the contest in its issues, daily, for about sixty days, giving anywhere from 500 to 1000 columns of publicity worth more than $50,000.
2. To use posters on all of its wagons and newsstands advertising the contest.
3. To publish stills from your photoplaylets.
4. To print synopses of the photoplaylets.
5. To run pictures of the stars who are involved in your contest.
6. To print special puzzle cartoons suggesting the names of the motion pictures on which your photoplaylets are based.
7. To urge readers to compare these cartoons with the photoplaylets which you are running.
8. To advertise specifically and definitely, WITH NAME AND ADDRESS OF YOUR THEATRE, the fact that you are exhibiting the photoplaylets and that your patrons can participate in the Movie Lovers' Contest.

All the publicity plans will be under the personal direction of James R. Quirk, the Editor of Photoplay Magazine, who is one of the greatest motion picture authorities in the world.

No contest ever approached it in magnitude and Box-Office possibilities, and it is now taking the country by storm.

MOVIE LOVERS' CONTEST

729 Seventh Avenue (Suite 705) New York City

Thomas Meighan

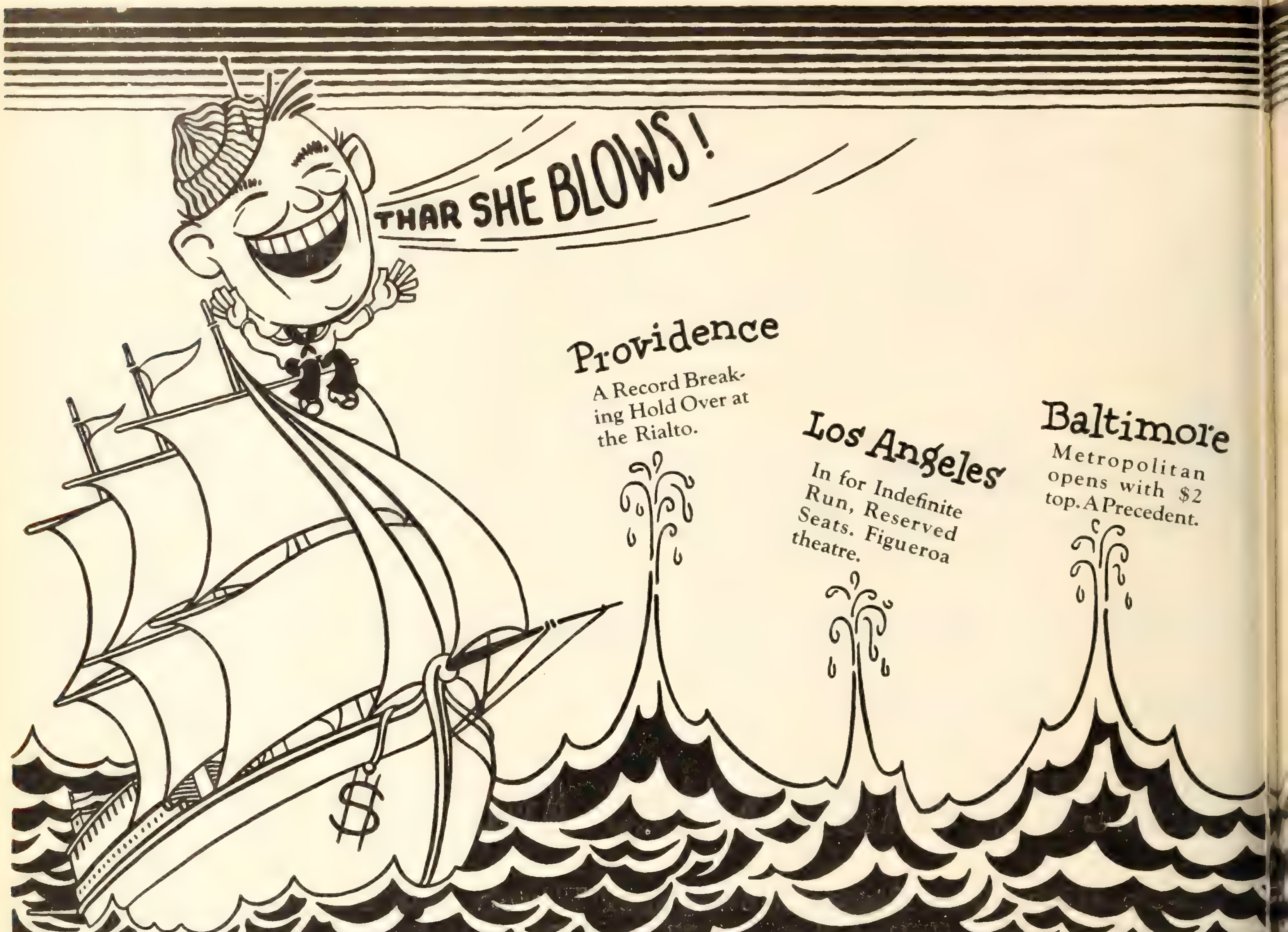
Gloria Swanson

Rodolph Valentino

Mary Pickford

Douglas Fairbanks

D. W. Griffith



Providence
A Record Breaking Hold Over at the Rialto.

Los Angeles
In for Indefinite Run, Reserved Seats. Figueroa theatre.

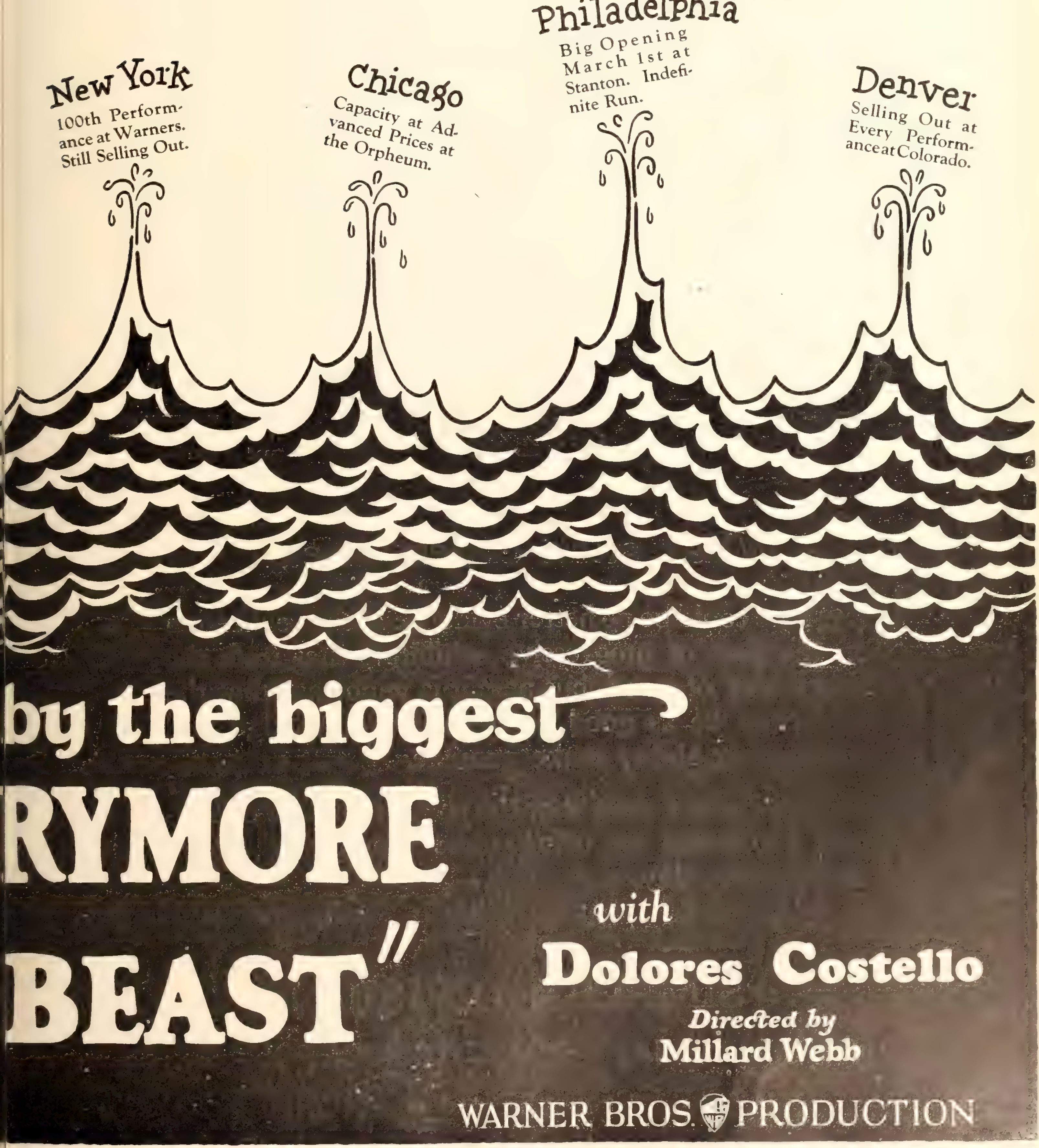
Baltimore
Metropolitan opens with $2 top. A Precedent.

booked everywhere

JOHN BAR

in "The SEA

Adapted by Bess Meredyth
from Herman Melville's
"MOBY DICK"


New York
100th Performance at Warners. Still Selling Out.
Chicago
Capacity at Advanced Prices at the Orpheum.
Philadelphia
Big Opening March 1st at Stanton. Indefinite Run.
Denver
Selling Out at Every Performance at Colorado.

by the biggest

RYMORE

BEAST"

with

Dolores Costello

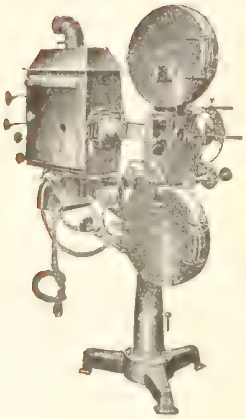
Directed by
Millard Webb

WARNER BROS. PRODUCTION

For Better Projection

15 15

The other day the Rowland and Clark Circuit of Pittsburgh, through our local distributor, sent us an order for 15 Simplex Projectors with which they will equip their six theatres.



The Simplex Projector is built according to the designs and specifications of Engineers whose many years of experience have given them a thorough knowledge of projection requirements.
The construction of each machine is attended by the most precise workmanship. A Simplex guarantees good projection.

Simplex

What such orders mean

1. There could be no better evidence of the realization on the part of progressive exhibitors that from the standpoint of good business it is important that the projection be as good as scientific knowledge and engineering ability make possible.

2. They further show that the superior merits of Simplex Projectors are being more thoroughly appreciated every day.

SIMPLEX DIVISION
INTERNATIONAL PROJECTOR CORPORATION
90 Gold Street, New York City

MARCH
Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31

March is FBO MONTH

because -

F.B.O. will dedicate its efforts during March more than ever to the cause of Practical Showmanship.

Because F.B.O. has established itself conclusively as a Trade Leader in Consistency and Diversity of Product—with attractions geared flush for the Box-Office! —Pictures that make money.

Because F.B.O. is sitting in the swift-moving Show Game with a Handful of Trumps, all of which are right now available to Showmen everywhere.

If you want reasons -

The Keeper of The Bees

The magic name of Gene Stratton-Porter—plus real circulation — is right now the greatest box-office author name draw in the picture world.

Keeper of the Bees is smashing records everywhere, eclipsing the gross business of many of the screen's greatest star attractions.

Not only is it piling up profits for exhibitors but it is building a mighty volume of good will that girdles the world. Play it in March and capitalize the current word-of-mouth advertising!

Produced by J. Leo Meehan with a distinguished cast including Clara Bow, Robert Frazer, Joseph Swickard, Alyce Mills and little Gene Stratton.

IT'S AN F.B.O. GOLD BOND

If Marriage Fails..?

A showman's natural that simply oozes class. Still battering down performance records with its pump-guns of big drama.

C. Gardner Sullivan's big bid for fame as a producer and how it has hit . . how it has carried the torch of **F.B.O.** through this great showmen's campaign.

A Money Cast and a Money Attraction that aims at the heart of Womankind and hits the mark with a vengeance.

Revealing in terms of scathing drama the secrets of the Society Crystal Gazers!

Produced by C. Gardner Sullivan from his own story. Directed by John Ince with Jacqueline Logan, Jean Hersholt, and Belle Bennett.

IT'S AN F.B.O. GOLD BOND

Now's the time
to snare the dough
Tie up tight
to F.B.O.

F.B.O. is selling success - -

here they are -

Drusilla With A Million

Another towering monument to **F.B.O.** Showmanship . . One big money attraction of the year, to which **F.B.O.** points with pride.

A great human novel picturized with supreme artistry . . A performance proposition if there ever was one. Play it now while the nation lauds it . . while its record-blasting achievements are fresh in the minds of alert showmen.

Drusilla is more than a production. It has become a great human force blazing from the screens of many theatres.

Directed by Harmon Weight from the novel by Elizabeth Cooper and presenting the following box-office cast: Mary Carr, Kenneth Harlan, Priscilla Bonner and others.

IT'S AN F.B.O. GOLD BOND

The Last Edition

Another great exploitation champion from the box-office wizard, Emory Johnson. A Showmen's Paradise with more show angles than a dozen average productions. Cut and patterned for box-office by a man who knows how to turn 'em out for you to bring 'em in.

A thundering melodrama of the newspaper world . . roaring presses . . fire scenes that dwarf any others on the screen today . . as big as the memorable "Third Alarm."

You couldn't find a safer bet for March than this melodrama.

Produced by Emory Johnson from the original story by Emilie Johnson with a big attraction cast including Ralph Lewis,' star of all the great Johnson melodramas.

IT'S AN F.B.O. GOLD BOND

Flaming Waters

A snorting melodrama of the oil fields . . blazing a trail of dollars across the nation . . .

Directed by the man who filmed "Drusilla With a Million".

Hitting **Now** with a resounding smash in all territories.

This type of show is bread and meat to hundreds of box-offices that depend on vigorous action melodramas turned out with distinction.

And how **F.B.O.** can do it!

Directed for Associated Arts by F. Harmon Weight, from the original story by E. Lloyd Sheldon and presenting among others in the cast such famous personalities as Kenneth Harlan, Mary Carr and Pauline Garon.

IT'S AN F.B.O. GOLD BOND

When Love Grows Cold

A Showmen's Sweep of Distinction and Miraculous Timeliness.

Riding high on the greatest volume of newspaper and magazine publicity ever accorded a woman in the Show World.

Presenting in a drama of terrific power the most discussed woman of the day . . the most Romantic Lady of the Ages . . Natacha Rambova (Mrs. Rudolph Valentino) in Laura Jean Libbey's great human story "When Love Grows Cold".

Already rearing performance records that establish it definitely as a **Sure-Fire Box-Office Bet for March.**

Supervised by Daniel Carson Goodman, directed by Harry Hoyt with Clive Brook, Sam Hardy and other distinguished players in the cast.

IT'S AN F.B.O. GOLD BOND

The Midnight Flyer

If **performance** means anything nail this baby now!

It's grinding out a record of **performance** against the combined opposition of blizzards, gales and numbing temperatures!

A show that gets right down to brass tacks and drives home its story with a smash in either fist!

The greatest last reel climax you ever saw in a railroad drama . . . everything moving . . . pounding . . . thundering!

Don't take our word for it. Watch the flood of exhibitor reports that laud it to the skies!

Directed by Tom Forman from the story by Arthur Guy Empey and featuring such noted players as Dorothy Devore, Cullen Landis and Buddy Post.

IT'S AN F.B.O. GOLD BOND

Parisian Nights

Jazz-mad couples dancing . . . the roar of artillery in the streets of Paris . . . the gendarmes storming the stronghold . . . the smooth, sinister waters of the Seine!

Paris as it has been seldom dramatized on the screen . . . with punch upon punch tumbling toward a prodigious climax!

A great Money Show for any clientele . . . action for the masses . . . sophistication for the serious thinkers!

With **performance** written in dollar signs all over it!

Directed by Alfred Santell with Elaine Hammerstein and Lou Tellegen in star roles.

IT'S AN F.B.O. GOLD BOND

---

get your share in March!

Aces -- all Aces -

The King of the Turf

Clicking merrily everywhere . . . hanging up **performance** marks to the tune of pounding hoofs and shrieking throngs!

A great big show produced in a great big way while millions of Americans are following the horses on many race tracks!

Combat the snow and cold of lagging Winter with this rattling big production that carries all the arenic thrills your audiences love so well!

Two great horse races . . . a great big love story . . . and the sort of a yarn that reaches deep down into the heart and soul of America!

Play it across the boards for a certain clean-up.

Directed by James Hogan from the story by Louis Joseph Vance; with a cast including Kenneth Harlan, Patsy Ruth Miller, Mary Carr and George Irving.

IT'S AN F.B.O. GOLD BOND

Book these smashes--
Wear a smile
F.B.O. will
Build your pile!

F.B.O. stars are fix

FRED THOMSON

Fred and Silver King have become more than mere figures on the screen.

They embody a very definite ideal to which millions of people the world over are paying homage!

Be sure to play Thomson's latest release—

The Tough Guy

EVELYN BRENT

Let this little stick of dramatic dynamite **Blow** you to big profits with her superb action melodramas, the current one of which is—

Secret Orders

and **Alberta Vaughn** in **"Adventures of Mazie"** and **"Fighting Hearts" by Sam**

F.B.O. makes Showmanly

- hot from the studio oven

The Non-Stop Flight

Still another skyrocketing scoop from Emory Johnson that rides in upon the great wave of aviation publicity!

The greatest world theme of the hour . . . vividly dramatized by the master-builder of melodramas . . . picturizing with the co-operation of the United States Navy the memorable Hawaiian hop of last summer!

Red hot from the studio . . . smoking with timeliness . . . sizzling with the show effects of big melodrama!

Hop to big money with "The Non-Stop Flight." Hop now and hop hard while the world thinks aviation!

Produced and directed by Emory Johnson from the original story by Emilie Johnson with an all-star cast including actual real-life heroes of the Hawaiian flight.

IT'S AN F.B.O. GOLD BOND

The Isle of Retribution

The tremendous circulation of Edison Marshall's novel of Alaska's frozen domain guarantees at the start an audience of unusual magnitude!

The superlative cast including such box-office names as Lillian Rich, Robert Frazer, Victor M'Laglen and Mildred Harris gives it additional attraction value!

A two-fisted tale of love and adventure in the icy hell of the Northland, turned out with the most skilful brand of box-office showmanship!

Don't miss this robust melodrama among **F. B. O.'s** great list of Gold Bond specials!

Directed by James Hogan from Edison Marshall's novel with a box-office cast of high distinction and name power.

IT'S AN F.B.O. GOLD BOND

A Poor Girl's Romance

The vast drawing power of Laura Jean Libbey's name!

An audience of scattered millions waiting to see the pictured version of one of her greatest heart stories!

A cast of strong allure headed by Matt Moore!

A show to exploit to a fare-thee-well—a show to advertise to the limit and watch 'em come!

A show aimed at the heart and soul of Womankind by the greatest writer of heart stories in the recent history of literature!

Directed by Harmon Weight and based on the novel, "A Poor Girl's Romance," by Laura Jean Libbey. All-star cast includes Matt Moore.

IT'S AN F. B. O. GOLD BOND

ed in the heavens--

DICK TALMADGE

Dick and the Grim Reaper go hand in hand! Stunt man supreme, comedian par excellence, showman down to the ground, Dick Talmadge is going like a cool million right now.

His most recent release is—

The Blue Streak

TOM TYLER

Don't overlook Tom Tyler and his jubilant pals—the Kid, The Dog and The Horse!

One for all, all for one and how they are delivering in the Western show field!

Nail their newest comedy-melodrama—

Born to Battle

LEFTY FLYNN

Rugged, two-fisted citizen that he is, Lefty Flynn is coasting blithely to new peaks as a box-office bet.

He has that note of wholesome vigor that appeals to young and old alike.

Hop aboard his latest—

The Traffic Cop

BOB CUSTER

Rarin', tearin' Bob is beating up the trail.

Bob is staple, like good, wholesome bread and sustaining meat.

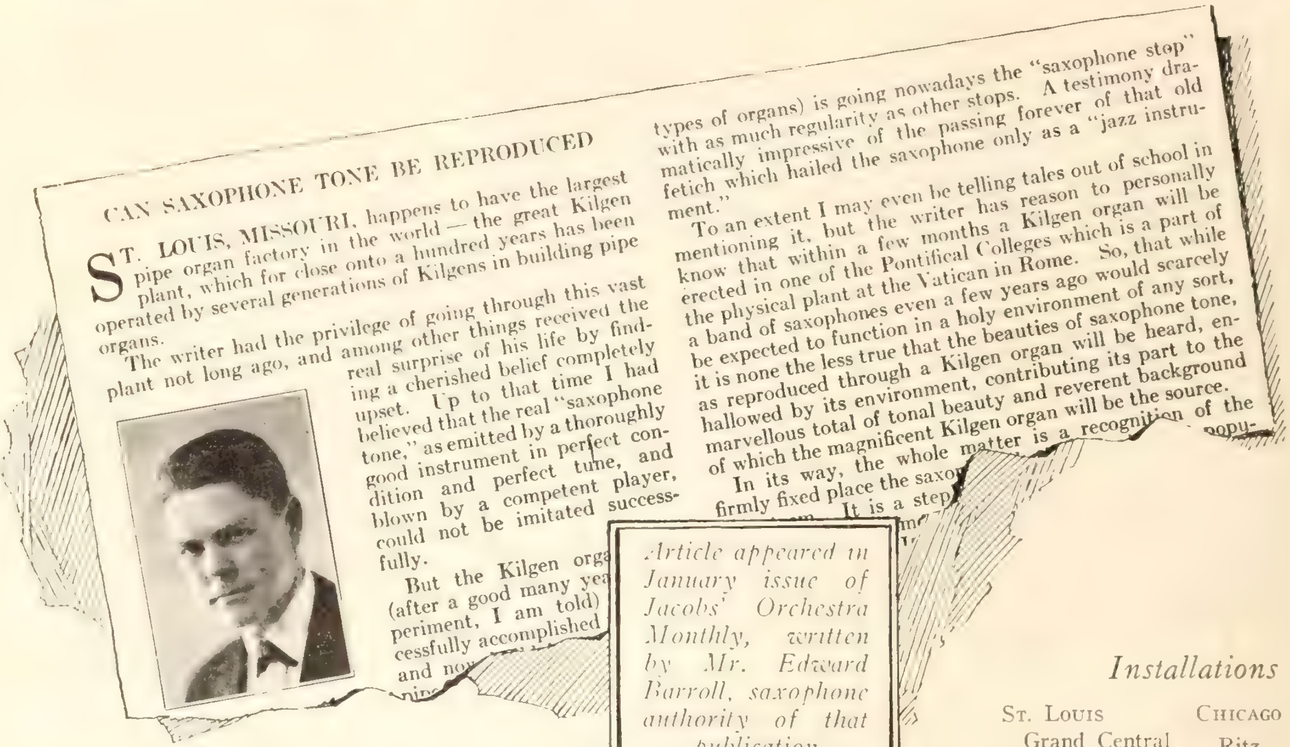
You can't go wrong on his great Western attractions—the most recent of which is

Beyond the Rockies

Hellman.. Also **Standard Comedies . . Blue Ribbon Comedies . . Bray Cartoons**

Shows for Showmen!

Saxophone Authority States Kilgen Reproduces Perfect Tone



CAN SAXOPHONE TONE BE REPRODUCED

ST. LOUIS, MISSOURI, happens to have the largest pipe organ factory in the world — the great Kilgen plant, which for close onto a hundred years has been operated by several generations of Kilgens in building pipe organs.

The writer had the privilege of going through this vast plant not long ago, and among other things received the real surprise of his life by finding a cherished belief completely upset. Up to that time I had believed that the real "saxophone tone," as emitted by a thoroughly good instrument in perfect condition and perfect tune, and blown by a competent player, could not be imitated successfully.

But the Kilgen orga (after a good many yea periment, I am told) cessfully accomplished and no nin

types of organs) is going nowadays the "saxophone stop" with as much regularity as other stops. A testimony dramatically impressive of the passing forever of that old fetich which hailed the saxophone only as a "jazz instrument."

To an extent I may even be telling tales out of school in mentioning it, but the writer has reason to personally know that within a few months a Kilgen organ will be erected in one of the Pontifical Colleges which is a part of the physical plant at the Vatican in Rome. So, that while a band of saxophones even a few years ago would scarcely be expected to function in a holy environment of any sort, it is none the less true that the beauties of saxophone tone, as reproduced through a Kilgen organ will be heard, enhallowed by its environment, contributing its part to the marvellous total of tonal beauty and reverent background of which the magnificent Kilgen organ will be the source.

In its way, the whole matter is a recognition of the popu- firmly fixed place the saxo It is a step

Article appeared in January issue of Jacobs' Orchestra Monthly, written by Mr. Edward Barroll, saxophone authority of that publication

Installations

ST. LOUIS
Grand Central
Tivoli
Capital
Ritz
Radio Station K-M-O-X
West End Lyric

ST. PAUL
Capitol

GARY, IND.
Palace
Broadway

CHICAGO
Ritz
White Palace
Radio Station W-H-T
Vogue
Maywood

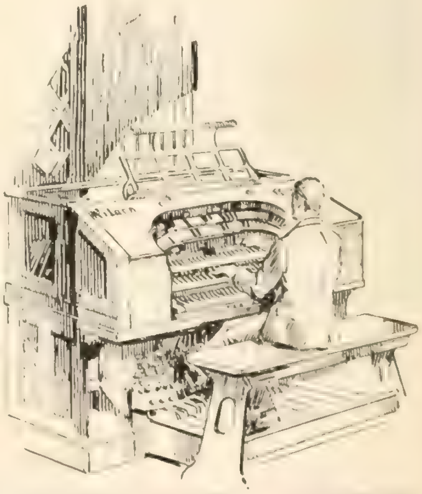
HOUSTON
Majestic

CAPE GIRARDEAU, Mo
Grand

EVERY purchaser of a theatre pipe organ knows the importance of perfect saxophone tone in the orchestral ensemble. Truly, it holds an outstanding appeal for theatre-goers.

Now, the Kilgen Wonder Organ wins the approval of saxophone artists as being clear and true in expression. The most difficult instrument to reproduce finds perfection in the Kilgen.

We will be glad to send you the complete story about the saxophone in the pipe organ; as it was written by Mr. Barroll, who writes authoritatively each month for a great group of readers interested in the saxophone and its development. We also invite you to call on our organ architects to confer with your builders on the subject of any organ installation.

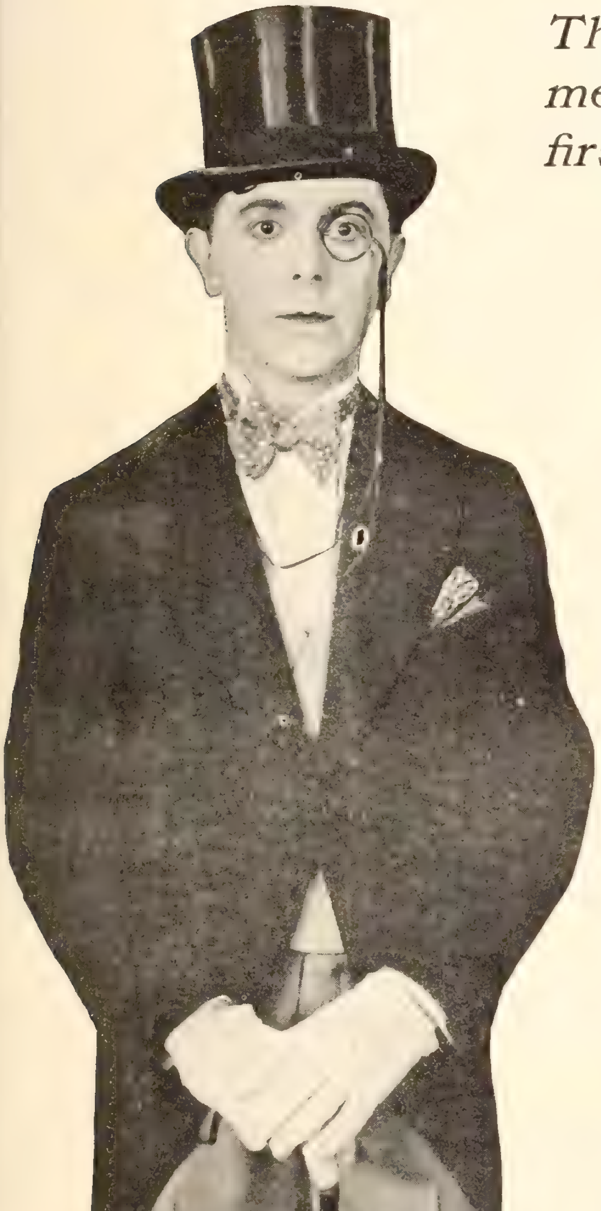


Geo. Kilgen & Son, Inc.
Pipe Organs
ST. LOUIS
Studio 252 Wrigley Bldg., Chicago

THE VOICE OF THE SILENT DRAMA

Just glance over this brief resume
of the five months' record of

LUPINO LANE



Then you'll know why those showmen who were lucky enough to get his first series of Lupino Lane Comedies consider him one of their best box-office bets.

MOTION PICTURES TODAY — "Lupino Lane with one leap has placed himself on the top rung of the ladder as a movie comedian."

MOTION PICTURE NEWS — "It is hard to imagine anything of a humorous nature Lane cannot do well . . . . One of the best all-round comedians on the screen."

SCREENLAND MAGAZINE — "I'm certain that he is one of our best funny men."

MOVING PICTURE WORLD — "He is a finished artist in his work and gets the most out of every situation."

MICHIGAN FILM REVIEW — "This chap Lane is a pantomimist par excellence . . . . put him down as one of the biggest box-office attractions in the next two years."

DETROIT NEWS — "Not only is Lane funny, but he is an exceptionally clever acrobat as well."

FILM DAILY — "Lane is Funny."

You'll say he's ***funny,*** too, if you've seen **"MAID IN MOROCCO," "THE FIGHTING DUDE"** or **"TIME FLIES."** And you'll say he's getting ***funnier*** when you see his next, **"FOOL'S LUCK."**

Educational Pictures
"THE SPICE OF THE PROGRAM"

For foreign rights address:
FAR EAST FILM CORPORATION
729 SEVENTH AVENUE
New York, N. Y.

Member, Motion Picture Producers and Distributors of America, Inc.
Will H. Hays, President

EDUCATIONAL
FILM EXCHANGES, Inc.
E. W. Hammons
President

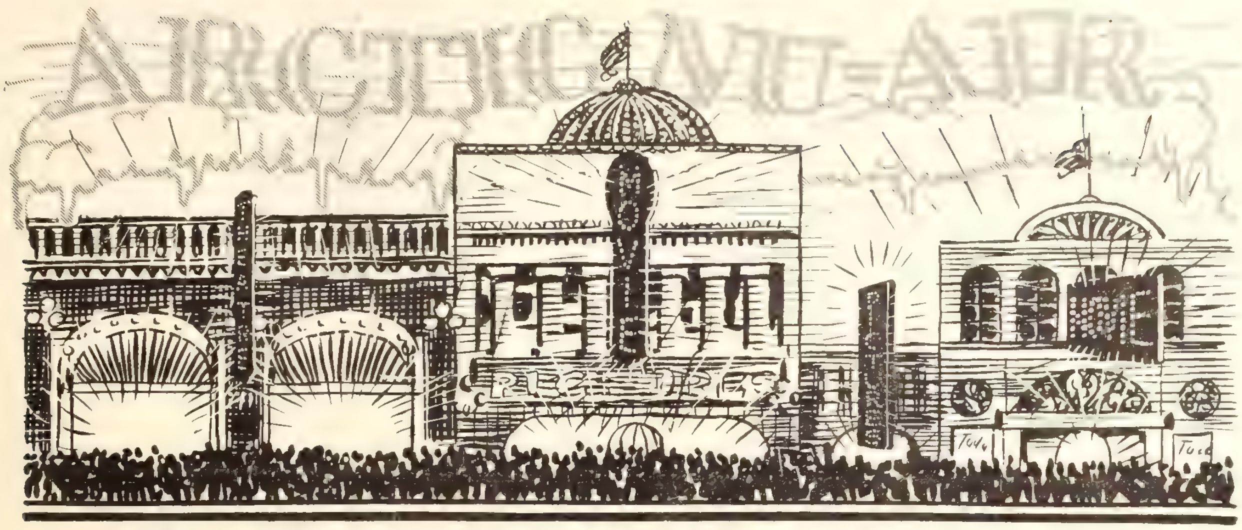
We Didn't Realize

just how popular the Motion Picture News Booking Guide is among exhibitors, until we sent out a postal asking them to let us know if they found it helpful.

The response has been overwhelming. Exhibitors everywhere have stated, in no uncertain voice, the store which they set by this useful compendium of condensed information on all releases.

We are reproducing, from time to time, a few of those expressions of appreciation in Motion Picture News. They are spontaneous and convincing evidence of the fact that the exhibitor appreciates trade paper service that helps him in his daily work.

The Booking Guide Covers the
Entire Field of Releases.
Use It!



Right on the Main Street of HOT WEATHER Profits

The crowds soon find out where it's cool during the scorching days of summer.

They'll turn a side lane into Main Street *if it's cool in the lane.*

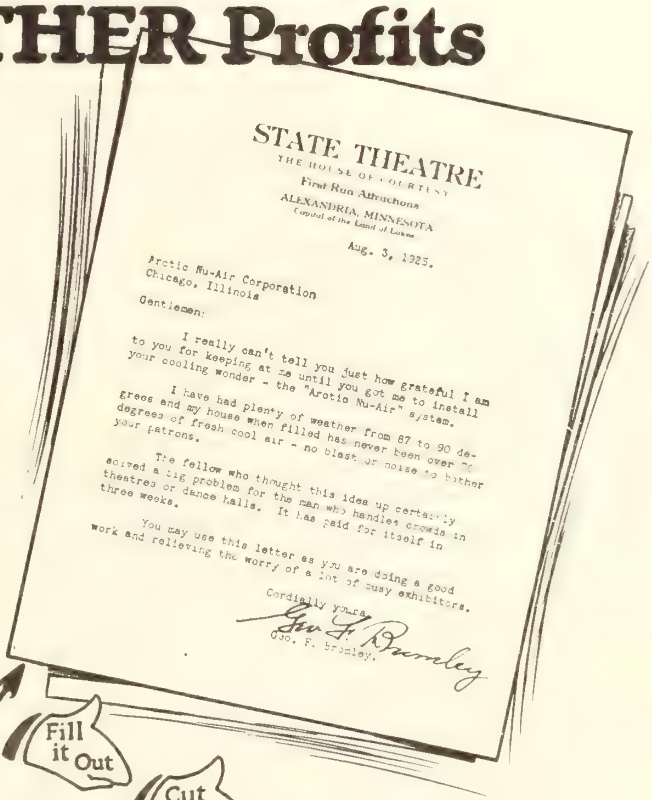
Put your house on the Main Street of hot weather profits. Already there are more than 600 theatres there---all Arctic Nu-Air cooled.

When the Arctic Nu-Air poster appears in front of the box office the ticket machines go so fast they fairly tear themselves apart.

There's no reason for slack summer business. This system is moderately priced. It's guaranteed to do all we claim. It has never failed to surpass these claims.

Don't let people start that disastrous rumor that your house is "hot."

Use the coupon *now*.



STATE THEATRE
THE HOUSE OF COURTESY
First Run Attractions
ALEXANDRIA, MINNESOTA
Capital of the Land of Lakes

Aug. 3, 1925.

Arctic Nu-Air Corporation
Chicago, Illinois

Gentlemen:

I really can't tell you just how grateful I am to you for keeping at me until you got me to install your cooling wonder - the "Arctic Nu-Air" system.

I have had plenty of weather from 87 to 90 degrees and my house when filled has never been over 70 degrees of fresh cool air - no blast or noise to bother your patrons.

The fellow who thought this idea up certainly solved a big problem for the man who handles crowds in theatres or dance halls. It has paid for itself in three weeks.

You may use this letter as you are doing a good work and relieving the worry of a lot of busy exhibitors.

Cordially yours,
Geo. F. Bromley
Geo. F. Bromley.

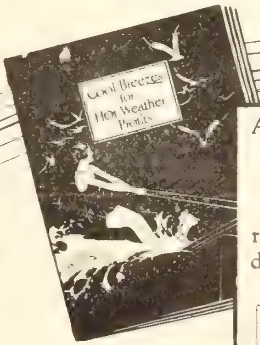
We've got *Lots* of letters like *This*

Fill it Out

Cut it Out

Mail it Quick

For Cool Profits
in Hot Weather


Cool Breezes for Hot Weather Profits

ARCTIC NU-AIR
CORPORATION
818 State Lake Building
CHICAGO

ARCTIC NU-AIR CORPORATION
818 State Lake Bldg.
Chicago, Ill.

Tell me how I can put my house (seating __________) right on the Main Street of *Hot Weather Profits*, for a moderate down payment and easy terms.

HOUSE DIMENSIONS:
Length ________
Width ________
Height ________
Balcony?
Yes ☐ No ☐

Name ____________________
Theatre ____________________
Address ____________________
City __________ State __________

Listen for

THE FAR

Paris—The Glamour of Love in Venice—Europe at the height of the frivolity season—and a roaming wife looking for excitement—say, we don't have to tell what a knockout that story makes—

First National Pictures

IT TELLS OF THE ROMANC

CRY

Presented by **First National Pictures** Inc.

Adapted from ARTHUR RICHMAN'S *Play by* KATHERINE KAVANAUGH

with **Blanche Sweet**

Jack Mulhall

Myrtle Stedman Hobart Bosworth

Directed by **Balboni**

June Mathis *Editorial Director*

Art Director · · · · · · · E. J. SHULTER
Photographer · · · · · · JOHN BOYLE
Film Editor · · · · · · · · · · · · AL. HALL

OF A PARIS DIVORCEE!

SHE'S

a tantalizin'—
idolizin'—
fast-steppin'
mamma—
and
ARLEN
knows his
weaker sex!

Nothing but
silver dollars
for you and these
clicking heels
will shuffle 'em into the
box-office.

ROBERT KANE
presents

MICHAEL ARLEN'S
The DANCER of PARIS

starring
CONWAY TEARLE
supported by
DOROTHY MACKAILL
An ALFRED SANTELL *Production*

First National Pictures

A First National Picture

Motion Picture News

Volume XXXIII ALBANY, N. Y., AND NEW YORK CITY, March 13, 1926 No. 11

The Idea

THERE are seven long-run pictures on Broadway this week: "Ben Hur," "The Big Parade," "Stella Dallas," "The Sea Beast," "Mare Nostrum," "La Boheme," and "The Black Pirate."

Four are from Metro-Goldwyn — and a fifth, "The Merry Widow," just closed a seven months' run — a striking achievement for that producing organization.

For the whole producing industry the seven picture array is a telling sign of progress — a clear answer to the oft-repeated query: "Are pictures getting better?"

* * *

A quick estimate of the production highlights and box-office magnets of the seven pictures give us the following: Douglas Fairbanks, Lillian Gish, John Gilbert, Alice Terry, Ramon Navarro, John Barrymore, Henry King, King Vidor,Rex Ingram, Fred Niblo, Lew Wallace's famous novel, Ibanez, — not to mention the scenarists, cameramen, film editors, and other expert and essential technicians of the modern studio, not to mention also the large capital, the enterprise and the physical resources of the large, up-to-date plant. For we all know that picture-making today is thoroughly an organization matter.

We will grant all these production essentials and the full power of these box-office drawing cards and even then go on to say that, in our opinion, there is something still more essential to the successful picture, and that is the *show* idea back of it.

This is the basic thing — the happy, instinctive guess of that which will appeal to the broad public taste of the day.

And from this view we go on to say what may seem trite but which is always wonderfully true, and that is, showmen count most in the making of pictures, men whose experience or genius or both make them alive to the public pulse for entertainment. That is the pillar of strength back of successful production.

Critics will rate these seven pictures from their various viewpoints of what constitutes superior production, but we all know that "The Big Parade" stands forth today as the picture that has most fairly caught the public fancy.

And an analysis of this success indicates pretty clearly that, stripped of all the excellent ability that from all sides has gone into it, it nevertheless is the basic idea of it that has put it to the forefront.

Unlike "Ben Hur," it wasn't made from a novel known to millions and held for years at a tremendous figure. It isn't merely a star picture. It is a splendid piece of direction, but no more so than "Mare Nostrum" or "Stella Dallas." It was written by Laurence Stallings, but, we are told, little of the preparation of the original story went into the production.

* * *

Stripped of everything, it becomes an idea — of the great war. Like "Over the Hill," with its great idea of mother love, it might as well have been written as a poem.

It is evident today that there is a great recurrent wave of interest in the great world conflict — not in its hate and strategy and causes and consequences, but in its human side. That has always been true of all wars.

And the idea of this picture just hit the bull's-eye of public interest. It was such a good idea that this picture must have made itself to a large degree, just as "Over the Hill" did. The inspiration was irresistable; everyone concerned became alive to the creative task of putting into a picture the human story of primeval and titanic struggle. And there blossomed forth — a live, pulsing, thrilling show.

We would cheerfully give credit for this accomplishment wherever it is due, and those concerned, from Irving Thalberg on, deserve a lot of it. But we pin the big medal on the idea.

And we predict also that picture making, like publishing and automobile manufacturing and the making of all that the public broadly wants, will always rest for its laurels upon the idea man.

In our business we call them showmen.

MOTION PICTURE NEWS

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Editorially Speaking

ON the editorial page of the New York *Herald Tribune* this week appeared an analysis and denunciation of the Upshaw bill for federal censorship, which should be given consideration by every exhibitor in the United States. The usually unruffled *Tribune* stated:

> The recent annual motion picture conference held in Chicago under the auspices of the Federal Motion Picture Council in America, was advertised as a meeting for the discussion of general film problems. No sooner did it get under way than it turned into a ballyhoo for federal control of moving pictures, as expressed in the bill introduced by Representative Upshaw of Georgia and now pending in congress.
>
> The Upshaw bill is a supreme example of ignorant bigotry. It was conceived by one of the most narrow minded congressmen ever elected by a constituency of southern crackers. It is being advocated by organized pussyfooters, who are bound they will turn Americans into a bunch of hypocritical goody-goodies, even if they have to use the sand bag and bribe money, throw personal liberty down the front steps and the American eagle into the ash can in order to do it.
>
> A bill regulating moving pictures seems no great thing to get excited over. But listen to the bill.
>
> It would establish a federal motion picture commission at Washington, six new bureaucrats, five to receive $9,000 a year (more than a federal judge) and the chairman to get $10,000 a year. The commission would have the power to establish offices and bureaus any place in the country it wished and hire staffs of censors to man them.
>
> No film could be shown in the United States until it had passed the commissioners or their deputies.
>
> The commissioners would offer to inspect scenarios and send agents into the studios to supervise the filming. This to be at the producer's request and to be paid for by payment of a fee. No copyright could be granted an unlicensed film.
>
> Producers would be forced to pay the commission at the rate of $10 per 1,000 feet of film censored and licensed and $5 for every copy of the film. The commission would have the right to change these fees in order to meet all expenses and—to pay to the United States bureau of education $1,000,000 a year for the purpose of making educational moving pictures.
>
> The commission would have the power to fix the rates and control the practices of all dealers in moving pictures, and to establish, if it wished, a controlled agency for distributing films. The commission would have authority to fix film rentals, and without (this specifically stated) regard to the length of a picture.
>
> The power of the commission would extend not only to the film itself but to any posters or advertising matter concerning it. One exhibitor charged with improper advertising would stop the release of any film throughout the United States.
>
> Those are some of the provisions of the Upshaw bill.
>
> In denouncing it we are not acting because of our love of the motion picture industry. The *Tribune*, perhaps more than any paper in the country, has attacked some of the things that have gone on, and go on, in Hollywood. We think that some pictures are splendid and some are abysmally rotten. We do not approve of immoral, salacious movies, nor do we want to see the children of the country corrupted by indecent films. That there are some such films we do not doubt.
>
> What we denounce is the attempted creation, by a loud mouthed minority of mercenary reformers, of another autocratic bureau at Washington to regulate public morals, personal liberty, and private business.
>
> The creation of any autocratic bureau at Washington is dangerous: It has proved so. The creation of such a bureau to regulate the morals, ethics, and taste of the United States is intolerable and unthinkable.

Cecil B. De Mille and party arriving in New York; left to right: Oscar M. Bate, Lou Goodstadt, Cecilia De Mille, Mrs. De Mille, Mr. De Mille and Raymond Pauley.

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PICTURES AND PEOPLE

J. Stuart Blackton, director of "Bride of the Storm" (Warner Bros.) and his daughter, Marrian Constance, who wrote the scenario for it.

Charley Chase, Hal Roach comedy star visiting in New York, acts as guest editor of "Topics of the Day" (Pathe) for one issue.

EMBASSY FIRST NIGHTING

MORE than the usual glamor of a photoplay premiere in New York developed when "La Boheme" opened its engagement at the Embassy Theatre on the night of February 4. The presence in our town of an especially large number of screen celebrities and the noising about of the fact that many of them would atend the performance brought forth a street and lobby-jamming crowd of the curious, bent upon gaining a glimpse of their favorites of the screen. Those close enough to see anything at all got a generous "eye full," for a markedly "brilliant" audience had gathered to witness Lillian Gish's performance as "Mimi" and a new work by Director King Vidor.

The tapestry of sentimental romance on the screen came as a soothing antidote for the strenuous activities of the ticket holders to gain the theatre through the crowds outside. Miss Gish's superb portrayal of the cough-racked "Mimi," Jack Gilbert's eloquent playing of "Rodolphe" and the other members of the cast drew warm and genuine applause as a merit for their fine efforts. The audience as well expressed its pleasure and appreciation of the work of Mr. Vidor in bringing "La Boheme" to the screen with its romantic fervor and pictorial beauties intact and with traces of its experiences on the operatic stage evident in every scene. Copyright difficulties preventing the use of the Puccini music as an accompaniment to the picture was responsible for one of the most interesting events of the evening, which was the score written for the photoplay by Dr. Billy Axt, who has accomplished the remarkable feat of writing an enhancing musical setting for the picture and doing it in such fashion that the "opera fans" themselves will find it all "in character" with their conceptions of "Boheme" gleaned through auditions of the operatic version of Murger's romance.

Dorothy Phillips, signed by Metro-Goldwyn-Mayer, will first be seen in the role of "Claire" in "Toto," with Lew Cody.

Merna Kennedy, Charlie Chaplin's new leading lady, who will be seen with him in "The Circus," which United Artists will release soon.

FOX AND THE WAMPUS BABES

IT is interesting the striking manner in which the Wampas, in picking its 13 Baby Stars for the year, confirmed the judgment of the Fox Films casting office during the past year. Janet Gaynor was "discovered" and put under contract by Fox, playing the feminine lead in "The Johnstown Flood;" Sally Long had the leading feminine role in "The Fighting Buckaroo;" Marceline Day was cast as ingenue in "Hell's Four Hundred;" Edna Marian played the lead in "The Garden of Edam;" Dolores Costello was chosen for "Greater Than a Crown;" and Olive Borden promises to create a sensation in "3 Bad Men" and "Yellow Fingers." Which is something of a record.

An unconventional portrait of Greta Garbo, Scandinavian player whose first appearance here is in Cosmopolitan's "Ibanez' Torrent" (M.-G.-M.).

Eileen Creelman, of the N. Y. American, presents Dorothy Gish, Inspiration star, with an invitation to the N. Y. Newspaper Women's Ball, March 12.

A NEW BROBDINGNAGIAN

ROY POMEROY, the remarkable young man who parted the Red Sea in the screening of "The Ten Commandments," who created the trick effects in "Peter Pan," and has contributed many other marvels of screen illusion, has evolved something new for "Get Off the Earth," the Martian comedy which Raymond Griffith will do. He has created a man, 30 feet tall, who runs, talks, throws missiles, eats—and is strong enough to push over an ordinary office building. Pomeroy and his 20 associates have been working for a year and a half on preparations for this fantastic screen novelty.

Metro-Goldwyn-Mayer notables leaving New York on return trip to California; left to right: John Gilbert, Mrs. Thalberg, mother of Irving G. Thalberg, Mrs. Tod Browning, Mr. Thalberg, Mr. Browning, Sylvia Thalberg and Nicholas M. Schenck bidding them good-bye.

VREELAND SELLS ONE

THE critics are coming into their own as screen authors, disproving the theory that a critic is an unsuccessful and disappointed dramatist. Only the other day, Karl K. Kitchen sold an unproduced play to First National, and now Frank Vreeland, of the N. Y. Evening Telegram, has writen a vehicle especially for the talents of Gloria Swanson—and, what is more, has sold it to the actress.

WEDDING BELLS

VIVIAN MARTIN, who will be well remembered by screen audiences and now appearing on the legitimate stage in New York, was married this week to Arthur H. Samuels, composer and advertising man, who was co-author of "Poppy," a musical comedy success.

A PAIR OF ASTERISKS

TWO subjects were selected for honorable mention by the National Board of Review this week. The first was "Oh! What a Nurse!" the Syd Chaplin-Warner Bros. fun-fest, and the other was Pathe Review No. 11.

ATLANTA SYMPHONY'S RECORD

ONE of the most unusual symphony orchestras in the country, the Atlanta Symphony, which is made up of players from the motion picture and legitimate theatres of Atlanta, has just wound up its third consecutive successful year. Enrico Leide, conductor of the Metropolitan Theatre orchestra, wields the baton and has been re-engaged for a fourth year. Of the 65 members of the orchestra, only nine are non-theatrical musicians. The standard attained by the orchestra speaks volumes for the calibre of music used in Atlanta picture houses, and the existence of the symphony, in turn, helps to attract musicians of the highest type to Atlanta. There are no paid executives, the sole expense being the salaries of players on a scale determined by the Atlanta Federation of Musicians. Nor does it burden its board of directors with a deficit. It is supported by a subscribed membership, and has become an important factor in Atlanta civic life, reflecting credit on the theatres of that city.

STEEDS OF THE SHEIK

VALENTINO, in his next picture, "The Son of a Sheik," should have some of the finest horseflesh ever seen on the screen. In addition to the Arabian steed shipped to this country, and another noted American horse which has been purchased, it develops that when the star was last in Philadelphia he greatly admired "Firefly," the horse of one of the mounted policemen in his escort. Arrangements were made for its purchase and it has been shipped to Los Angeles to play its part in Valentino's return to sheik roles.

A STUDIO ROMANCE

GERTRUDE OLMSTED, M-G-M contract player, and Director Robert Z. Leonard have announced their engagement. They first met at the Culver City studios, and Leonard proposed the other day just before Miss Olmstead took the train for New York to appear in an Eastern production. They plan to be married early in the summer.

HOPE HAMPTON SUES

HOPE HAMPTON, screen star and wife of Jules E. Brulatour, has filed suit in New York against Charles Dillingham, theatrical producer, for $58,000 salary under the terms of the contract which she signed with him to play the title role of "Madame Pompadour."

Two close-ups and a long shot of the Marion Morgan dancers, who appear in a spectacular sequence of the Frances Marion production, "Paris at Midnight," which Producers Dist. Corp. will release.

WHAT THE PUBLIC WANTS

SURPRISING diversity was the key-note of the replies received in the idea contest conducted by Cecil B. De Mille and the Los Angeles Times, which closed on February 28th. No one type predominated.

One of the most amazing upsets developed toward the end of the contest when a sharp decline in the number of Biblical suggestions was noted. Bible ideas and themes led by a majority of two to one during the first part of the contest. But at the end the Bible dropped to fourth place with historical subjects leading the list of entries by a wide margin.

Director Frank Borzage's mother appeared on the set while he was directing "The Dixie Merchant" (Fox) with a new bob, so he proceeded to make a screen test of it. Others in the picture are the elder Borzage, Madge Bellamy, Claire MacDowell, Jack Mulhall and Evelyn Arden.

It has been popularly believed that audiences were tired of historical and costume pictures and that they tolerated them simply because they were on the programs. This bugaboo has been exploded in the De Mille canvass of the public mind for 13 per cent of the suggestions sent in were ideas which dealt strictly with that class of material.

A great influx of letters suggested bootlegging and bootleggers as themes. In 1922, when Mr. De Mille staged a similar contest with the Times, bootlegging was represented by less than one percent of the total number of entries received.

Married life problems, a great favorite in the contest of four years ago, received almost a negligible number of supporters.

Dorothy Revier, Columbia star, welcomes King Meighan, that company's latest acquisition, upon his arrival on the West Coast to start work in his first picture.

Dustin Farnum, who returns to the screen as General Custer in Universal's "The Flaming Frontier," wondering whether his four week's old daughter, Estelle (center) will become as famous a star as her father.

COMEDIES NO LONGER SCHOOL

AL CHRISTIE, comedy producer, remarks that although the comedy studios were once regarded as merely a splendid training school from which dramatic artists were developed, they have now come to be recognized as offering a worthwhile career of their own.

"The comedy studios are no longer simply a step on the way to stardom," he says. "Comedy is still king when it comes to pleasing the majority of patrons. That is why the stars of tomorrow are looking toward the comedy field as their greatest opportunity for lasting success in stardom."

My, how Virginia Bradford has grown! The Universal player has donned her Seven League Boots and is stepping right out on the road to film fame.

A NEW ROLE FOR ZASU

ALTHOUGH she has appeared in a widely varied range of screen characterizations, Zasu Pitts has something new in the Fox production, "Early to Wed." In this she will be seen as Mrs. Dugan, Irish wife of an Irish policeman, whose corned beef and cabbage dinners are the talk of her friends.

A FILM DEBUTANTE

VIRGINIA LEE CORBIN, now playing her most important role in "The Whole Town's Talking" at Universal City, made her debut at a private party at the Montmartre, Hollywood, last week. She was presented by her sister to the guests, who included several prominent newspaper and magazine writers.

Gertrude Olmsted, arriving in New York City to appear in "Puppets" for First National, is met at the station by A. L. Rockett.

Jobyna Ralston, Harold Lloyd's leading lady, who has been lent to M. C. Levee for his "Molasses," for First National release.

Who'd ever think that this was Charlie Murray? Nevertheless, it is the Celtic comic himself, as he appears in "Her Second Chance" First National).

TROUBLES OF THE GREAT

ACCORDING to Alma Rubens, leading woman in Fox Films productions, there are compensations in being "just plain folks," especially when on a honeymoon.

About a week ago, Miss Rubens arrived in New York with her newly-acquired husband, Ricardo Cortez, also not unknown to the screen. Their consolidated hearts beat high with the hope of a quiet, blissful month safe from the prying eyes of press agents, reporters, newspaper photographers and enthusiastic manufacturers of beauty preparations seeking autographed testimonials.

Almost immediately it became apparent that they had entertained a forlorn hope! As the Twentieth Century Limited pulled into the station, a battery of newspaper cameras fired a salute.

Cortez, being a man of action, clasped his bride under his arm, called the nearest taxi and soon they were duly registered at the Plaza hotel. They were greeted by the wild ringing of the telephone bell, and during the entire day it continued to ring incessantly. The public apparently had mistaken the honeymoon suite for a new Community Center, said Miss Rubens.

The next day the honeymooners left for parts unknown—at least they hoped so. But relentless fate stalked them to their new abode and they fared no better than before.

As this is written the honeymooners are debating spending the remainder of the post-nuptial period in the Canadian North Woods, where they can at least share publicity honors with the Royal Mounted.

ON THE AIR

SEVERAL picture celebrities addressed the great invisible radio audience this week from New York stations. On Wednesday night, from station WEAF and connecting stations, Cecil B. De Mille spoke on "Star Picking." Lois Wilson went on the air from station WGBS, last Saturday, in connection with Emo's Weekly Movie Broadcast.

Emo, who is Eli M. Orowitz, accomplished remarkable work in the movie broadcasts which he conducted from station WIP, Philadelphia, culminating in the First National movie night, and he now plans to carry out even more ambitious projects in New York from WGBS.

CHARLIE'S LEADING LADY

MERNA KENNEDY, chosen by Chaplin as his new leading woman, is practically unknown in the East, and for that reason this brief description is of interest. She was born in Chicago and is of Irish descent; has titian hair; green eyes; is five feet two; and weighs about one hundred pounds. She is vivacious, of the tomboy type, with a charming freshness. Her photo will be found elsewhere.

Some of the typical American "kids" appearing in the Dinky Doodle cartoon series which Film Booking Offices is releasing, rehearsing a bit of piracy for a forthcoming production.

Ann Rork, Sam Rork's daughter appearing in "The Desert Healer" (First National), engages the services of Percy Westmore, noted hairdresser.

An odd and distinctive type is Amber Norman, feminine lead with Billy Dooley in "A Salty Sap," a Christie comedy for Educational release.

Jack Perrin, Western star whose contract has been renewed for the coming season by Rayart, and who will continue to appear in Western dramas.

Unique Hall of Nations for Paramount Building

Historic Stones to be Imbedded in Lobby Walls

THROUGH the efforts of E. E. Shauer, head of the foreign department of Famous Players-Lasky, a feature has been made possible for the new Paramount theatre and office building now under construction in Times Square, New York City, which will not only represent a new departure in architecture, but will be the most concrete demonstration ever offered of the world-wide importance and influence of the motion picture.

This feature will be a Hall of Nations in the inner lobby, imbedded in the walls of which will be 32 historic stones from 32 nations, each with an appropriate bronze tablet. Fifteen of these have already been received, and most of the others are en route to America.

This novel idea has not only created international interest in the new Paramount building, but it has become of international importance, for high officials in foreign capitals of the world are presenting these stones in the hope that they will be one more link in the chain of friendship between, Europe, Asia and America.

Presenting a stone from the Imperial palace of Japan, formerly the Chiyoda Castle of Tokyo, by permission of the Imperial household, Mayor Korekimi Nakamura of Tokyo, said:

"By this Imperial presentation I hope the future amity between Japan and America shall be even more increased hereafter."

When a stone from the League of Nations building in Geneva was presented it was with the thought that all Americans were familiar with what the stone represented.

The stone presented by the Chilean government was taken from the old San Francisco church in Santiago, a building which was constructed in 1572. There are only two of these stones in existence, and at one time they were carried to Spain by a conqueror, but later returned. One of these is now in a museum in Santiago, Chile, while the other will grace the Paramount building. Before sending the stone it was engraved with the Chilean coat of arms, and as only the Chilean government is permitted to display this emblem special permission was granted in an official document to be posted in the Hall of Nations.

The history of each stone would fill columns of space. Each bears the mark of centuries and carries with it the history of ancient feuds and conquests. All will add romance and a touch of ancient grandeur to the magnificent lobby of the Paramount building, which will tower 35 stories high.

A brief description of each stone follows:

Austria: Ornamental piece from the Town Hall of Vienna built by the famous cathedral architect, Friedrich von Schmidt in 1872 to 83. The removal of this stone occasioned the restoration of that part of the building.

Australia: Stone cut from the historical rock upon which Captain Cook landed in 1770. This rock is known as the Plymouth Rock of Australia.

New Zealand: A piece of Green stone, found only in New Zealand. This was taken from a museum and presented by the New Zealand government.

Switzerland: A brick stone taken from the League of Nations building in Geneva, which is a significant presentation.

Singapore: Stone taken from the Johore Causeway, the greatest engineering feat in the East and over which is hauled the greatest part of the world's rubber supply.

France: Stone taken from the historical Rheims cathedral, the history of which is familiar to the whole world.

Denmark: A carved stone taken from the famous Kronberg castle of Hamlet fame.

Czecho-Slovakia: Block cut from the historical mountain of "Rip" around which centers the history of the Czech people.

Greece: Stone taken from the oldest known theatre in the world, the Dionyssus, which dates back 496 B. C.

Germany: Cornice stone taken from the Imperial palace in Berlin.

Japan: Stone taken from the Imperial palace at Tokyo, formerly known as the Chyoda Castle of Tokyo.

Chile: Stone from the old San Francisco church in Santiago which was built in 1572. This is a very rare stone.

Sweden: Stone taken from the historical wall of the City of Visby.

Argentina: A beautiful onyx stone officially presented by the government.

Brazil: Stone cut from the top of Sugar Loaf mountain in the harbor of Rio.

Guatemala: Stone from the ruins of Maya in the form of an idol.

Panama: Stone from the ruins of the old city of Panama, destroyed in 1671 by the Pirate Henry Morgan. The only remains left standing is the old tower of the ancient cathedral.

Mexico: Idol from the old temple of Quetzalcoatlen, the oldest ruins in Mexico.

Iceland: Stone cut from the Thingvella plains.

Finland: Granite block from the old Sveaborg fortress.

Norway: Stone from the ancient fortress of Akershus in Oslo, Norway.

Holland: Stone taken from the most ancient building in Holland, the thirteenth century castle, known as the Muiderslot (The Castle of Muiden).

England: England has offered 11 stones, one each from the House of Parliament, Buckingham palace (the old original building), Hampton Court palace, Greenwich hospital, The Roman wall (Newcastle-upon Tyne), Edinburg castle, Scotland; Post Office, Dublin, St. Paul's cathedral, Westminster Abbey, St. James' palace and the Tower of London.

Among others to come are stones from the Wall of China, the interior of Russia and from Poland.

Some of the historic stones which will be imbedded in the walls of the Hall of Nations in the new Paramount theatre building, New York City.

Circuits Plan Expansion Moves

Fox, Famous, North American, Loew and Others Mentioned in Announcements and Rumors of Construction

NEW theatre construction plans and circuit expansion continued unabated this week. One rumor had it that the Mark Strand corporation was considering the erection of a mammoth playhouse and office building on the site of the present New York Mark Strand Theatre, to compete with the new Roxy and Paramount houses.

Fox last week consummated the deal for the Century and Parkway theatres, Baltimore, for about $1,500,000.

Several new moves appeared in Portland, Ore. The visit of Harry C. Arthur, jr., of North American Theatres, confirmed the purchase of an elaborate house under construction there by Ackerman & Harris, to be known as the Broadway theatre. It will seat 2500 persons, and is to open July 1st.

It was also reported that Famous Players is seeking a site in Portland. Reports that Fox would invade Portland were also rife.

Consolidation of theatrical and other properties valued at $3,250,000 under the corporate head of the Goldstein Brothers Theatres Corporation was announced last week in Springfield, Mass. The properties involved include theatres in that city, Westfield, Northampton, Pittsfield, Ware, Palmer, Holyoke and Utica, N. Y.

Motion picture building activity in Seattle bids fair to exceed all present indications, according to the outlook last week, as a result of a visit of representatives of both the Famous-Players and Fox organizations to the Northwest city. According to good advice from credited sources, the Famous-Players organization is seeking a suitable location for a motion picture house that will seat at least 4,000 persons. Should their search fail, it is understood that they are still negotiating for the houses in Seattle owned at present by the Jensen-Von Herberg organization.

The representatives for the William Fox theatre department also are reported to be seeking a site suitable for the construction of a very large motion picture house, similar to the Fox houses in other leading cities throughout the country.

At the present tme, the Producers Distributing-DeMille house in Seattle is rapidly being constructed, and it is expected to open in the early fall. It is a 3,000 seat theatre that will feature motion pictures and large stage prologues and presentations. The new Orpheum Theatre, which will be devoted to vaudeville and pictures, is also expected to get under way within the next few weeks, to permit an opening prior to January 1, 1927.

Expansion of the Saxe Circuit of picture houses now operating in practically every key city in Wisconsin, continues at a lively rate. During the past week Thomas Saxe, general manager of the circuit, announced that a new $150,000 house would be erected in Oshkosh, to meet opposition from the new picture palace the Fischers Paramount circuit is reported as planning. Another $50,000 is to be spent in Racine to remodel the Bijou Theatre, recently acquired from Owen McKivett, and now prospering under the management of Walter League, who was brought in from Memphis to join the Saxe managerial staff. April 1 has been tentatively set as the opening date of the new Tower Theatre at Milwaukee, second of the four mammoth neighborhood houses which are to be strategically located throughout the city, and when completed are expected to completely revolutionize the aspect of the local picture business.

Philly Owners Object to Paper Clause

PHILADELPHIA exhibitors are taking a decided stand against attempts on the part of Famous Players in this territory to compel exhibitors to purchase all their paper and advertising accessories from the exchange at the time of issuing the pictures. A clause in the new uniform contract provides for the purchase of all such material from the exchange renting the picture.

This clause has never been enforced heretofore by any of the companies doing business in Philadelphia. A committee recently conferred with Percy A. Bloch, Philadelphia branch manager, to voice an objection on behalf of the M. P. T. O. against such a practice. Mr. Block promised to present the matter to home office officials. The enforcement of this clause will, the exhibitors claim, increase the cost of paper to them 150%.

W. S. Butterfield, of Detroit, head of extensive theatrical interests, announced last week a new $500,000 theatre for Saginaw. Its policy will be combined vaudeville and motion pictures and occasional legitimate attractions. Ground will be broken in the spring. Butterfield circuit already operates four theatres there.

The Marcus Loew Theatre enterprises have purchased the Jefferson Hotel property, owned by Julian Goldman, in Syracuse and immediately will begin the erection of a theatre and office building on the site. The purchase price is said to be $1,600,000. Plans for the new structure call for an expenditure of a minimum of $2,000,000. All leases on the property expire May 1, and the Loew company plans to start on that date razing the present building and pressing forward construction of the new ten-story structure.

The sale does not include the Richards block in S. Clinton street, as first rumored, nor does it take in the Griffen block. The Loew company will operate the theatre as a motion picture house, with possibility that it may later be changed to vaudeville and pictures. The theater, when completed, will be the largest in the city, surpassing Keith's seating capacity by several hundred. The theatre will have a large stage and a balcony, in all accommodating more than 3,000 persons. The entrance will be from Salina street, with stores opening from the lobby entrance. The property has a frontage of 127½ feet on S. Salina street, and runs back 194 feet along W. Jefferson street. The price paid establishes a new record for business land in Syracuse, figuring up about $1,000 a running foot. Marcus Loew takes over the Syracuse property in his own name and will personally direct its development. Starting as soon as the buildings are vacated the site will be cleared within two months and plans are to have the shell of the building completed before next winter. The opening will be made in 1927.

The Ardmore Theatre, Philadelphia, one of the finest suburban motion picture houses in the country, went under the direction of the Stanley Company of America on March 1, 1926, after having been successfully operated by the Main Line Amusement Company since its opening on May 17, 1922. The present policy of the theatre will be continued with a few minor changes in order that the performances may conform to the Stanley policy.

Control of the Clinton Theatre Co. of Boston has been secured by the Boas Amusement Co. of Boston. It was formerly owned outright by Philip J. Philbin, Walter J. O'Toole and Joseph H. Woodhead.

The Gem Theatre at Willimantic, Conn., operated by Samuel Camper, has been purchased by Israel J. Hoffman and Bernard E. Hoffman for the Hoffman circuit. The theatre has been closed temporarily to permit of extensive alterations and improvements and is to reopen as a first run and vaudeville house.

Purchase of the Gem Theatre gives the Hoffman brothers control of 14 theatres in Connecticut. The Gem was built in 1912 and has a seating capacity of 1,000. Its builder was Arthur P. Doorman of Woonsocket, R. I. John R. Pickett, who has been manager of the theatre for some time past will be retained in that capacity by the new owners. He is one of the pioneer motion picture men of the Nutmeg state.

William P. Gray, president of the Maine & New Hampshire Theatres Co., has selected a site for a new motion picture theatre to be erected in Auburn, Me. It will be the first theatre in that city, patrons heretofore having crossed the river to Lewiston for their entertainment.

The proposed theatre will cost approximately $100,000. It will be erected on the site of the American Legion clubhouse property which Gray has purchased for $20,000. It is expected that actual construction will begin early in May and the theatre will be ready for occupancy in the fall.

Work on the demolition of the old Boston Theatre between Court street and Hayward place, Boston, temporarily delayed by the heavy snow storms of February, is now going forward rapidly. On this site the Keith-Albee interests will erect one of the largest theatres in the East and it will exceed in beauty and completeness of detail any theatre in the country, according to Albee. It will be a memorial to the late B. F. Keith and it is almost on the site of the little office where modern vaudeville was born. B. F. Keith and E. F. Albee first launched their ideas of "refined variety" there and gave it the name of "vaudeville."

The Temple Amustment Co. of New Haven, Conn., will erect a new theatre and business block at Campbell avenue and Center street, West Haven, Conn., with theatre entrance from Campbell avenue. There will be six stores and a large dance hall in addition to the theatre, which will have a seating capacity of about 1,500.

The Atlantic Theatre Corporation of Boston will soon start construction of a modern motion picture theatre on the site of the old Woburn House in the main square in Woburn, Mass., which will have a seating capacity of about 2,000. Two stores and ten offices will be included in the same building. Plans are being prepared and contracts will be let before the end of March. The house will be ready for use by fall.

R. J. Allyn of the Allyn House, Hartford, Conn., has awarded contracts to the R. F. Jones Co. of that city for a theatre to be built just west of the present Majestic Theatre. It will be 92 by 140 feet with a seating capacity of 2,000 and the estimated cost is $350,000. It will be ready for use Dec. 1 next.

Contracts have been let by Isreal J. Hoffman and Bernard Hoqman for a new theatre to be erected at New Britain, Conn., which will be opened late in the fall. The theatre will be 90 by 161 feet, modern in every detail, and will seat about 2,000.

The Danvers Theatre, Danvers, Mass., destroyed by fire early in the year, is to be rebuilt at once. Plans have been prepared and contracts will all be let within the next few days for the structure. Louis Brown of Danvers is the owner and will manage the house. It will be 70 by 100 feet, will contain but one floor, no balcony, and will cost about $75,000.

Foundations are being laid for the new theatre, with office building adjoining, at Franklin and Porter streets, Worcester, being built for Benjamin I. Coonen of 6 Tahanto road, Worcester. The theatre will be 160 by 90 feet, with auditorium and balcony and will seat not less than 2,000. It is expected to be ready early next winter.

Colonial Theatre, Inc., is to start construction of a new theatre in Middletown, Conn., about the last of the month. The building will be erected on Main street from plans by Mowell & Rand of Boston. The house will have a seating capacity in excess of 1,200. Daniel A. Peters, Arthur H. Lockwood and Lewis M. Gordon are interested in the company.

The new theatre in Quincy, Mass., now under construction by the Moe Mark circuit, will be opened about May 1 and Joseph Levenson is to manage it. It has about 2,000 seats.

Jacob Laurie's new Rivoli Theatre at Dudley and Washington streets, Boston, is progressingly rapidly and will be ready late in the spring or early summer. In addition to some 2,000 seats, the building will contain stores and offices.

Not long ago the Midland Circuit of theatres announced the proposed erection of a $4,000,000 theatre and office building at Thirteenth and Baltimore, Kansas City, Mo., to be an exclusive Metro-Goldwyn house. Then came an unofficial announcement from Fox of a theatre to extend the entire block between Grand and McGee on Thirteenth street, just two blocks from the proposed Metro-Goldwyn site. Now the announcement from the Midland Circuit is that their theatre will be increased to a 12-story building and include a theatre to seat 4,600 instead of 4,000 persons.

Buffalo is soon to have a chain of community motion picture houses, all of which will be operated on a plan which will compare with the biggest downtown theatre and in which will be offered only the biggest pictures and the finest music. Prominent theatre men are at work on the proposition but because of the confidential nature of negotiations now in progress no names of those identified with the venture can be published at this time.

Present plans call for the acquisition of houses in the northern, eastern and southern part of the city. The deal for the de luxe theatre on the east side has been closed and the house on the north side will be decided on within a few days. It is hoped to have some of the theatres ready for the public by August 1st of this year. Conferences also are under way looking to the taking over of some new theatres now under construction in towns near Buffalo.

The Roger Sherman theatre at 70 College street, New Haven, Conn., latest addition to motion picture houses of that city and southern New England, first in a chain under construction or projected for that section by a New York corporation headed by Arthur S. Friend, will be formally opened March 12th, according to an announcement Saturday by Mr. Friend and Edwin Morchary, who will be managing director of the house, following a conference with the contractors, now engaged in putting finishing touches on the structure.

The chain of motion picture-vaudeville houses under erection or projected in leading southern New England centers by New York interests headed by Arthur S. Friend, promoter, Arland W. Johnson, architect, and J. D. Harrison, former construction head for the Fleischmann $38,000,000 syndicate, will be represented at Derby, Conn., by a two-story playhouse and business block, to be built at an approximate cost of $350,000 and ready for occupancy by Labor day, provided business men of that and the twin city of Shelton subscribe to $50,000 of a second mortgage, according to a proposition outlined at a conference held at Derby this week.

Friend and Johnson, who have been in Connecticut much of late supervising construction of a million dollar playhouse at New Haven and one at New London to cost aproximately $650,000, as well as to investigate several other locations considered as promising, stated a deal has been consummated, based upon acceptance of their offer, to take over the centrally-located Elizabeth street site acquired more than a year ago by Sigfrid Malm, 242 Broadway, New York, with announced intention of building upon it an even more costly playhouse-business block.

Admission Tax Cut is Effective 28th

Exemption Increased to 75 Cents Under Measure Signed by Coolidge; Discrimination Narrowly Averted by Prompt Action

APPROVAL of the revenue revision bill, given by President Coolidge when he signed the measure on the morning of February 26, means that within a month the exemption from the admission tax will be increased from its present rate of 50 cents to the new maximum of 75 cents.

As agreed to by the conferees of the Senate and House, the admission tax provisions of the bill carried the stipulation that they should become effective thirty days after approval of the measure. Under that clause, the change will become effective at midnight March 28.

Credit for the favorable action of Congress with respect to the admission tax must be given Jack S. Connolly, Washington representative of the Motion Picture Producers and Distributors. Under the House bill no relief whatever would have been afforded the motion picture exhibitors but the legitimate theatres would have been entirely relieved of tax. The Senate plan of removing this tax in its entirety was recognized as impossible of consummation, even when the Senate voted favorably on it, and the matter then stood in such a way as to practically assure adoption of the House plan.

Through the efforts of Mr. Connolly, the conferees of the House were won over to the viewpoint that it was better and more equitable to give some relief all along the line than to legislative in favor of one class of amusements only, and as a result of his presentation of the matter the compromise finally adopted was suggested.

Only the fact that the House of Representatives had agreed to the conference report on the revenue revision bill and thereby automatically had discharged its conferees, prevented the Senate from adopting a motion made by Senate Neely of West Virginia to recommit the bill to the conference committee with instructions to insist upon adoption of the Senate's repeal of the tax on admissions and dues, made during debate upon the measure February 24.

Senator Neely and others who were in favor of his proposal asserted that it was more important to relieve the poor "hewers of wood and drawers of water" from tax upon their amusements than it was to lighten the more or less mythical tax burden upon the very wealthy.

He declared that the 75 cent exemption afforded little relief to those in the larger cities who desired to attend theatres other than the neighborhood movie houses, and cited the case of concerts by noted musicians which music lovers of all classes were anxious to attend, but from which, he declared, the poorer music lovers might be debarred because of the tax.

However, it was pointed out, due to the fact that the House had discharged its conferees, it was impossible to recommit the bill, and, after further desultory debate, the measure was adopted by a vote of 61 to 10.

What appears to be several hundred thousand signatures on cards and letters, from patrons of the theatres and the members of many theatrical companies playing from New York to San Francisco, in a campaign for the repeal of the admission taxes, repose in the files of the Senate Finance Committee.

This is writen to set at rest rumors that the friends of the motion picture industry were not sufficiently active at the time seemingly ripe for the entire withdrawal of the admission tax. Those on the inside in Washington are firm in the conviction that the arguments advanced on behalf of the silent drama, coupled with the plea that came from the bush league baseball teams, had great influence with the legislators who were charged with rounding out a satisfactory tax bill.

Bureau Appropriation Insufficient

Cutting of Fund for Foreign Motion Picture Division May Curtail Plan for Serving Industry

WHILE establishment of a motion picture division in the bureau of foreign and domestic commerce is assured by inclusion in the 1927 appropriation bill of the Department of Commerce of an item of $15,000 for that purpose, this reduction from the requested fund of $26,000 may do much to nullify the plans for the department for serving the industry.

The House appropriations committee, in reporting the bill last week, increased the fund for export industries only by $15,000, although figures submitted by Dr. Julius Klein, director of the bureau, showed that at least $18,940 would be required for salaries and supplies.

Quoting from an editorial in MOTION PICTURE NEWS, in which it was declared that "the most momentous problem facing the American motion-picture industry today is the foreign market," Dr. Klein, appearing before the committee during its consideration of the bill, declared that he subscribed to that sentiment and also that discrimination against American pictures abroad would not only injure the picture industry but would have an indirect effect upon the popularization of other American commodities, for which a demand is induced by their depiction in the films sent abroad.

Dr. Klein told the committee how, after being shipwrecked on the coast of Peru in 1919 and losing all his effects, he was able to purchase an entire outfit of American clothes at small native stores, where they had been stocked as a result of the influence of American films. "For that reason," he declared, "I say that we ought to give every possible encouragement to so potent a factor not only in extending our exports of commodities but also in giving the people abroad an idea of how America actually lives."

The value of our foreign trade in this commodity, he told the committee, runs as high as 25 per cent of the total business of some important companies, a much larger percentage than is usual in other lines, and the declared value of films exported, $9,000,000, is estimated to be only ten per cent of the actual return secured from royalties.

C. P. Cohen Made Fox Exploitation Director

CHARLES P. COHEN has been appointed Exploitation Director of Fox Films by General Sales Manager James R. Grainger to replace Ned Holmes who has gone to the coast to fill an important position in the production department under W. R. Sheehan, vice-president and general manager of Fox.

Cohen managed several theatres before entering the exploitation field when he covered the New York district for Goldwyn Pictures Corporation. Recently he served as assistant to Holmes.

Discrimination has made necessary the creation of a motion picture division, Dr. Klein explained to the committee in response to questions.

"The first signs of an attempt on the part of some foreign countries to block the imports of American pictures were evident last fall," he continued. "What came to be known as the contingent system was begun, whereby no American films should be shown by a given theater without an equal number of the films of the native manufacturers also being shown. In some cases the proportion was not quite equal. In some cases the proportion was five American films to one native film, or for every two American films one native film, or whatever the proportion may be.

"Starting from that more or less harmless effort, apparently an incipient effort to block the import of American pictures, there have come a whole series of moves on the part of foreign industries, many of which the industry in this country feels are discriminatory, with the aim to obstruct the importation of American films. Films are required to be made in this or that fashion; there are arbitrary exactions of higher customs tariff or higher imposts of one sort or another when the pictures are shown; and other discriminatory devices are resorted to.

"The industry endeavored, at first, to eliminate some of these exactions, but it has been unsuccessful. A plea has been made that if a motion picture division is opened in the bureau, we might be able to send abroad an experienced, trained commissioner who would have the prestige of a Government representative, and therefore be in a position to present in a conciliatory fashion to the foreign government officials involved the precise story of the problem. Judging from the experience that one or two of our foreign officials have had, we might be able to do something in that way.

"We can not, however, now give quite that expert attention that is necessary, because we have no commodity division backing that field effort. That is the emergency that has now arisen, and it seemed to us that the plea of the industry had a very just basis, because of this sudden discrimination, which is bound to be continued, and secondly, because of the very important element that it represents in our total foreign trade effort."

The $15,000 carried in the bill would not be sufficient to pay the salaries of the chief, specialist and five clerks which it is proposed to employ in the division. If the full amount of the item is not restored by the House during consideration of the bill, the Senate appropriations committee will be asked to make an increase in the fund so that the department may carry out the program which has been tentatively arranged.

End of Newsreel Censorship Likely

Davison-Webb Measure, Abolishing Supervision Over Weeklies, Expected to Pass New York Assembly Next Week

THE Davison-Webb bill doing away with the censorship of news reels in New York state, will go to a vote in the Assembly at Albany, next Monday night, and is expected to pass despite the fact that during the past two or three days considerable opposition has cropped out from various quarters. Canon Chase of New York spent one day at the Capitol this week, and devoted considerable of his time to a discussion of the bill with Senator Griswold Webb, the introducer in the Senate. Canon Chase was very frank in saying that he did not like the bill as it had been drawn and introduced, and asked that it be amended to the effect that news reels be censored, but without cost to the producers.

When the bill was advanced to the order of third reading in the Assembly, one night this week, there was a spirited debate in which Assemblyman Louis Cuvillier, Assemblyman Hackenburg, and Assemblyman Burton D. Esmond participated. Those who opposed the bill and its advancement, declared that it would be possible to show news reels on the screen that depicted such pictures as had appeared during the past week in certain New York publications in describing a birthday party that had taken place in the metropolis. Assemblyman Louis Cuvillier said that it would be quite possible for uncensored news reel to show such pictures on the screen under the claim that they were news events.

Capitol and Dependable Exchanges Merge

THE past week witnessed the amalgamation of two New York state right exchanges, the Capitol, of which Herman Glucksman is president and the Dependable, Charles Goetz president. The deal, which is said to involve a half million dollars, is to take effect on March first, all of the product to be handled together. All other corporation officials remain the same.

In spite of the opposition, however, and some of it came from Republican centers as well as Democratic, despite the fact that the bill had been introduced in both houses by Republicans, it is generally conceded that the bill will pass the New York state Legislature. Democrats will vote for the measure as they have always been against the censorship of motion pictures in the state in any form, and the Republicans will vote for the bill as it is generally regarded, through its introduction by Republican legislators, as a Republican measure.

Paramount School Graduates First Junior Stars

Three Additional Pictures to be Made With Group

By L. C. Moen

"WE finish but to commence!" That familiar motto of graduation exercises might well have been emblazoned on the wall of the Ritz-Carlton's grand ballroom Tuesday evening, when the sixteen Paramount Junior Stars, comprising the first class of the Paramount Pictures School, were graduated with appropriate exercises. Each student received a diploma from the hands of Jesse L. Lasky—not the customary sheepskin to be framed and soon forgotten—but a contract calling for one year's appearance in Famous Players-Lasky productions.

The occasion was truly historic, for it marked the completion of the first course of instruction in the first bona fide school of motion picture acting ever created, and carried with it its own demonstration of the value of such training—"Fascinating Youth," starring the entire group, which will be released on the Paramount program.

"The Paramount Pictures School," said Lasky in presenting the diplomas, "is our answer to the cry for new faces on the screen. It is the answer to the question: 'How does one break into the movies?' Tonight you will see the results of the first term of the school, and I may say that we, the officials of Paramount, are so pleased with those results that we have decided to make three more pictures this year with the entire group of 16 Junior Stars."

More than three hundred guests were assembled in the grand ballroom for the occasion, including the Junior Stars, executives of Paramount home office and studios, players and members of the daily, fan and tradepaper press. At the speakers' table were the Junior Stars, with Adolph Zukor, Jesse L. Lasky and Sidney R. Kent in the centre, while on either side were Will H. Hays, Sam Katz, Paramount players and other executives. The only speakers were Mr. Lasky and Charles Brokaw, president of the class.

At the conclusion of the exercises, the class picture, "Fascinating Youth," was screened. The showing was marked by frequent applause, and the spontaneous ovation at its close left the students—tensely awaiting the verdict on their maiden effort—in no doubt as to the reception accorded by an audience which had come demanding to be "shown."

It is no secret that scepticism has been rife in many quarters, ever since the first announcement in April, 1925, as to the possibility of success in such a venture. Students had never been systematically trained for the craft of motion picture acting; therefore many of the "wise ones" dismissed the whole matter as either an impractical dream or a gesture for publicity. These sceptics were not much in evidence after the showing.

In presenting the diploma-contracts, immediately prior to the screening, Mr. Lasky said:

"For years there has been an insistent demand, from exhibitors and the public, for new faces on the screen. That need was clearly recognized—but how to find them? Thousands of people used to write in to us and say: 'How does one break into the movies?' Frankly, I didn't know. I never could figure out just how people did get in. It just seemed to happen, and was left pretty much to chance.

"The Paramount Pictures School is our answer to the demand for new faces and to the cry for opportunity on the part of those who want to break in.

"As soon as the school had been announced to the public, last April, we set machinery in motion throughout the country to find the most promising candidates. Photographs were sent in to each exchange and the best of these forwarded to us. I believe we stopped counting when about 40,000 applications had been received.

"The first results, after going through these photographs, were disappointing, but we redoubled our efforts to locate promising talent. Cameramen were sent out to several exchange centres to make screen tests of the best material. About five hundred such tests were filmed, each a hundred feet long, so all told we had to look at 50,000 feet of tests.

"Finally, on Monday, July 20th, 19 students were assembled at the Long Island studio and actual work was begun. For various reasons, three of the students who could not comply with the curriculum were dropped, leaving the present 16 young men and women.

"Curiously enough, the three who were dropped were from Hollywood and Los Angeles. I believe the reason for that is that all the really promising talent in Los Angeles manages to find its way into pictures unassisted.

"We first set about to rid the students of self-consciousness. Bodily training included fencing, swimming, riding, dancing and gymnastic work. Make-up was taught them in every detail, the wearing of costumes, deportment, character study and psychology, the technical side of motion picture production, and so on.

"When they began to appear before the camera in little scenes, these were screened for them the following day so that they could follow their own progress and correct their faults.

"Early in October, Sam Wood, the director, and Byron Morgan, the author, arrived. Morgan studied each student and built a story which would afford each an opportunity. Wood began to direct them in scenes similar to those in which they would appear in the picture.

"Actual shooting of the picture began on November 23rd and continued in the studio until December 24th. Exteriors were filmed at the Lake Placid club and on the North Shrewsbury river.

"The actual result of all that you will see on the screen."

He then presented the diplomas to the Junior Stars, bidding them farewell as students and welcoming them into the Paramount stock company.

Charles Brokaw, class president, responded with a talk in which he expressed the appreciation of the students for the opportunity thus offered, and on behalf of them presented Mr. Lasky with a cigarette case, suitably inscribed. The screening of the picture followed.

"Fascinating Youth," a winter sports story, is splendid entertainment. Its appeal does not depend upon the unusual circumstances connected with its filming. It is neither amateurish nor cheaply produced. On the contrary, it has been given the benefit of every production resource of the organization and can stand on its own feet as a Paramount release. It makes no pretension of greatness, but neither does it require any apologies.

Byron Morgan has fashioned a story which cleverly sets off the best phase of each student's ability, and Sam Wood has likewise done a praiseworthy job in transferring that story to the screen with trained but inexperienced players.

The story tells of a youth, Teddy Ward, the scion of a wealthy family, whose romantic inclinations lead him into engagements which cost his father dearly to break off. Living in Greenwich Village, he meets and falls in love with Jeanne King, a young artist. His father, desperate, appoints him manager of the Mountain Inn, which has always been a failure, and tells him that if he can make a success of it he can marry the girl; otherwise he must wed Lorna Lane, his father's choice.

Teddy, accompanied by his "gang" of Greenwich Villagers, invades the Mountain Inn and proceeds to liven things up. An ice carnival is planned, to be featured by the appearance of movie stars to draw the crowd, and to be topped off by an ice boat race with a $10,000 purse. Teddy's father stops payment on the prize check, but Randy Furness, a guest, assures Teddy that he is certain to win the race and will waive the prize.

The movie stars decline to come, but the Inn is crowded to the door with guests. Just when ruin seems certain, Jeanne enters with the stars, having inveigled them into coming for the one [illegible]. Success is followed by gloom, however, when the world's champion ice boat racer enters the competition and threatens Furness with retaliation for a previous defeat. At the last moment, Furness loses his nerve and [illegible] out, so Teddy and his father's [illegible], an old man, sail his boat and [illegible] by a hair.

This sketchy outline neccesarily gives a most incomplete idea of the picture, which has been plentifully "gagged" but is still well knit and not episodic. The comedy sequences are delightful, the titles droll, and the skiing and ice boating provide thrills aplenty.

The Paramount stars and directors who appear as themselves in the studio and carnival squences are Richard Dix, Adolphe Menjou, Clara Bow, Lois Wilson, Percy Marmont, Chester Conklin, Thomas Meighan, Lila Lee, Lewis Milestone and Mal St. Clair.

The exploitation possibilities of such a picture for the exhibitor require little comment. The title, the school angle, the nature of the story, the Paramount stars who appear, the director and author (the same combination responsible for so many Wallace Reid successes), all lend themselves to efficient and novel exploitation.

Teddy Ward is played by Charles (Buddy) Rogers, of Olathe, Kans., who was recommended by a local exhibitor. The girl, Jeanne, is played by Marion Ivy Harris, an Atlanta, Ga., beauty who gave up art study to enter the school. Jack Luden, son of a wealthy candy manfacturer at Reading, Pa., is cast as Ross Page. He had previously done doubling and stunt work. Randy Furness is played by Robert Ward (Walter Goss), who was a New York newspaperman. Claud Buchanan, of Boston, Mass., who is seen as Bobby Stearns, gave up the study of medicine to play small parts on the stage and screen. Dotty Sinclair, a "vamp," is played by Mona Palma, of New York City, former fashion model. Thelma Todd, of Lawrence, Mass., who gave up normal school to become a Junior Star, is Lorraine Lane. Her sister, Loris Lane, father's choice, is played by Josephine Dunn, who was in the chorus of various Broadway stage productions.

Thelda Kenvin, of Brooklyn, an illustrators' model who was Miss Brooklyn in 1923, is cast as Betty Kent. Mae Oliver is played by Jeanne Morgan, of Medford Hillside, Mass., who had some stage experience before entering the school. Dorothy Nourse, of Roxbury, Mass., taken by the school from a clerk's position, and who had won several Boston beauty contests, is seen as Mary Arnold. Irving Hartley, New York City, who had been radio operator, ticket agent, steamship company correspondent and press photographer, appears as Johnnie. Greg Blackton, Brooklyn, once in the export business and who had played small parts, is Frederick Maine. Robert Andrews, of New York City, who was an assistant director, plays "Duke" Slade, champion ice boat racer. Charles Brokaw, Columbus, Ohio, who appeared on the stage with Walter Hampden, Petrova, Jane Cowl and others, plays Gregory, manager of the Inn. Iris Gray, of Wichita, Kansas, who plays Sally Lee, as a dancer with the Denishawns and on the Orpheum circuit.

Ralph Lewis, Joseph Burke, James Bradbury, Sr., Harry Sweet and William Black appear in support of the students.

"Facinating Youth" brings to fruition Jesse Lasky's dream of many years standing of a school that would efficiently and sanely fit young men and women for the art of screen acting, and the results prove that his vision was fundamentally right and sound.

Sol Lesser to Retire from Business

Will Dispose of Interest in Forty Corporations and Go Abroad With Family for an Indefinite Vacation

SOL LESSER, one of the film industry's most colorful personalities, successful alike as distributor, producer and exhibitor, and still in his early thirties, will retire shortly from the motion picture industry. Lesser, who has been active in the business for over 17 years, and has been one of the guiding forces in the upbuilding of the West Coast Chain since its inception, is about to complete a deal whereby his interest in the West Coast properties will be purchased by a syndicate of bankers headed by Hayden Stone & Company, acting in concert with a group of franchise holders and important officials of First National Pictures, Inc., as announced last week. Lesser's holding in the West Coast Chain comprise 25,000 shares of stock, of an outsanding amount of 140,000 shares.

After the preliminary papers are prepared, Lesser will leave for the Coast where the signatures will be affixed to the final documents sometime in March.

Following the completion of the sale of his interests in the chain, Lesser will resign from about forty different corporations in which he is now acting in some official capacity, and take an extended trip and vacation to Europe with Mrs. Lesser.

Seventeen years ago, still in his teens, young Lessor was assistant to his father in a theatre. Then came the San Francisco fire. Sol borrowed a thousand dollars, and, on the still smouldering ashes of the conflagration, opened up the second motion picture theatre in San Francisco. Luck was with him. He created distinctive presentations. Friends flocked to him. His reputation as a showman began to grow and to him was entrusted the presentation of the biggest pictures at that time.

With rare courage, up and down the far flung Broadways and Main Streets of the West Coast, he boomed "The Birth of a Nation," "Cabiria," "The Spoilers" and other special attractions. The public responded. Patrons began to talk. The industry began to ask "Who is Sol Lesser?"

He next bobbed up as the producer of the Jackie Coogan pictures, presenting Chaplin's "Kid" discovery in a series of productions, of which "Oliver Twist" stands as a genuine screen contribution of high order.

But Lesser was restless. He bought the rights to the Harold Bell Wright novels and produced two of these, and also filmed a series of scientific short subjects.

Then First National, a young organization, needed new blood on the West Coast. They called Sol Lesser. It wasn't long before he was elected vice-president and member of the executive board of that company, which today stands as one of the dominant factors in the motion picture industry.

Then came the birth of his big idea. In association with the two Gore Brothers, and three theatres, they dreamed of a chain of houses to be known as the West Coast Theatres, Inc. It was started in 1921. In the short span of five years, which brings our story up to date, their holdings have grown to the amazing total of 169 theatres, dotting the highways in the cities and hamlets all along the Pacific.

Then came an offer. Hayden Stone & Company, the bankers, and a group of First National franchise holders offered him over a million dollars for his third interest in the West Coast chain. Lessor accepted.

"For the present I'm not going to continue working," says Lesser. "Seventeen years are plenty. I haven't had a real rest in all that time. But soon, very soon, after this deal is done, I'm going to resign from about forty corporations, take the wife, kiddies, and off we go to Europe for a pleasure trip.

"What am I going to do when I come back? Well, then I'll be fancy free and footloose. For once in my life I won't be tied up with any company or any individual. That's the nearest approach to freedom I've ever had. But I feel that I owe the industry a real debt. And when I get back, I'm going to repay that debt with some constructive ideas of service which may benefit the business which has done so much for me.

"I have no other plans. Right now I'm trying to get an autographed copy of Carl Sandburg's 'Biography of Lincoln.' I want to read. I want to dream. I want to see in reality, those places I've only seen in pictures. I want to play."

Anne Nichols Complains of "Cohens and Kellys"

ANNE NICHOLS, author and producer of "Abie's Irish Rose," has registered a complaint with Universal in regard to "The Cohens and the Kellys," which she alleges infringes upon her play. Her attorneys are awaiting a reply to this before proceeding with legal action.

This picture, which is now showing in New York City, was produced by E. M. Asher and released by Universal. No statement was available from the latter company this week, although one was expected to be given out.

Miss Nichols last week ran a page ad in a theatrical weekly pointing out that there was no connection between her play and the picture, and that she would prosecute any effort to capitalize upon the success of her play.

Associated Adds to Home Office Space

The growth and expansion of Associated Exhibitors has been so rapid it has been found necessary to enlarge the quarters of the home office staff. The accounting and statistical departments have been removed to the Powers Building, 723 Seventh Avenue, New York City, and additional space has been taken for the other departments at the present headquarters, 35 West 45th street.

Workability of Contract Explained

Seider Article in M. P. T. O. A. Bulletin Aid to Exhibitor in Interpreting New Standard Exhibition Contract

IF the railroad crossing's axiom of "Stop, Look and Listen" is utilized by the exhibitor in his contractual dealings with the producer and distributor, the new Standard Exhibition Contract should prove a real boon to every theatre owner in the country, according to an article by Joseph M. Seider, business manager of the Motion Picture Theatre Owners of America, in that organization's Official Bulletin of the March first issue.

In that article, Seider points out to the exhibitors what he says will be to their utmost advantage if they exercise proper judgment before signing a film contract.

A great advantage of the Standard Exhibition Contract formula, Seider points out, is the fact that theatre owners who are familiar with its general structure read only one clause and then be assured of absolute legal safety. This is Clause One, or the Warranty Clause. Under the contract agreement, a deletion or addition to any of the other clauses would constitute an act of fraudulence on the part of the distributor, Seider declares.

Other official information which the National Business Manager extends to the exhibitors in aiding them to interpret the new contract so that they may appreciate its workability is contained in the following:

"Watch for and read carefully the provisions that are written in. See to it that your understanding is clearly expressed in these written provisions.

"Watch the allocation of prices. A lump sum for the entire contract would not be dangerous if all the pictures contracted for were delivered. In the case where the best picture with the smallest price allocated is not delivered, you are very much concerned.

"Have your protection clearly set down, your run, what theatres you follow, the number of days of protection, the number of days after your preceding run that you are entitled to receive the photoplay for exhibition.

"If you want to make sure that a certain theatre will play the picture (exploitation reasons) have the following words written in—"The Distributor warrants that all the photoplays described in the schedule herein will have a first run showing in the .... theatre of this city."

"Make sure that the exhibitors copy that you receive conforms with the other copies that you sign and with your understanding. Do not take anyone's word not even the District Manager's. Have every representation and promise written into the contract.

"When your contract is returned to you approved, compare it carefully with the "Exhibitor's Copy" that you have in your possession. If there are any alterations or changes, immediately bring it to your organization.

"You have the right at any time within the period that the exchange has to accept your application and prior to its acceptance to cancel or withdraw your application.

"If your application is not accepted within the specified period, it is void.

"If you give a date for a picture designated in the application and the date is accepted or if you play a picture, even though the contracted may not formally have been accepted, you may consider the contract accepted because of the partial performance. Likewise you are bound through the partial performance.

"It is always best to insist upon the delivery of the approved contract in preference to proceeding to book your picture upon the verbal assurance of the Manager that the contract is O. K. You will thereby avoid a complication in the event the applications are tampered with by the Distributors, a la 'Vanishing American' and 'Conquered.'

"If you doubt on any point at any stage of the process, consult with the M. P. T. O. A. units or directly with Headquarters.

"If you have taken every precaution and yet a dispute arises, bear in mind that you have as much right to cite the Distributor to an Arbitration proceeding as it has against you.

"You have the right to challenge two exhibitor arbitrators and two exchange arbitrators.

"In the case of fraud, bias or illegal procedure, you may have recourse to the courts of the land.

"In arbitration proceedings it is most important that you prepare your case very carefully. The Distributor is always well equipped with legal advice and complete records. The M. P. T. O. A. from headquarters will through its units and where it has no affiliated units directly with the theatre owner involved, prepare and present and prosecute its members' cause."

Arbitration Agencies are Merged

ON February 1, 1926, the activities of the Arbitration Society of America, Inc., the Arbitration Foundation, Inc., and the Arbitration Conference were taken over by the American Arbitration Association, which was created on January 29 by an order of consolidation signed by a Justice of the Supreme Court of New York. The new Association has established offices at 342 Madison Avenue, New York.

The consolidation order designated Lucius R. Eastman, Henry Ives Cobb, Anson W. Burchard, James H. Post, Frank H. Sommer, John F. Fowler and Felix M. Warburg as the directors to serve until the first annual meeting on April 30. At that time a full board of directors will be elected and the officers chosen for the ensuing year.

Report Would Abolish Commission

New York Legislature Gets Recommendation to Include Motion Pictures Under Education Department

AS predicted sometime ago in MOTION PICTURE NEWS, the New York State Motion Picture Commission is to become a bureau in the State Education Department, according to recommendations made by the Hughes reorganization committee, presented to the Legislature on Monday night. The report recommends that the present commission be abolished on December 31, next, but that its duties and powers be directed by a single head named by the head of the State Education Department.

Bills will be introduced at once in both houses of the Legislature, carrying out the provisions of the report, calling for the consolidation into twenty bureaus and departments of something more than 100 commissions, bureaus and departments that are now in existence in New York state.

There is one thing certain, according to those in authority at Albany, and that is that if censorship of motion pictures in New York state is directed by the education department, it will probably be more rigid than in the past.

There is also another thing certain and that is that during the next two or three weeks, the biggest kind of a fight will be staged in the Legislature, led by former Assemblyman Walter F. Clayton, of Brooklyn, allied with producers and exhibitors, to prevent the incorporation of the censorship commission in the Education department.

The report of the Hughes committee covered about 150 printed pages. Relative to the motion picture commission, the report stated that the powers, functions and duties of the motion picture commission be transferred to the department of education, and that such rules and regulations as might be necessary to the conduct of the commission be determined by the commissioner of education. The report further stated that the terms of present members of the motion picture commission shall terminate on December 31, 1926.

This wipes out the three heads of the commission, John H. Walrath, Arthur Levy and Mrs. Elizabeth V. Colbert, who would be succeeded by a single person who would draw a salary of from $8,000 to $10,000 a year.

Legislators at Albany admit that they are rather puzzled just now at the status of the bill introduced some little time ago calling for the abolishment of the commission. If this bill should pass both houses of the legislature, it would surely be signed by Governor Alfred E. Smith. But on the other hand the Hughes report recommends the abolishment of the commission and its re-creation as a single headed bureau.

Seider Makes Plea for Availability of Play-Date Clause

CONCERN for the operation of the new Availability of Play-Date clause just adopted by the motion picture industry is expressed by Business Manager Joseph M. Seider in a message to members of the Motion Picture Theatre Owners of America in that organization's Official Bulletin of March first.

Unless this clause is given a thorough trial and its mechanical structure is operated from a practical point of view, certain hardships may be encountered by the theatre owner. In this respect, Mr. Seider says:

"We are much concerned over the operation of the new availability of play date clause. The purpose of this new provision is to shorten the time after the first run that all the subsequent runs may play the photoplay.

"Type is cold. All efforts for a solution of this problem will be in vain unless both distributors and exhibitors will give this clause a fair chance and will try to avoid possible difficulties and if they do materialize, try to solve and overcome them, in other words, make an effort to apply the solution offered in this provision, from a practical standpoint and not from an interpretation of cold verbiage.

"We request our members to communicate with us immediately they encounter a hardship under this or any other clause. We want to help them and want to perfect this clause through which we hope to solve a problem arising out of a practice in the industry that has been oppressive to the owners of smaller theatres."

British Film Imports Gain

Reports Shows Considerable Increase in Footage, But Little in Value

IN the aggregate, British imports of motion picture films in 1925 advanced to 179,297,380 linear feet, valued at £1,279,801; this represented an increase, contrasted with 1924, of over 56 per cent. in footage whereas the value rose only by slightly over 1 per cent.

As has been stated in a former report, the increase in volume in 1925 was due to the inrush of films to escape the Customs duty which was reimposed on July 1st, 1925; the effect of this glut has not, apparently, yet worn off inasmuch as aggregate imports in the month of December, 1925, totaled only 3,008,859 linear feet compared with 10,917,383 linear feet in the corresponding month of 1924 (when, however, no Customs duly existed), and with 11,547,073 linear feet in December, 1924, at which date imports thereof were dutiable.

Of the aggregate quantity imported in 1925, blank film totaled 126,322,578 linear feet, or over 70 per cent. of the gross imports, contrasted with 71,499,498 linear feet, or 62 per cent. of all imports in 1924, the increase over the total of blank films in the latter year amounting in 1925 to 54,823,080 linear feet, or nearly 77 per cent. Both positive and negative films were imported to a greater extent in 1925 than in the previous year, but the percentages were less substantial.

Although the increase in the aggregate of British exports in 1925 over 1924 was far from being as extensive as in the case of imports, there was a net advance of nearly twelve million linear feet, or 14½ per cent., but in value the rise amounted to little more than 6 per cent. The growth of British exports can be better gauged, however, by comparing with the figures for 1923, in which year the aggregate reached only 20,417,547 linear feet, showing a gain of 360 per cent. by 1925 in footage, while in value the increase amounted to 135 per cent.; in 1923, it should be mentioned, only 1,376,838 linear feet of blank films were exported, whereas 18,557,659 linear feet of positives and 483,050 linear feet of negatives were then shipped abroad.

First National Opens Branches

Four New Exchanges Bring Total to Forty-Two in Foreign Countries of the World

E. BRUCE JOHNSON, foreign manager of First National Pictures, has opened new branches in Bombay, India; Singapore, Federated Malay States; Soerabaya and Batavia, Java and Shanghai, China.

These branches were installed after an exhaustive survey of the territory to be served had been made. Branches now operated by First National in foreign countries total forty-two, eight of which have been opened during the past year to meet the growing demands of the international film market.

"The policy of First National in operating in the foreign field is consistently one of co-operation and service," said Mr. Johnson, in announcing the latest additions to the chain of offices. "As the trail of the motion pictures leads around the world, First National establishes supply and service stations something as an exploring expedition maintains bases of supplies."

In addition to the new offices, First National has foreign branches in London, Birmingham, Cardiff, Liverpool, Leeds, Manchester, Newcastle, England; Paris, Marseilles, Toulouse, Leone, Lille, Strassburg, France; Sidney, Melbourne, Adelaide, Perth, Brisbane, Australia; Berlin, Germany; Vienna, Austria; Oslo, Norway; Stockholm, Sweden; Copenhagen, Denmark; Dublin, Ireland; Glasgow, Scotland; Brussels, Belgium; Amsterdam, Holland; Zurich, Switzerland; Rome, Italy; Warsaw, Poland; Prague, Czecho-Slovakia; Budapest, Hungary; Wellington, New Zealand; Tokyo and Kobe, Japan; Mexico City, Mexico and Havana, Cuba.

Extras Threaten Suit for $1,000,000 Damages

About one hundred men and women employed as extras during the taking of scenes for "Oh, Baby!" threaten to sue Al Lichtman, producer, for damages aggregating one million dollars because of injury said to have been caused to their eyes through working all day under lights which, they claim, had no diffusers. This was on Friday of last week, at which time fight scenes for the picture were filmed.

According to Lichtman, the Zurich Liability company will handle the entire case, should legal action result. This is perhaps the first case in which a producer has been blamed for "Klieg eyes" and similar troubles which are not uncommon in the studios.

"Last Laugh" has Last Laugh on Ontario

The theatre fans of Ottawa, Ontario, are having the final titter in connection with the ruling of the Ontario Board of Moving Picture Censors banning the presentation of "The Last Laugh" in the Province of Ontario because of its country of origin. All theatregoers of the Canadian Capital had to do during the week of February 28 was to walk across the boundary line between Ontario and Quebec to see "The Last Laugh" at the Laurier Theatre in Hull, Quebec, the feature having been passed without question by the Quebec Board. The feature was purposely booked by Donat Paquin, proprietor of the Laurier Theatre, and advertising announcements were inserted in the Ottawa newspapers.

Children Overflow Troy Picture House

Junior movies at the Troy theatre last week proved so great a drawing card for the youngsters of the city that for a time it was thought it might be necessary to open the neighboring American to handle the overflow.

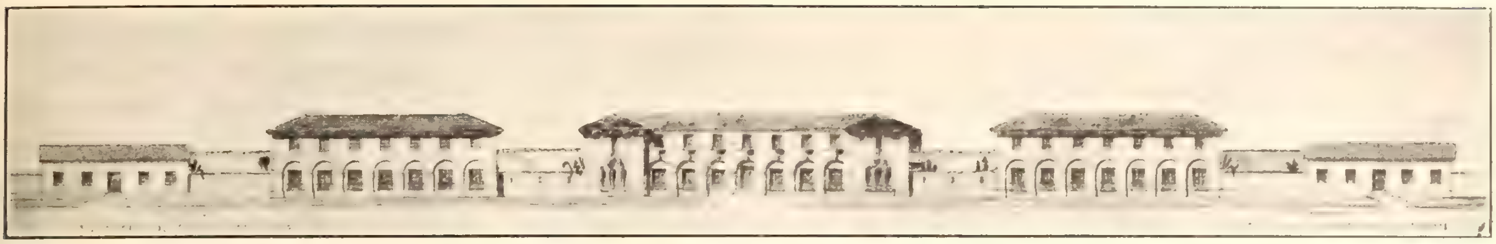
As it was, the children were allowed to sit in boxes and loges, and after a good deal of scrambling the entire crowd was taken care of at the Troy. There was such a throng of children around the theatre, however, that it was necessary to summon the chief of police and fire marshal to preserve order.

Biechele Declines New Term of Office

A MAN who has been the most active representative of Missouri and Kansas exhibitors in national affairs probably will step down from the platform at the M. P. T. O. K-M convention in Joplin, Mo., April 21-22.

R. R. Biechele, president of the organization, a national director and one of the pioneer leaders in the Allied organization, announced this week that he would decline to run for office again. Biechele has served two years as president of the M. P. T. O. K-M and his reign has been marked by unusual success.

He is being urged by exhibitors to again be a candidate, but asserts he will not. He is owner and manager of the Osage theatre, an up-to-date suburban theatre of Kansas City, Kans.



Architect's drawing of the street elevation of the new First National studios about to be built on the West Coast.

First National Studio Work Started

Architect's Plans Completed and Construction Under Way on New $1,500,000 Plant at Burbank, California

WITH architectural plans completed and actual construction under way, First National Pictures Corporation is in a fair way to realize its ambition of having one of the finest moving picture studios in the world. The site selected is three miles from the heart of Los Angeles at Burbahk, and the new home of production is expected to cost approximately $1,500,000. The Spanish motif of architecture will be adhered to as regards the exterior of the plant while equipped with every technical improvement requisite for production efficiency and nothing is to be spared in giving players and technical workmen the finest tools possible.

C. P. Butler, a First National official will exercise personal supervision over the actual building of the new studios. There will be some forty structures covering the acreage with five of the main buildings facing principal road, the others being within the walls of the plant and including ten stages, wardrobe buildings, prop buildings, dressing room buildings, executive buildings, and workshops.

The stage space will be immense. Each stage measuring in size, approximately 135 x 250 feet or about 35,000 square feet to each stage. Heating will be mapped out in unit system and will be controlled by a giant control board that will heat the largest or smallest part of any biulding or stage.

The main administration buildings will be the last word in office efficiency and manipulation, telephone connections for every desk being provided and one of the biggest switchboards in the West has already been ordered.

Richard A. Rowland and John McCormick, active in connection with the new First National studio.

Modern buildings have been designed for the use of extra people to make up and dress in. Special mirrors and lighting equipment will be featured in these quarters. There will be approximately 125 rooms set aside for the extra talent of the studio.

The largest wardrobe buildings in the West have been outlined for the new studio. They will be equippd wth wardrobes covering every period. Likewise the property buildings will contain period furniture and drapes and antiques, such as are constantly used in dressing the sets for productions. There are 275,000 square feet in the property building alone, according to specifications. Hydraulic elevators will be utilized within these buildings and trackless trains will be in use in transporting the effects from the buildings to the respective stages where they will be used.

The buildings for the scenario department and the directors will offer everything in comfort and convenience. Directors will be given five-room suites in which to work. These suites will house their assistants and their business offices. Such liberal space will give everyone ample room for work without confusion.

First National will operate its own generator plant and this will be along the most improved lines, having six huge generators in service at all times.

Water facilities are ideal, as the supply on the property proper is greater than in the entire Beverly Hills district. There are over 150 Minors inches of water with a flow of 1,350 gallons per minute. A pool that is one of the most unusual ever built, will be installed on the property. In this pool, a storm of any degree may be filmed, depth bombs can be utilized with ease and any manner of water explosion can be given a full demonstration.

A lighting switchboard that can easily handle 30,000 volts has been ordered. An emergency hospital of the latest equipment will occupy one corner of the studio with a professional doctor and nurses in constant attendance. The cafe accomodations are to be the finest in the studio world, with a club cafe for the executives and directorial staff of the studio.

Other features include 50 trunk lines from the giant telephone switchboard, an inter-office communication system second to none, casting offices that will be comfortable for those seeking positions in the films and offices, a mill measuring 225 by 150 feet in size, excellent parking facilities, the latest and most convenient projection rooms and machines, a modern theatre that can be used for film preview of unreleased productions, with a regulation size screen, portrait galleries with expert operators for the stars and players, an individually owned transportation bus system operated by the studio and connecting with all car lines into the City of Los Angeles and Hollywood and surrounding towns, underground wiring, ground level stages, streets within the studio yard reaching the main entrance of every building on the property, a modern garage and repair shop, facilities for clearing stages of smoke scenes within a few minutes time, conference rooms for executives of the Eastern offices of First National, a fully equipped still photo department, and many other special features suggested by years of actual experience.

Occupancy is scheduled for June. Day and night shifts are planned to erect the buildings in time for moving.

Davis-Vital Groups Plan Renewed Activity

ANNOUNCEMENTS proceeding from J. Charles Davis, 2nd, and J. K. Adams on the one hand, and from David R. Hochreich on the other, indicated that two organizations might be the outcome of the Davis-Vital receivership.

Davis and Adams announce that they are working steadily toward a reorganization for the purpose of handling the product of the Davis Distributing Division.

Hochreich, who was president of Vital, announces the formation of World Wide Films Corporation, to distribute pictures throughout the United States and the entire world.

According to statements from both, there will be no connection between these two companies.

Monte Blue Signs New Warner Bros. Contract

AS a result of his good work in a number of Warner productions Monte Blue has been signed to a new starring contract by Jack Warner, supervisor of production at the Warner studios in Hollywood.

Monte Blue

Under his new contract, it has been announced, he will be seen in a series of outdoor productions, of the type of "The Limited Mail," which are now being prepared for Warner Brothers production schedule for next year.

Seattle Censor Board Resigns After Conflict With City Council

ON the grounds that the City Council constantly harassed them in their work and prevented the accomplishment of their plans, the entire membership of the Motion Picture Board of Censors of Seattle last week submitted their resignations, following several months of strife and failure to accomplish any active work. The resignations came about directly as a result of the Council's refusal to close all motion picture theatres at midnight, as requested by the Board.

The names of two of Seattle's councilmen were mentioned in the wholesale resignation, in which the Board pointed out that the public safety committee as a part of the council in which these two members officiated had refused to close the all-night theatres in the face of evidence that thy were contributing to the delinquency of minors.

Councilman Campbell, at present a candidate for re-election, charges that the entire move is a political play on the part of the committee, appointees of Mayor Edwin J. Brown and an opponent of Mr. Campbell, in order to embroil the coming election and involve the motion picture interests.

Warning Against Notoriety

Woodhull Would Discourage Signing of Persons Who Possess No Talent

IN behalf of the members of the Motion Picture Theatre Owners of America, R. F. Woodhull, President of that organization, has secured the support of publicists and advertisers connected with every big producing company in the motion picture industry to discourage the signing of screen contracts with persons who possess no real talent and who seek only to commercialize notoriety.

President Woodhull's appearance at the convention of the American Motion Picture Advertisers in the Hofbrau House, followed immediately similar action which he had taken at National Headquarters, 745 Seventh Avenue, of his own organization which comprises fully eighty per cent. of the motion picture theatre men in the United States and Canada.

The national exhibitor chieftain deplored the occurrence of the recent Earl Carroll affair.

"The reason for this party seems to center around the Countess Cathcart," Mr. Woodhull said. "If this is just another bit of advance publicity to warrant the belief that her name and its attendant publicity would be a great attraction in the box office, I speak now for the members of the Motion Picture Theatre Owners of America that we shall make every endeavor to prevent her from appearing on any of our screens. I appear before you this afternoon as the President of the Motion Picture Theatre Owners of America to request you in the name of this organization to discourage your employers, the producers, from even contemplating the extending of a contract to Countess Cathcart, unless what she has to offer evidences beyond the question of a reasonable doubt that she possesses real talent.

"Keep the Countess or any other publicity-made person out of pictures for the general welfare of the industry unless they possess what film men call 'artistry'. Just because publicity keeps an individual in the limelight of the daily press for several weeks or a month is no reason why that person should be heralded in the motion picture industry as a Barrymore or a Sarah Bernhardt."

Schad Names New Committees

Gives Personnel of Those to Serve E. Penn., S. New Jersey and Delaware

H. J. SCHAD, President of the M.P. T.O. of Eastern Pennsylvania, Southern New Jersey and Delaware, upon being elected to office for the third successive year, appointed committees to serve during the ensuing year. The personnel of these committees is as follows:

Executive Committee—George Bennethum, Philadelphia, Chairman; M. E. Comerford, Scranton; Ed Fay, Philadelphia; Frank Keeney, Williamsport; Walter G. Stuempfig, Philadelphia; Michael Stiefel, Philadelphia; Herbert R. Effenger, Philadelphia; W. C. Hunt, Wildwood, N. J.; L. J. Chamberlain, Shamokin; Walter Vincent, Harrisburg; Charles C. Hildinger, Trenton, N. J.; P. Mortimer Lewis, Atlantic City, N. J.

Entertainment Committee—Jack Rosenthal, Chairman; George H. Kline, Elliott J. Goldman, Ben Fertel, Chas. H. Goodwin, R. Schwartz, Edward Goodman.

Publicity & Propaganda Com.—D. Barrist, Chairman; Jay Emanuel, Ben Fertel, Samuel H. Stiefel, Samuel Hyman.

Sergeant At Arms Committee Elliott J. Goldman, Chairman; John Bagley, Charles Dutkin.

Membership Committee—M. J. Lessy, Chairman; H. M. Meeker, Allentown; William Dabb, Shenandoah; Jack Rosenthal, M. Fineman, Thomas E. Grady, Montgomery; R. K. Sobelson, Bangor.

Arbitration Committee—Lew Pizor, Chairman; I. Perlin, Elliott J. Goldman, Alternates;. Elmer Prince, Jack Rosenthal, Ben Fertel, N. F. Power, Dolyestown.

Fire Marshal & Operators Comm.—A. E. Altman, Chairman; M. John Smith, Herbert R. Lewis, A. J. Fisher, Sr., J. F. Hayes, S. Epstein, H. Schwartz.

Finance Committee—M. W. Brenner, Elmer Prince, Wiliam Cohen, William J. Laportes.

Carnival Committee—Clarence Hexter, Chairman; N. F. Power, William Butler, N. Stiefel, L. Berger, Samuel Brunner, Harry Dembow.

Poster & Supplies Comm. I. Perlin, Chairman; George Naudascher, Elliott J. Goldman, H. M. Meeker, Ben Fertel, A. E. Altman, George Lessy.

Sympathetic Attitude Evinced by Creditors Towards Enterprise

A more sympathetic attitude on the part of creditors resulted from the second hearing in the case of Enterprise Distributing Corporation, bankrupt, on Friday of last week when Wm. K. Jenkins, president of the organization, explained that the formation of Enterprise Film Corporation was an emergency move designed to protect the assets which Jenkins Securities Corporation held in the bankrupt concern.

In a lengthy testimony given before Judge Harry Dodd, referee, Jenkins declared that the action of Jenkins Securities Corporation in threatening foreclosure of a mortgage which the Securities company held on Enterprise Distributing Corporation and the subsequent action of Enterprise Distributing Corporation in executing a bill of sale disposing of its assets to the Securities company as well as the later action of Jenkins Securities Company in executing a second bill of sale re-disposing of those assets to Enterprise Film Corporation was a step taken with the primary consideration of saving the assets of the company—mainly prints of pictures—whose only appreciable value rested in the fulfillment of contracts with exhibitors for play dates.

Owing to the fact that several of the larger creditors expressed a willingness to allow Enterprise Film Corporation to continue to operate without taking any drastic measures that would imperil the interests of the business, may result in a decision from the Court providing for the newly formed company to carry on.

New Corporations Formed in New England

New corporations formed in New England are: Colonial Photo-Play Corp., Boston, capital $25,000 by H. Howard Powers, Harry Farelle and Louis Radi; C. & K. Amusement Co., Norwalk, Conn.; capital $50,000, by Samuel Kantor of Norwalk and others.

Fitchburg Amusement Co., Fitchburg, Mass.; capital 100 shares no par value, by Elias M. Loew and Benjamin Levin of Boston and Herman A. Mintz of Sharon, Mass; Motion Picture Producers Service, 1108 Boylston street, Boston, by Walter D. Johnson and Lawrence H. Witherell.

Testimonial Dinner for Joe Seider

AT their latest meeting, the Board of Directors of the Motion Picture Theatre Owners of New Jersey voted unanimously to tender a testimonial dinner to their president, Joseph M. Seider. At the same time the directors dispatched to Mr. Seider, who was convalescing from a break-down due to overwork at Atlantic City, the following telegram:

"Executives of State Organization meeting in conjunction with the Essex County Theatre Owners extend their best regards and wishes for a fast recovery."

The Dinner Committee includes: Louis Gold, E. T. Kelly, Louis Rosenthal, Sam Stieffel and William Keegan.

Sunday Closing Issue Again Active

Walter Reade Arrested; Various Cities Threaten Ordinances; Sunday Opening Bill Up in Rhode Island

AGITATION for and against Sunday opening of picture theatres was particularly rife the past week, with several measures threatening the industry in this respect. One arrest, a test case and several proposed ordinances were included in the week's developments.

Walter Reade, owner of motion picture theatres in New Jersey, was committed to the Middlesex County Jail in default of $15,000 bail for violations of the vice and immorality act in operating his Perth Amboy theatres on Sunday.

Reade was arraigned before Judge Kirkpatrick on three charges. He refused to plead and his counsel asked postponement pending an application to Federal courts for a writ of habeas corpus in order to test the validity of the laws, enacted shortly after the Revolutionary War, under which Reade was indicted.

More than 2,000 men, women and children enjoyed a free picture show in Memphis on Sunday when the manager of a local theatre announced he would test the Sunday blue law. The crowd had assembled and when the police also arrived the manager decided to let the patrons in free. The city attorney ruled that motion pictures without admission did not violate the law, so no arrests were made. The manager announced he would further test the law next Sunday, but did not say whether admission would be charged.

Representative Berarducci of Providence has presented a bill to the Rhode Island Legislature to permit motion picture theatres to operate Sundays from 3 to 11 p. m. The measure will go before the judiciary committee for a hearing.

The common council of the city of Elmira, N. Y., has rescinded the ordinance permitting the showing of pictures on Sunday. The new ordinance takes effect March 10. It provides, however, for a referendum on the question next November 2. George H. Van Demark and Malcolm D. Gibson, managers of the new Keeney theatre on being advised of the council action, said: "We are advised by eminent counsel of Elmira and New York city that the action of the common council in attempting to revoke the right to exhibit moving pictures on Sunday, is illegal. We intend to stand on our rights and the Keeney theatre will be open on Sunday as usual until election day next November unless Mr. Keeney, who now is in Florida, instructs us to do otherwise."

The city authorities of Sullivan, Mo., have compelled the local motion picture house to close on Sundays. The reform element of the community insisted that Section 3596 of the Revised Missouri Statutes be enforced. The law recently sustained by the Kansas City Court of Appeals prohibits any kind of work on Sundays.

Efforts to have the Stockton City Council pass an ordinance allowing the operation of motion picture theatres on Sunday, failed, but it has been arranged to put the question of Sunday opening on the ballot at the spring election.

The Sunday show question is coming up in Thief River Falls, Minn. Petitions are being circulated asking an ordinance to prohibit such shows without reference to any referendum.

Members of the Mothers' Club of Niagara Falls have protested to City Manager W. D. Robbins that "theatres of our city are flouting the laws of our state in presenting Sunday performances of a type in direct violation of these laws and we believe that the countenancing by our city officials of such violations of our law creates in the mind of our youth disrespect for all law." The city manager as a result has instructed the police to keep a close tab on Sunday shows in the city.

The exhibitors of Ottawa, Ontario, were actually praised on February 25th when A. A. Dion, vice-president of the Children's Aid Society, reported at a meeting which was held in the city hall that the local theatres were observing the strict letter of the law with regard to the admission of juveniles with parents or guardians. Announcement was made that inspections of the local theatres had been made by officials of the society to check up on the presence of unaccompanied children, and conditions were found to be according to Hoyle.

Motion picture theatres in Troy, N. Y., are being closely watched these days by the police of the city in seeing that there is a strict observance of the law relative to the admission of children under sixteen years of age. The law in New York state specifies that unaccompanied children under sixteen years of age shall not be admitted unless accompanied by parent or guardian. It is said that the law has been violated to some extent, and that complaints lodged with the police of Troy have resulted in the present crusade. Policemen were stationed in the lobby of one motion picture theatre for two or three days. All ticket sellers have been instructed to inquire as to the age of unaccompanied children applying for tickets, and to refuse those under sixteen years of age.

Daylight saving promises to be a live issue in Rochester, where Alderman Frederick Pierson has introduced an ordinance in the common council providing the new time for the city. A public hearing will be held shortly on the proposal.

Pommer to Produce for Famous Players

ERICH POMMER, who resigned recently as a director of the Ufa in Germany, will produce in that country next fall for Famous Players-Lasky, it was learned this week. No definite announcement has been made in this country as yet.

He will come to America again in April to study production methods and market requirements for several months before starting work. He returned to Germany on the Olympic Saturday morning of last week.

Managers of the Crescent Amusement Company assembled in convention at Nashville recently.

Fadman to Open Offices In Europe and America

Edwin Miles Fadman this week announced that he will sail for Europe next month to confer with producers abroad in connection with a production and distribution organization, backed by European and American capital, which he will launch for the handling of novelty short subjects.

Offices will be opened in London, Paris and Berlin, as well as through the United States. The company will offer a channel of release for independent producers of short subject novelties. About a third of the product will come from abroad. Fadman is now lining up product suitable for European consumption to take abroad with him next month.

Yeggmen Crack Missouri Theatre Safe

Sunday's receipts, totaling $1,000, were taken from the safe of the Crane theatre, Carthage, Mo., managed by Jack Gross, Monday night. Earlier in the day a performer at the theatre had been robbed of a $400 diamond. The total loot taken from the theatre recently is $2,000.

Decision Favors K. C. Arbitration Board; New Appeal is Taken

APPLICATION for a writ of prohibition against the joint board of arbitration at Kansas City was denied W. O. Burkey, manager of the Admiral theatre, Kansas City, Thursday by the Jackson County Court of Appeals in Kansas City.

Burkey announced he would file a similar application with the supreme court of Missouri the following day. The application sought a writ to prohibit the rendering of decisions by the board in film cases.

"My attorney, Oscar Elam, and I both are of the opinion that the present, as well as the proposed, uniform contract not only is in violation of Missouri statutes, but is unconstitutional," said Mr. Burkey. "It does not allow a man his rights of citizenship provided by our national constitution. Before a man can obtain film to open his theatre he must sign a contract which compels forceful arbitration, a contract which makes him agree to abide by the decision of an arbitration board, which may be alive with faults, rather than the courts of our country. I intend to fight this case to the very last."

The suit arose when part of a Paramount film burned in Mr. Burkey's theatre recently. Mr. Burkey contended the poor condition of the print caused the fire.

Paramount, on the other hand, contends that the burning of the film was due to carelessness on the part of Mr. Burkey's operator and that the film was in good condition. The case never went before the arbitration board, Ben Blotcky, Paramount branch manager; Moe Levy, Fox branch manager against whom Mr. Burkey has a $15,000 damage suit pending, and Joe Levy, Warner Bros., branch manager, having been members of the board and were challenged by Mr. Burkey as being ineligible to sit on the board and be unprejudiced in the case.

The board members refused to temporarily vacate their seats and Mr. Burkey took the matter to the Jackson County Court of Appeals.

Brown Lauds F.B.O. Month Pep

Enthusiasm On the Part of Exchanges Unparalleled, Says Distribution Head

COLVIN W. BROWN, vice president in charge of distribution for F. B. O., announced this week that F. B. O. Month had opened with unprecedented enthusiasm on the part of the entire personnel, and predicted a highly successful outcome as a result of this.

Preparatory measures have been going on for weeks, getting ready for this March sales drive. The keynote, it is stated, is "Showmanship, Performance and Legitimate Profits."

"The sales and advertising forces of F. B. O.," says Brown, "let alone the production end, which is always on its toes, are now more than ever keyed up to a high point of mass enthusiasm. There is the feeling within the trade that F. B. O. is putting across essentially good pictures, and that the whole industry is realizing this fact. The fact that the tendency in the growth of F. B. O. to climb up the ladder of successful production has spread to the personnel, is one of the livest elements to which we look for the success of the movement."

Rescue Film Praised by Officials

International Commended for Release of Roosevelt-Antinoe Newsreel Scenes

MANY congratulatory telegrams have come to International Newsreel, it is announced, in connection with the release in a recent issue of the newsreel of views showing the rescue of the crew of the Antinoe by the crew of the President Roosevelt, photographed from the deck of the latter boat.

Secretary of the Navy, Curtis D. Wilbur, Assistant Secretary of the Navy, T. Douglas Robinson, T. V. O'Connor, chairman of the United States Shipping Board; officials of the Coast Guard; Max Balaban and many others have sent congratulatory telegrams to Edgar B. Hatrick, general manager of the International Newsreel. Captain Fried and his heroes saw the pictures several times.

Captain Fried and the crew of the President Roosevelt were guests of honor at the Hippodrome on the evening of February 17th. Rear Admiral Plunkett introduced the heroes to the audience, and auctioned four boxes for the benefit performance held at the Hippodrome Friday, February 19th, under the auspices of Mark Luescher. International Newsreel representatives bid $1,000 for one of the boxes, but later returned the tickets to Mr. Luescher to be resold.

The pictures of the rescue together with scenes of the welcome extended to Captain Fried and his men at Southampton and at New York, were shown at the Hippodrome by the United States Lines with the collaboration of the International Newsreel, and shown again at the big benefit performance.

Closing Quotations on St. Louis Stocks

Closing quotations on St. Louis film stocks on February 13 were: St. Louis Amusement Company, $55 asked. Skouras A: $19 bid and $19.50 asked. There were no sales of St. Louis Amusement stock during the session Saturday, but 100 shares of Skouras A changed hands.

Companies Chartered for N. Y. Business

Motion picture companies chartered by the secretary of state during the past week and engaging in the business in New York state, included the following: Hempstead Operating Company, Inc., capitalized at $20,000, Hempstead, with Salvatore Calderone, Walter R. Jones, Hempstead; Giuseppe L. Maggio, New York city, the same incorporators also forming the Calderone Rivoli Operating Corporation, Hempstead, $20,000.

The 235 East Fourteenth St. Corporation, capitalization not specified, J. T. Basseches, A. Perlstein, C. Rosenberg, New York city; Intellectual Film Co., Inc., $15,000, Gaetano and Pasquale Tripoli, Anthony Bauer, New York city; Embassy Finance and Service Corporation, $100,000, H. G. Kosch, E. Bregstein, A. Thompson, New York city; Oxford Producing Company, Inc., $30,000, Bessie Schrier, Anita Nunes, Edward Berkowitz, New York city.

Just Life, Inc., $25,000, Walter O. Lindsey, New York; Samuel Roseman, Rockaway Beach; William M. Gorham, Brooklyn; Ansonia Pictures, Inc., $10,000, Anthony Ciaramelli, A. J. Buccallato, J. V. Bartocci, Brooklyn; the 1034 Second Avenue Corporation, capitalization not stated, J. T. Basseches, A. Perlstein, C. Rosenberg, New York city.

The Henwilhen Co., Inc., $50,000, Henry R. and William Grossman, New York city, Henry H. Frieder, Jersey City; Tribute Theatre Corporation, Albany, capitalization not specified, H. W. Burmaster, M. M. Pedlow, M. E. Leonard, Albany; Franhild Theatre Corp., capitalization not specified, Susan E. Mecca, P. S. Goodman, Solomon Goodman, New York city; Schine Enterprises, Inc., Gloversville, capitalization not specified, Elizabeth M. Barnes, Hasbrouck Heights, N. J., Anna Radeloff, Adolph Schimel, New York city; General Film Renovating Corporation, $35,000, Leslie Lester, Eva Friberg, Cecelia Goldsmith, New York city; W. & S. Amusement Corporation, $10,000, Carl and Lillian Wolkowitz, College Point, L. I., Robert H. Aarons, Brooklyn.

Paramount's Plaza Theatre Opens in London

The Plaza theatre, Paramount's new house in London, opened on Monday evening, March 1st, with "Nell Gwyn." A brilliant audience was assembled for the occasion, including Prince Arthur of Connaught and well known artists, playwrights, authors and others.

Albert A. Kaufman is director of the house, while the presentation was staged by Francis A. Mangan, who went abroad for that purpose.

Grainger on Trip Thru Middle West and South

JAMES R. GRAINGER, general sales manager of Fox Films, is again making a Pullman coach his headquarters as he jumps from town to town between New York, Chicago and New Orleans in order to impress his sales force with the magnitude of a number of forthcoming Fox releases and other matters which required his personal attention.

Tom Mix and Buck Jones, for whom Fox Films are making elaborate plans.

Large Number of Replies in "Irene" Radio Contest

First National claims the receipt of approximately one hundred thousand replies in the "Irene" radio contest to the question "Do Clothes Make the Girl," propounded by Colleen Moore over the ether from Radio station WJZ.

Nineteen winners will share prizes aggregating $2,250. The winners will be selected by a committee of prominent New Yorkers, including Hewitt Howland, editor of Century Magazine; Mrs. Oliver Harriman, society leader and president of the Camp Fire Girls of America; Conde Nast, publisher of Vogue and Vanity Fair; Neysa McMein, noted magazine illustrator; and Mary Nash, Broadway dramatic star.

Rin-Tin-Tin to Make Tour of Personal Appearances

A personal appearance tour has been arranged for Rin-Tin-Tin, Warner Brothers dog star, in connection with the showing of his latest production "The Night Cry."

Dates have already been arranged with the Circle Theatre, Cleveland, Ohio, on March 6th; March 14th to 17th has been set for the Dome Theatre, Youngstown; March 22nd to March 27th, at the Metropolitan Theatre, Baltimore; April 1st to 3rd, at the New Broadway Theatre, Charlotte, and negotiations are now under way for the canine actor's appearance in Bridgeport, New York, Seattle, Pittsburgh, and Chicago.

Joe Jackson Adapts "The Big Gun" for Universal

Joseph Jackson, publicist and playwright, has completed for Universal the adaptation of "The Big Gun", a novel of navy life by Richard Barry. The production will be made on a large scale in cooperation with the Navy Department. Jackson served in the Navy during the war.

Baggot Completes Filming of "Perch of the Devil"

Having finished camera work, King Baggot, director of "Perch of the Devil," is now busily engaged in editing it down to the proper footage. The story is an adaptation of the Gertrude Atherton novel.

Columbia Pictures to Film Berlin's "Remember"

Columbia Pictures Corporation will film Irving Berlin's recent song hit "Remember" on a lavish scale according to present plans. The song number has met with great success throughout the country.

Fox Planning Many Westerns

Special Writers Engaged to Prepare Vehicles for Tom Mix and Buck Jones

WINFIELD R. SHEEHAN, who recently returned to the Fox west coast studios after five weeks at the home office is preparing for extensive productions in the popular westerns. He has signed several of the foremost writers of current fiction to prepare special stories for Tom Mix and Buck Jones, and is having the market combed for novels and short stories that will make big westerns.

Among the writers who will be represented with the Mix and Jones coming productions are Adele Rogers St. Johns, J. Allan Dunn, Gerald Beaumont, Shannon Fife, Charles Darnton and John Stone.

Fox is instituting a new policy with regard to western productions. This is to [illegible] writers of [illegible] create original stories around the [illegible] of its western stars. Adela Rogers St. Johns has just completed "High Society" for Tom Mix, and Gerald Beaumont is writing "The Silk Hat Cowboy" for Mix. J. Allan Dunn's novel, "Dead Man's Gold" is also being adapted for Mix by John Stone.

Buck Jones is at work on his first original story written by John Stone and titled, "30 Below Zero." Stone is also preparing for Jones, "Dark Rosaleen," from a story by Nax Brand. "Desert Valley" by Jackson Gregory is the third in preparation for Jones.

F. B. O. Winding Up Season

Production Forces Completing Present Schedule and Preparing for New

THE F. B. O. studios are almost as busy now winding up the last of the current season's product as they will be when they launch their 1926-27 program of more than sixty pictures.

"The Isle of Retribution," with Lillian Rich, Mildred Harris, Robert Frazer, Victor M'Laglen and others in the cast, is returning from location at Mt. Kaiser, Calif., to complete the production. Emory Johnson is shooting the final scenes of "The Non-Stop Flight" in San Francisco. "A Poor Girl's Romance," the last of the twelve specials, goes into production within a few days, with F. Harmon Weight directing. Casting is now being completed, and the start of this picture will mark the close of production on specials for the year.

Fred Thomson is completing "Hands Across the Border," and Lefty Flynn is cleaning up "Sir Lumberjack" under the direction of Harry Garson. Both companies are on location, but will return to the studio within a few days. Evelyn Brent has just completed "Secret Orders" and will begin shortly on "The Imposter," an original story by Clifford Howard. Tom Tyler has finished "The Arizona Streak," an original by F. A. E. Pine, and is standing by to start a story as yet untitled. Bob Custer is just starting on "The Fighting Boob."

Nine for Paramount in Work

Four Go Into Production on West Coast and Five are Under Way in East

PARAMOUNT has no less than nine feature productions in work at the eastern and western studios. Four of these are under way on the coast and five in the east. The coast pictures are "Padlocked," from the Rex Beach novel, featuring Lois Moran, Noah Beery, Louise Dresser, Helen Jerome Eddy, Allan Simpson and Richard Arlen; "Wet Paint," with Raymond Griffith; "False Steps," a William de Mille production with Clara Bow, Warner Baxter, George Bancroft, William Powell and Edythe Chapman, and "The Cat's Pajamas," starring lovely Betty Bronson.

In the east, Gloria Swanson has started work on "Fine Manners," with Eugene O'Brien in the leading male role and Frank Tuttle directing. D. W. Griffith's "The Sorrows of Satan," and "Take a Chance," with Richard Dix, were scheduled to go into work this week. The units making the other two features, "The Palm Beach Girl" with Bebe Daniels, and "It's the Old Army Game," with W. C. Fields, are now on location in the south.

Cosmopolitan Plans Two More

Will Start Production Shortly on "The Red Mill" and "The Temptress"

COSMOPOLITAN will shortly put into production two more important features at the Metro-Goldwyn-Mayer studios. They are "The Red Mill" and "The Temptress."

"The Red Mill" is to be produced on an elaborate scale and will be used as a starring vehicle for Marion Davies. It is an adaptation of the stage play of the same name. Details of the production have not yet been fully completed, though it is [illegible] Marshall Neilan will direct.

"The Temptress" will feature Greta Garbo and Antonio Moreno. Mauritz Stiller, famous Scandinavian director, recently brought to America by Louis B. Mayer, will direct this as his first American production. He is famous abroad for many European features, including "The Atonement of Goesta Berling."

'Photoplay' Plans New Contest

James R. Quirk and Edward A. MacManus Evolve Novel Movie Lovers' Contest

JAMES R. QUIRK, Editor of Photoplay Magazine, and Edward A. MacManus, who was promotion man for the Hearst interest for years, have evolved a novel Movie Lovers' Contest.

It is to run all over the country, and will have the co-operation of the best newspaper in each city and Photoplay Magazine.

In New York City the Daily Mirror has signed for the Contest.

Photoplay Magazine, with its splendid staff of writers, its wonderful files and million and one records of great achievements in pictures, how they are made, and the intimate news of the stars, has made every effort to make the contest a success.

It is planned to print in the daily paper a series of forty cartoons, representing different pictures released during the past five years, at the same time that the theatre will be running "photoplaylets," with scenes from these pictures.

A list of the theatres will be run in the paper in each city contracting for the service, and the exhibitor should have a good run on his box office during the life of the contest.

The contestants do not have to be beautiful or of any particular sex to participate. What will count will be correct solutions, and it will cost nothing to enter.

A committee of three prominent judges will be chosen to select the winners, together with James R. Quirk, Editor of Photoplay Magazine, and the Moving Picture Editor of the paper co-operating in each city.

The contest in each city will be entirely separate from that held in New York City, and the $10,000 in prizes will be awarded in each city. Twenty-two key cities have already been lined up.

This contest is not a "stunt" to advertise any special picture or particular producing organization, but is planned for the entertainment of the public and the profit of the exhibitor. It has the enthusiastic approval of every producer and will be backed by the most stupendous publicity.

The pictures in the contest have all broken world's records for earnings, and every foot of film has a great star and scene, bringing great stars and directors to the theatre.

The proposition should be an interesting one to every exhibitor, as the men connected with it are of high standing in the publishing and motion picture fields.

The Sales end will be handled by John S. Woody and Jay A. Gove, with offices in Suite 705, 729 Seventh Avenue.

The film has been so made up that it can be run without interfering with any part of the exhibitor's program, and will be a splendid added feature. In fact, it looks like a great box office attraction.

Both the newspaper and magazine will co-operate with the exhibitor in every way, giving publicity and space to the contest.

Universal Engages Riesenfeld

Impresario Will Compile Musical Score for "The Flaming Frontier"

UNIVERSAL has engaged Dr. Hugo Riesenfeld, musical impresario, to compile the musical score for the presentation of "The Flaming Frontier," the epic of the west, which will have its world premiere at the Colony Theatre in New York some time in April. The score will be available to all theatres that play the picture.

Dr. Hugo Riesenfeld, engaged by Universal to do the music score for "The Flaming Frontier."

Dr. Riesenfeld is already at work on the score. The New York Public Library has placed at his disposal some of the rarest American musical material, embodying airs popular with the American army of the seventies, the period in which the action of "The Flaming Frontier" takes place. These melodies will be incorporated in the score, as well as many spirited martial airs which were popular with the U. S. Cavalry during the World War.

The release of the production will not only mark one of the high-lights of Carl Laemmle's twentieth anniversary celebration, but it will commemorate the 50th anniversary of Custer's Last Stand.

"Shipwrecked" Unit is on Location in Mexico

In order to secure unusual backgrounds for its production of "Shipwrecked", Metropolitan Pictures Corporation has sent a company of forty-five people to Mazatlan, Mexico, seven hundred and fifty miles south of Los Angeles, to film exteriors.

Joseph Henaberry is directing this picturization of the Langdon McCormick stage play with Seena Owen in the leading role supported by Joseph Schildkraut, Matthew Betz and others. It will be a Producers Distributing Corporation release.

"Nut Cracker" Due for Early Release

"THE NUT CRACKER," the Associated Exhibitors feature starring Edward Everett Horton, stage and screen star and Mae Busch will be released in the near future. It is a picturization of the popular novel by Frederick S. Isham.

Horton appears in the picture as the henpecked husband of a nagging wife, played by Mae Busch. The latter, under contract to Metro-Goldwyn-Mayer, was loaned to Samuel B. Hutchinson, who is sponsoring "The Nut Cracker."

Harry Myers has one of the principal roles, while others in this first Hutchinson comedy are Tom Ricketts, Martha Mattox and Katherine Lewis.

Matt Taylor Resigns From Warner Brothers

Matt Taylor, who has been associated with Warner Bros. for the past year in the advertising department, is resigning this week. Mr. Taylor will devote his entire time to the preparation of special feature material on assignment from a leading newspaper syndicate.

Taylor has been associated with motion picture advertising publicity and exploitation for the past five years. He came to the industry from newspaper work and after a year as a member rof the Motion Picture News editorial staff, entered the advertising field. Previous to joining Warner Bros. he was with First National, where he handled that company's national advertising.

Jazzbo Club Limits Sale of Ball Tickets

In order to insure the first annual ball of the Jazzbo Club of Producers Distributing Corporation, at the Hotel Aster on March 26, being an intimate and thoroughly enjoyable affair, J. K. Burger, President of the club announces that the sale of tickets will be limited to four hundred. Preparations are under way for a most unique and unusual evening's entertainment, said to be a radical departure in conducting movie ball affairs, which makes it necessary to limit the attendance.

A. George Smith Arrives Here From London

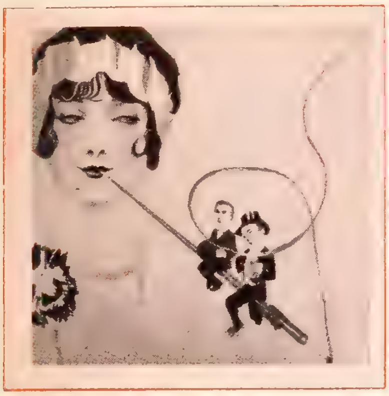
A. George Smith, Managing Director of Producers' Distributing Corporation, Ltd., of London, arrived in New York last week from London. Smith will be here for two weeks conferring with officials of P. D. C. and Producers' International Corporation on the release schedule of the coming season's pictures in Great Britain.

Marion Davies in New York for Brief Holiday

Marion Davies, Cosmopolitan star now under the Metro-Goldwyn-Mayer banner arrived in New York last week from the Coast. Miss Davies will be here for only a short time as she is scheduled to start work on "The Red Mill", a new M-G-M production, in the near future.

Hal Roach

presents

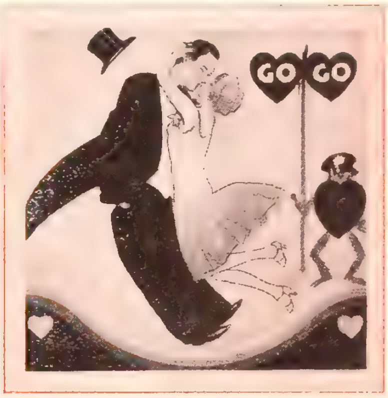


CHARLEY CHASE

in

"MAMA BEHAVE"

A perfect panic of laughter. As big on your bill as any feature you can get. The tale of a wandering mama and a wondering papa.

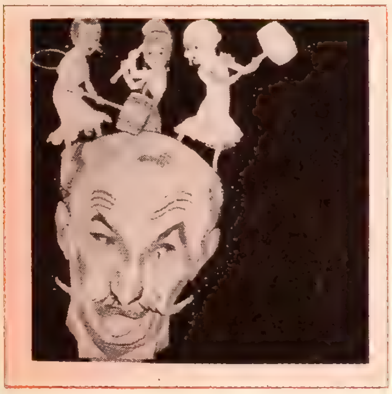


GLENN TRYON

in

"THE HUG BUG"

What a fellow gets if he makes love
to a 1927 girl in a 1912 way.

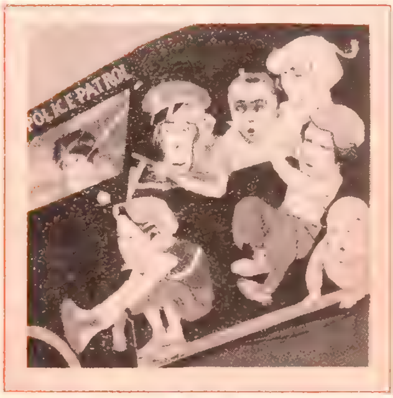


"DIZZY DADDIES"

with

JIMMY FINLAYSON, TYLER BROOKE
and GERTRUDE ASTOR

This daddy wasn't really dizzy, but a vigorous
vamp made him look as though he was.



OUR GANG

in

"MONKEY BUSINESS"

Farina is adopted by a monkey,
and there is the devil to pay.

YOU CAN'T BUY BETTER ENTERTAINMENT ANYWHERE

F. Richard Jones, *Supervising Director*

Pathécomedy

TRADE MARK

CASEY OF THE

with GEORGE O'HARA

Produced with the co-operation

A big idea put into a big serial.

The greatest title imaginable, for it gives you the benefit of column after column of first page newspaper stories.

Get the inside of the rum running traffic; of alien smuggling, of the perpetual battle between the Coast Guard and the lawless.

2000 volt action on land and sea.

Produced by Schuyler Grey   *Directed by* Will Nigh

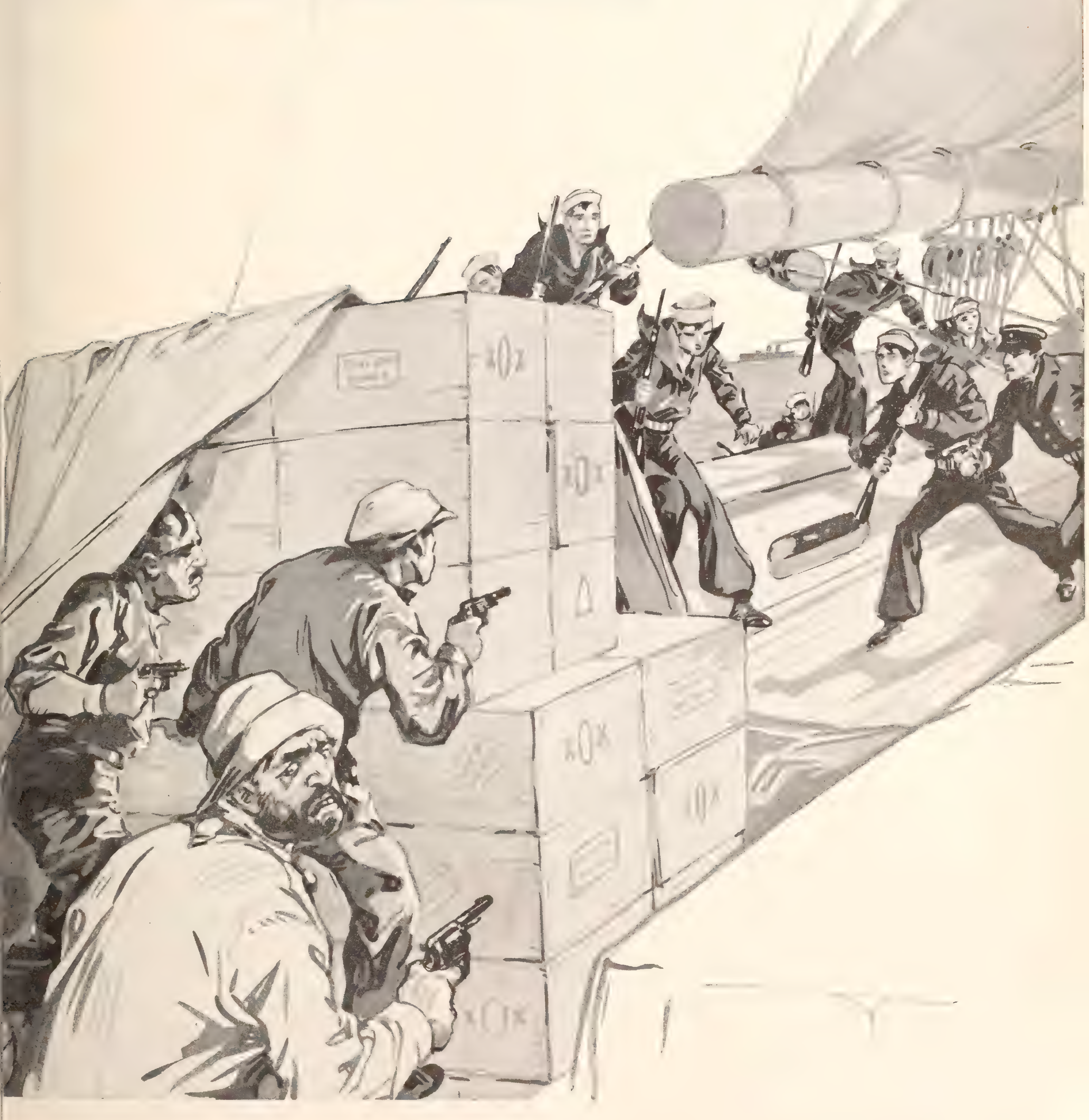
Pathéserial

TRADE MARK

COAST GUARD

and HELEN FERGUSON

of the United States Coast Guard



Mack Sennett

presents

"CIRCUS TODAY"

a MACK SENNETT COMEDY, with
Billy Bevan and Madeline Hurlock

If there were no laughs in this one except where Miss Hurlock tries to duck the lion, it would still be a 90% comedy.

RALPH GRAVES

in

"MEET MY GIRL"

Does the poor but worthy hero get his?
He does! You get yours in laughs.

ALICE DAY

in

"SPANKING BREEZES"

A honeymoon on a yacht with all the wife's relatives along. A rough party that only a mother-in-law could enjoy.

"WANDERING WILLIES"

a MACK SENNETT COMEDY

Better than a spring tonic to tone up a sour disposition brought on by winter sniffles and snuffles.

Pathécomedy
TRADE MARK

Nine Productions in Editing Stage at Universal

Five Jewels, two comedies and two westerns are in the cutting room at Universal city in the process of being edited. "Rolling Home," starring Reginald Denny, "The Mystery Club," directed by Herbert Blache; "Perch of the Devil," directed by King Baggot; "The Runaway Express" and "Poker Faces" are the Jewels. A Charles Puffy and a Sweet Sixteen comedy are listed and the westerns are "Lazy Lighting" and "Prowlers of the Night."

Security Acquires Product of Rayart Pictures

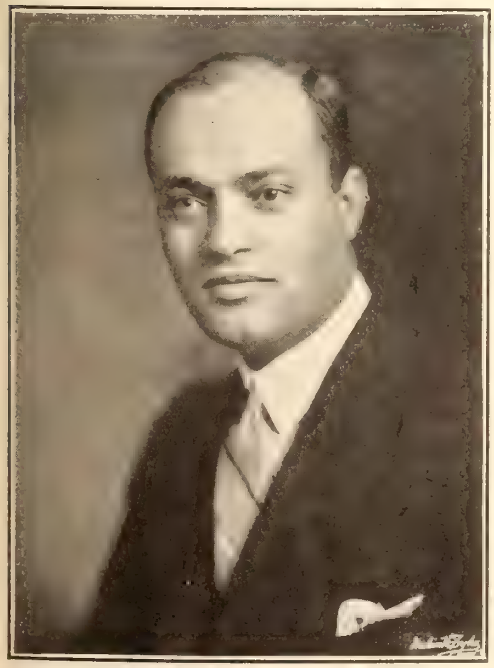
Security Pictures of Chicago has secured for distribution in Northern Indiana and Illinois, Rayart's Reliable 36. The group includes eight Billy Sullivans, eight Reed Howes, eight Superior Melodramas, eight Jack Perrins and four Billy Wests. The deal also includes four serials Rayart will produce during the coming season.

Dorothy Gulliver to Appear Opposite Jack Hoxie

Dorothy Gulliver of Salt Lake City, one of the beauty contest winners chosen by the Universal "See America First" caravan, after six months work at Universal City, has been chosen to appear opposite Jack Hoxie in "Fighting Foundling," a Western, which will be directed by Del Henderson.

Robert Kane Names Dembow General Manager

Robert Kane has appointed George F. Dembow general manager of the Robert Kane Enterprises. Dembow's duties, while general, will pertain particularly to the business management of the Kane enterprises. He will be in close contact with the sales executives of First National, the company releasing the Kane product.



George F. Dembow, new general manager of the Robert T. Kane Enterprises, releasing through First National.

Buddy Roosevelt, Wally Wales and Buffalo Bill, Jr., who will appear in Westerners for Associated Exhibitors release.

Associated Acquires Westerns

Will Distribute Eighteen Features Produced by Lester E. Scott, Jr.

ASSOCIATED EXHIBITORS have signed a contract whereby they will distribute eighteen western features to be produced by Lester E. Scott, Jr. These are to be divided into three groups, six starring Buddy Roosevelt, six starring Buffalo Bill, Jr., and six starring Wally Wales.

Negotiations regarding this contract have been going on for several weeks between Scott, who is the head of Action Pictures, Inc., and officials of Associated Exhibitors. With the new combination functioning under the distributing facilities possible through Associated, exhibitors are assured plenty of westerns.

The Lester E. Scott, Jr., productions will be produced at the Associated Studios in Hollywood. Production will begin immediately and it is expected that the first picture of the Scott series will be ready for release early in May of this year.

List Last of Product for 1925-26

Fox Films Announces Remainder of Releases for This Season; Includes "Sandy" and Kyne Stories

ANNOUNCEMENT is made this week by Fox Films of the release schedule for the remainder of the product for the 1925-26 season. Starting with April the first release will be the Peter B. Kyne story "Rustling for Cupid," a tale of the cattle country directed by Irving Cummings with George O'Brien and Anita Stewart in the cast.

"Sandy," the Elenore Meherin newspaper serial story, in which Madge Bellamy plays the name role, will be released on April 11. It was directed by Harry Beaumont. "The Shamrock Handicap," a Peter B. Kyne story directed by John Ford with Janet Gaynor and Leslie Fenton playing the leads, is scheduled for April 18.

Tom Mix's latest, "Tony Runs Wild," which was directed by Thomas Buckingham from a story by Henry K. Knibbs, will also be offered on the 18th of April. Mix's horse, Tony, plays a prominent part in this production.

Fox has three scheduled for May. "Early to Wed," in which Matt Moore and Katherine Perry play the leads and Buck Jones in "The Gentle Cyclone" will be released May 9th, and another Peter B. Kyne story, "Pals in Paradise" will be put on the market on the 16th.

On June 6th Tom Mix will be seen in "Hard Boiled," to be directed by J. G. Blystone, from a scenario by Charles Darnton. On June 20th Buck Jones will sprout forth in "The Fighting Buckaroo," under R. William Neill's direction.

Warners Inaugurate New Plan

Cooperative Arrangement Gives Exhibitors Chance at Pre-release Profits

WARNER BROTHERS have inaugurated a new plan with exhibitors, whereby they are allowed to participate in the profits of a special pre-release run at a legitimate theatre in their city, aside from securing the picture for their theatres as per contract. The idea was applied first with the John Barrymore production, "The Sea Beast," and is said to have proved very effective.

"The Sea Beast" is the first of the Barrymore series for Warners and it is now entering upon the seventh week of its run at the Warners Theatre on Broadway, New York. Prior to its general release date arrangements were concluded in almost all key cities throughout the United States and the cooperative plan of exhibition was readily accepted by exhibitors.

The new proposition gives the exhibitors an opportunity of playing the picture at advanced box office prices and in addition gains for them a well exploited picture to show at their own houses.

Scenes from "The Bar-C Mystery," in which Dorothy Phillips will return to the screen under the Pathe banner.

M-G-M Maps Extensive Plans

Building Program Will Keep Apace With Company's Biggest Production Activity

WITH the greatest production schedule in the history of the organization contemplated, Metro-Goldwyn-Mayer will keep apace with equally extensive building plans. In addition to the pictures now in the making at the studios, sixteen new features will be started within the next few weeks.

In order to take care of all this activity construction on a new laboratory building and a new photographic building will be started almost immediately. Work is already progressing on a new office building to house additional directors' offices. A new story has also been added to the administration building for offices of scenarists and others. In addition the entire front office of the administration building has been remodeled to permit better handling of crowds.

The new productions being prepared awaiting the camera are "The Temptress," a Cosmopolitan picture; "The Flaming Forest," a James Oliver Curwood story; "Lovey Mary," with Bessie Love; "Love's Blindness," an Elinor Glyn production; "Bardeleys the Magnificent," from the Sabatini novel; "The Trail of '98," from the Robert W. Service story; "In Praise of James Carabine," from Donn Byrne's novel; "The Crazy Fool," from the Donald Ogden Stewart novel; "The Four Stragglers," from the novel by Frank L. Packard; "The Mysterious Island," from the Jules Verne novel, and the fire fighting picture to be made in conjunction with the fire chiefs of America and Canada, with Charles Ray.

Warners Start New Pictures

Winding Up Current Schedule to Get Decks Cleared for Busiest Season

WARNER BROTHERS are clearing up the last of their productions of the current season preparatory to a flying start on the 1926-27 season, which Warners say will be the most ambitious they have ever undertaken.

Millard Webb, director of "The Sea Beast" is completing a collaboration with Darryl Francis Zanuck of Beatrice Burton's story, "Footloose Widow," one of the few productions remaining on this season's program.

Commodore J. Stuart Blackton finished work this week on "Hell Bent For Heaven," featuring Patsy Ruth Miller, John Harron, Gayne Whitman, Gardner James and Wilfred North. Colonel Blackton started work immediately upon "The Passionate Quest," an E. Phillips Oppenheim story.

"Hero Of The Big Snows," the latest Rin-Tin Tin picture directed by Herman Raymaker, was completed this week as was "Silken Shackles," in which Irene Rich was starred.

"Broken Hearts of Hollywood," will be one of the productions figuring prominently on the program. James Flood will wield the megaphone.

Another director to get an early start will be Roy Del Ruth who has been selected to direct "The Social Highwayman," by Elizabeth Phipps Train. An all star cast is being assembled to present this story.

New Production Staffs for Schulberg and Turnbull

IN order that the fullest supervision and cooperation may be had in the making of Paramount pictures, B. P. Schulberg and Hector Turnbull, associate Paramount producers, have engaged general production staffs to assist in the plan being worked out at the Paramount Hollywood studios.

Schulberg's staff will consist of William Shea, Ruth Brenner and Alfred Hustwick; Sam Jaffe will be his personal assistant. Turnbull's production aides will be Garnett Weston, Dorothy Carns, Ethel Doherty and William Griffith as personal assistant.

Hatch Assumes New First National Duties

S. W. Hatch of the First National Distribution Department, in addition to his supervision of franchise matters, has assumed important duties in connection with open market selling. This new arrangement follows the resignation of C. W. Bunn, who left First National February 20th.

In connection with his added reponsibilities, Hatch will work in close contact with the Sales Cabinet and will be in a position to extend the fullest co-operation to the branches.

F. B. O. Casting for "Isle of Retribution"

F. B. O. is casting for the eleventh Gold Bond special of the current season, "The Isle of Retribution," from the Edeson Marshall novel. The players so far selected include Lillian Rich, Robert Frazer, Mildred Harris and Victor M'Laglen. Production started last week with the departure of Director James Hogan and Art Director Frank Ormston for the snow-filled timber lands at the summit of Mt. Kaiser, California.

Photoplay Edition of "The Test of Donald Norton"

Chadwick Pictures Corporation has arranged with Grosset and Dunlap, book publishers, to put out a special photoplay edition of "The Test of Donald Norton," the Robert E. Pinkerton novel in which George Walsh is starred. The producer, in co-operation with the publishers, is also arranging for a national exploitation campaign on the picture.

Barbara Worth Universal Stock Addition

Barbara Worth has been added to Universal's company of stock players, and her first part will be in "The Love Thief," which John McDermott is directing with Norman Kerry and Greta Nissen in the leading roles.

John Patrick Joins Bebe Daniels Cast

John Patrick has been added to the cast of the Bebe Daniels' new starring vehicle for Paramount, "The Palm Beach Girl." The picture was adapted by Forrest Halsey from Byron Morgan's original story.

Morgan Pleased Over Year's Business Prospects

After a six weeks' business trip that covered practically every section of the United States, W. J. Morgan, sales manager of Producers Distributing Corporation, has returned to New York filled with enthusiasm over business prospects for the immediate future. He witnessed previews of "The Volga Boatman" and "The Prince of Pilsen" while on the coast. Of his trip he says: "Everywhere I found a gradual and steady improvement in business—a condition that is the best indication of healthy growth and I am confident that this year will be one of the greatest in the history of motion pictures."

Rockett Starts "Puppets" for First National

Al Rockett started work on "Puppets," his first production for First National in New York last week. The picture has Milton Sills in the stellar role, with Gertrude Olmsted playing opposite him. The balance of the cast to date includes Francis McDonald, Matilde Comont, William Ricciardi, Lucien Prival and Nick Thompson. George Archainbaud is directing.

Algerian Village Erected for "Desert Healer"

Marion Fairfax Productions in collaboration with Sam E. Rork have had erected a complete Algerian village for the company producing "The Desert Healer" under the direction of Maurice Tourneur. The principals in the cast include Lewis Stone, Barbara Bedford, Tully Marshall, Katherine MacDonald, Walter Pidgeon, Ann Rork, Arthur Rankin and Albert Conti.

First National Exchange Honors Chief

As a mark of loyalty to their chief, the personnel of the New York Exchange of First National Pictures, has designated April 11th as Stanley Hand Week. The salesmen, operating from the New York Exchange, are out to break all records for new business written during that period and have been assured the support of exhibitors in the territory.

Chadwick to Reconstruct Coast Studio

I. E. CHADWICK, president of the Independent Motion Picture Association and of the film producing and distributing corporation bearing his name, who transferred his producing activities from New York to Hollywood less than a year ago, this week awarded contracts for the complete remodeling and enlarging of his studios at the southeast corner of Sunset Boulevard and Gower St.

The improvements involve the reconstruction of the administration building of the studio, facing Sunset Boulevard, the increase of the floor area of the studio proper by more than half of its present space; the erection of a two-story building for dressing rooms, property rooms and storehouse on Gower Street, and of a large carpenter and machine shop.

COAST TO COAST
WALKING RACE

Comedy highlights of "Tramp, Tramp, Tramp," Harry Langdon's first feature length starring vehicle for First National.

Fixes New Advertising Policy

Woody Will Duplicate Cost of Pictures in Properly Exploiting Them

JOHN S. WOODY, formerly president of Associated Exhibitors, and who recently entered the production field, has announced an advertising policy for his forthcoming productions, which includes the advertising of pictures to begin at least three months in advance of the release of the picture and continue throughout its whole life. He has also fixed the total expenditure for advertising campaigns to equal the amount of the investment in the picture.

Advertising expenditures, according to Woody, will be based entirely upon production costs and will be figured to duplicate the total investment in negative and prints.

The first of the Woody pictures will be based on the Robertus Love book titled, "The Rise and Fall of Jesse James."

Regarding advertising Mr. Woody said:

"Paid advertising of a picture usually begins about the time first-run selling starts and continues for a few weeks. The producer depends upon the press to contribute free space for all of his advance publicity. He would be speechless with amazement at the suggestion that he buy a few pages in the trade papers to announce that he had cast his picture, that certain scenes had been completed, that the titling was being done or that prints had been shipped to the exchanges. Facts such as these, while constituting some of his best advertising material, he regards as news; and news, from his point-of-view, has nothing whatever to do with advertising."

Ginsberg-Kann Starts Twelve

Will Launch Activities With Series of Sterling Productions for Coming Season

THE Ginsberg-Kann Distributing Corporation, whose activities were launched on February 15th, announce a series of twelve Sterling Productions for release by them during the coming year. An elaborate plan book for the season has just been completed by them and is now off the press.

The twelve Sterling Productions for the season follow:

"In the Third Degree," an original screen mystery story by Reginald Wright Kaufman; "Unknown Treasures," from Mary Spain Vigus' short story, "The House Behind the Hedge;" "Red Signals," by William Wallace Cook; "A Woman's Heart," from Ruth D'Agostino's "The Revelations of a Woman's Heart," "Tongues of Scandal," "Bankrupt," "Her Next Step," "Closed Gates," "The Cruel Truth," "Men of the Night," by Florence Wagner; "Wolves of the Air," "She's My Baby."

With the plan book off the press, Mr Ginsberg is leaving for Los Angeles in the immediate future to get the production machinery started on the first of the twelve stories and to complete arrangements for the filming of the entire series. He will spend several weeks on the west coast.

A group of stills from the Metro-Goldwyn-Mayer production "Monte Carlo."

F. B. O. Plans Big Convention

Entire Sales Organization Will Make Trip to Los Angeles in April

THE entire sales staff for F. B. O., as well as executives of the Home Office in New York and the 34 branches throughout the United States and Canada will attend the sales convention to be held in Los Angeles April 1st, 2nd and 3rd.

A special train will convey the New York contingent, which will include among others, Jos. P. Kennedy, Chairman of the Board of Directors, Major H. C. S. Thomson, President and Managing Director of F. B. O., Colvin W. Brown, Vice President, in charge of distribution, Lee Marcus, General Sales Manager, John Brownell, Head of the Scenario Department, Charles Rosenzweig, New York Branch Manager, Hyatt Daab, Director of Advertising and Exploitation, S. M. Katz, Assistant Sales Manager, P. C. Taylor, General Manager of F. B. O. Ltd., Toronto, and Edward McNamee, Director of Publicity and Sales Promotion.

The Production Department, headed by J. I. Schnitzer, Vice President, in charge of production, who will act as host, are making elaborate plans to entertain the visiting throng every minute during their stay.

Others who will attend are the following Division Managers and their staffs: C. E. Penrod, of Indianapolis, M. J. Weisfelt of Minneapolis, Cleve Adams of Chicago and A. A. Schmidt of Los Angeles.

The following Branch Managers will also attend: Herman Stern of Albany, C. L. Peavey of Atlanta, I. L. Walstein, Boston, H. T. Dixon, Buffalo, Wm. Conn, Charlotte, J. J. Sampson, Chicago, H. J. Michalson of Cincinnati, Lou Geiger of Cleveland, L. E. Harrington of Dallas, Sid Weisbaum of Denver, N. C. Rice of Des Moines, A. M. Elliott of Detroit, H. H. Hull of Indianapolis, C. B. Ellis of Jacksonville, R. E. Churchill of Kansas City, J. L. Franconi of Memphis, H. C. Cohen of Los Angeles, S. H. Abrams of Milwaukee, Eph Rosen of Minneapolis, T. Jacocks of New Haven, Paul H. Tessier of New Orleans, Sam Benjamin of Oklahoma City, S. W. Fitch of Omaha, Jerome Safron of Philadelphia, A. H. Schnitzer of Pittsburgh, H. F. Moore of Portland, Bill Matthews of San Francisco, Tom McKean of St. Louis, A. H. Huot of Seattle, Able Davis of Salt Lake City, Harry Wineberg of Sioux Falls, F. L. McNamee of Washington.

Two New Directors Added to M-G-M Staff

H. D'Abbadie D'Arrast, former assistant director for Charles Chaplin, and Will Nigh, who has been directing features in and around New York for several years, have been signed to direct for Metro-Goldwyn-Mayer. D'Arrast, who is in Hollywood, and Nigh, who will journey to Culver City from New York, are to be given assignments in the near future.

Howard Dietz Leaves on Coast Trip

Howard Dietz, advertising and publicity director for Metro-Goldwyn-Mayer, has departed for the coast, where he will confer with Louis B. Mayer and Pete Smith on next year's schedule of pictures.

John Colton to Write Original for Lillian Gish

JOHN COLTON, adapter of the stage play "Rain" and author of "The Shanghai Gesture," now enjoying a run on the New York stage, has been engaged to write an original screen story for Lillian Gish. He will go to the M-G-M west coast studios with Irving Thalberg, associate producer. Colton may do other work in addition to the story before he returns to New York.

Excellent Plans Special and Series with Walsh

Having completed production of "The Nest," which Will Nigh directed with Pauline Frederick in the star role, Excellent Picture Corporation, of which Samuel Zierler is president, plans the making of a super-special under the title of "Heroes of the Sea" and a series of six features with George Walsh starred, the first to be "The Kick-Off" a football tale. The pictures are to be made in New York and are expected to be ready for release in the Autumn.

Mickey Bennett In Cast with W. C. Fields

Mickey Bennett, child actor who scored a hit in "Big Brother", is on his way to the Paramount, Long Island, Studio to play an important role in support of W. C. Fields in "It's the Old Army Game." Mickey has recently been playing in comedies in California. In the coming picture he will share honors with Louise Brooks, who has the principal feminine role opposite Fields.

Hungarian Actress Joins Griffith Cast

D. W. Griffith has selected Lya de Putti, Hungarian screen actress, for the role of Lady Sybil in "The Sorrows of Satan," his forthcoming production for Paramount. Miss de Putti arrived in New York only a few days ago and will start work immediately at the Long Island studio. Others in the cast include Adolphe Menjou, Ricardo Cortez and Carol Dempster.

Heath is Named F. B. O. Scenario Editor

F. O. B. has appointed Percy Heath to the position of scenario editor to succeed J. G. Hawks, who has been named to the position of editorial supervisor of production. Heath was associated with F. B. O. until he went to Metropolitan Pictures a few months ago. He will work with Hawks in the closest cooperation on stories in preparation for the new F. B. O. schedule.

Filming Completed on "Winning the Futurity"

Production work on "Winning the Futurity," a Hunt Stromberg story which he also supervised for Chadwick, has been completed. Finis Fox wrote the adaptation and Scott Dunlap directed this production in which Cullen Landis and Clara Horton play the leading roles. It is a melodrama of the race track.

Inter-Ocean to Handle Gotham Product Abroad

A deal was entered into this week between Lumas Film Corporation and the Inter-Ocean Film company whereby the latter will take over for world-wide distribution outside the United States, and Canada the entire product of Lumas.

The contract covers the forthcoming series of 12 Gotham productions including 6 Greater Gotham Specials and series of 8 action thrill-o-dramas starring William Fairbanks which Camera Pictures are producing for Lumas.

The pictures are all scheduled to be delivered within the next twelve months first deliveries being listed for March.

Sax Adding Scenarists to Production Staff

In preparation for the new production schedule of approximately twenty pictures, Sam Sax, producer of Gotham pictures and president of Lumas Film Corporation, is enlarging his production staff by the addition of several writers. In addition to those already announced Sax has added Edward J. Meagher, Delos Sutherland, T. Oakley Crawford and Russell J. Bidwell.

Each of the writers named have a number of screen originals and adaptations to their credit.

"Four Feathers" Vehicle for Barthelmess

Inspiration Pictures has purchased "The Four Feathers" as a starring vehicle for Richard Barthelmess. The story is by A. E. W. Mason, who was responsible for such tales as "The Winding Stair," produced by Fox, and "Witness for the Defense," a Paramount production. "The Four Feathers" is laid in England and the deserts of Africa.

Gertrude Short Signs F. B. O. Contract

Gertrude Short

GERTRUDE SHORT has been signed to a five year contract by F. B. O., who will feature her in two-reel subjects. Her first series will be from the stories by H. C. Witwer, tentatively titled, "Bill Grimm's Progress."

Miss Short will replace Alberta Vaughn, who has been graduated into the feature field. The former has appeared in many shorts for F. B. O. in the past, but more recently she has been starring in feature pictures for other companies.

Sporting Celebrities in "Oh Baby!"

Fighters, managers and sport writers figure in the prize fight sequences of "Oh Baby!," Al Lichtman's first production for Universal, which Director Harley Knoles is shooting in the Tec-Art studio in New York with Little Billy as the featured player. Among the notables in the ringside seats were the following sport writers; Damon Runyon, Sam Hall, Sid Mercer, Frank O'Neill, Wilbur Wood, Alfred Dayton, Murray Lewin, Fred Keats, Homer Thorne, Jack Farrell, Harry Newman, Jimmy Dawson, Ed Van Every and Jimmy De Forrest.

Among the managers present were Dan Hickey, Doc Bagley, Billy McCarney, and Jess McMahon, matchmaker at Madison Square Garden. Tammany Young. "Wild Bill Lyons and "Three Fingered Jack" Daugherty were also on hand.

Bebe Daniels and Director in Boat Accident

Bebe Daniels and her director, Erle Kenton were suffering from shock Tuesday at Miami, Fla., following an accident in which the speed boat in which they were riding crashed into a yacht and sank in six feet of water.

The accident came late Monday night when the Paramount star and the director were returning to Miami. The speed boat ran out of gas and was taken in tow by a utility boat. As the two were nearing the dock, the speed boat crashed into a yacht and the forward deck of the speed boat was ripped off. The impact threw the captain of the speed craft into the water. The boat began to sink again and Miss Daniels and Kenton were hastily transferred to the deck of the utility craft.

Colonel Smith Signs for "Ransom's Folly"

Inspiration Pictures has signed Colonel Cornelius C. Smith to play the role of Colonel Bolland in "Ransom's Folly," the Richard Barthelmess starring vehicle now being filmed on the coast. Colonel Smith has received a number of Governmental decorations, among them the Medal of Honor. He received this decoration for his achievements in the Indian wars while he was a lieutenant.

Sheldon Joins "Palm Beach Girl" Company

E. Lloyd Sheldon, supervising editor of Bebe Daniels' current production, "The Palm Beach Girl" by Byron Morgan, left yesterday to join the Paramount troupe at Miami, Fla., where Director Erle Kenton is filming exteriors.

Dramatic and romantic highlights and moments of pathos seen in "The Volga Boat man" a Producers' Distributing Corporation release personally directed by Cecil B. De Mille.

Edward Sedgwick to Direct for M-G-M Company

Edward Sedgwick, who until recently was connected with Universal in a directorial capacity, has been signed to a contract to direct for Metro-Goldwyn-Mayer. He hasn't been assigned a production as yet but expects to begin work shortly.

Sedgwick has been a newspaper writer, army officer, vaudeville actor and then director. He was associated with King Vidor several years ago in the production of independent product.

Crown Prince of Greece Paramount Visitor

Crown Prince Paul of Greece was a visitor at the Paramount, Long Island, studio one day last week and was much interested in watching D. W. Griffith at work with the direction of Adolphe Menjou, Ricardo Cortez and Carol Dempster in "The Sorrows of Satan." He also watched the Gloria Swanson company making "Fine Manners."

"Great Deception" Next Kane Production

"The Great Deception," a story opposing secret service systems, adapted from the George Gibbs novel, "The Yellow Dove," will be placed in production shortly by Robert Kane for First National release. It will follow "The Wilderness Woman," now being made.

Burr Appoints Guy Morgan General Manager

Guy Morgan, who since 1923 has been distribution representative for Samuel Goldwyn, has been appointed by C. C. Burr as general manager of B & H Enterprises, Inc., producers of Johnny Hines features for First National release.

In his capacity as general manager of the Burr organization, Morgan will be in complete charge of the sales end of the Johnny Hines productions and will be the contact executive between First National Pictures and B & H Enterprises.

Guy P. Morgan new general manager of B. & H. Enterprises producing the Johnny Hines pictures for First National.

Edw. Montagne Renews Contract with "U"

UNIVERSAL PICTURES CORPORATION has renewed its contract with Edward J. Montagne as supervising scenario editor for the coming year.

The renewal of the contract settles rumors that Montagne was planning to leave Universal to accept a production post with another studio.

Ronald Colman Assigned to Three Roles

Ronald Colman, under contract to Samuel Goldwyn, has several important engagements planned for him in the near future. He has been loaned to Paramount and is already at work in the title role of "Beau Geste." Following this he will be seen as leading man in "The Winning of Barbara Worth," with Vilma Banky playing opposite him and Henry King directing. After that he will have the role of the Sicilian bandit in the George Fitzmaurice production, "Beauty and the Beast." The two latter will be for United Artists release.

Fred Thomson Company Off for Location

Fred Thomson, with his horse, Silver King, and his F. B. O. company has departed for location work in the mountains behind Santa Barbara, where the closing scenes for "Hands Across the Border" will be taken. David Kirkland is directing the picture, which has in the cast Bess Flowers, Tyrone Powers, William Courtwright, Clarence Goldert and Tom Santschi. The troupe will be away about a week or ten days.

Popular Song for "When Love Grows Cold"

Jack Ellis and J. Fred Coots, writers of popular songs, have collaborated in composing words and music for a song titled. "When Love Grows Cold," which will be used as a tieup for F. B. O.'s eighth Gold Bond special of the same title, starring Natacha Rambova, the former Mrs. Rudolph Valentino. The song will be published by T. B. Harms & Co. and will be placed on sale within a few days. It will be orchestrated for band and orchestra use.

Billie Dove Chosen for Lead in "The Star Maker"

Billie Dove, and not Mary Philbin as originally scheduled, will play the leading feminine role in Lois Weber's Universal production "The Star Maker." Francis X. Bushman will do the leading male role in this adaptation of the Dana Burnett Saturday Evening Post story, "Technique."

Anna Q. Nilsson Starts "Miss Nobody"

Lambert Hillyer has started direction of "Miss Nobody" for First National with Anna Q. Nilsson in the leading role. The cast for the picture is now being selected. The story is an adaptation from the Tiffany Wells tale.

P. D. C. Field Forces Hold New York Convention

The first convention of the newly organized division of field representatives for Producers Distributing Corporation was held at the Hotel Commodore, New York city, last week, with H. O. Duke presiding and Cecil B, DeMille, W. J. Morgan, Ralph H. Clark and James Flinn present as speakers.

The business session consisted of discussions of accounting details and questions of company policy and talks by the executives; a theatre party was given on Friday evening.

Conrad Nagel, Edith Roberts in "There You Are"

Conrad Nagel and Edith Roberts will play the leading roles in "There You Are," an original screen story by F. Hugh Herbert, which Jesse Robins will direct for Metro-Goldwyn-Mayer from an adaptation by Fay Garnett and Rex Taylor. George Fawcett, Gwen Lee; Eddie Gribbon, Phillips Smalley and Gertrude Bennett are in the supporting cast.

Filming Begun on "The Son of the Sheik"

Preparations for the filming of "The Son of the Sheik," Rudolph Valentino's latest starring vehicle which John W. Considine, Jr., is producing under the direction of George Fitzmaurice for United Artists release, have been started. The star is in daily conference with the producer and screen tests are being made to determine the photographic properties of the Arabian finery brought back from Europe by Valentino.

Associated Sales Chief on Southern Tour

E. J. Smith, Associated Exhibitors' general sales manager is making a tour of the south, where he is whipping the sales forces of several of the branches into highspeed shape. He reports having already closed several deals.

Sierra President Off to West Coast

Dale Hanshaw, President of Sierra Pictures, has departed for the west coast on production matters for the company. He left on short notice in response to a wire.

Prevost to Star in "Up in Mabel's Room"

MARIE PREVOST has been signed by Al Christie to star in "Up in Mabel's Room," the Al Woods stage farce by Willson Collison and Otto Harbach. Though under a long term contract to Metropolitan Pictures Miss Prevost will have time to finish her work in the Christie production before starring for Metropolitan.

F. McGrew Willis of the Christie staff adapted the play and production work was started this week at the Christie studios under the direction of E. Mason Hopper.

Visual Instruction Heads in Conference

Members of the National Academy of Visual Instruction met at the motion picture laboratories of the Department of Agriculture last week to consider the progress which is being made in teaching by motion picture films.

Every section of the country is making increasing use of films for educational purposes, reports from various members showed. The delegates to the convention were themselves given a visual demonstration of the teaching of English to newly arrived persons through the use of films, a class of foreigners being given a lesson by members of the District of Columbia Americanization School in the presence of the meeting.

Officers for the ensuing year were chosen, as follows: President, John A. Hollinger, director of nature study and visualization, Pittsburgh public schools; vice president, Hugh Norman, director of visual instruction, University of Indiana, Bloominton, Ind.; treasurer, Miss Elizabeth Dyer, in charge of visual instruction, District of Columbia public schools; secretary, J. V. Ankeney, in charge of visual instruction, West Virginia University, Morgantown, W. Va.

Radio Legislation Due on Motion Pictures

Another tangle for Congress to deal with in the enactment of radio legislation has popped up in the possibility of radio transmission of motion pictures. A number of inventors, among them C. Francis Jenkins, of "movie" fame, are devoting themselves to this phase of research, and Mr. Jenkins has already been successful in transmitting pictures over a considerable distance. Another branch of this work is in the development of trans-Atlantic photo transmission, which has been used with success by the Radio Corporation of America.

Both copyright protection and broadcasting enter into the problem. Like the music industry, the motion picture producers feel that they should be safeguarded against the unrestricted broadcasting of their works, and while the producers and the authors and composers have been at loggerheads over the payment of royalties for the use of music in theatres, they are likely to join forces in attempting to prevent any legislation which would permit broadcasting without royalty payments.

Delmonte in St. Louis Closes Doors

The Delmonte Theatre, 5630 Delmar Boulevard, St. Louis, Mo., closed on Friday, February 26, and the lessees, Jack Weil and Ray and R. M. Miller of Mexico, Mo., are undecided when it will reopen. The house has not been a success financially.

Weil and the Millers have a ten-year lease on the house dating from January 1, 1926, at a minimum rental of $450 weekly, with an option of 15 per cent of the gross receipts. The Delmonte Investment Company owns the theatre building.

On February 25 the Famous Players-Lasky Corporation filed suit in the St. Louis Circuit Court to collect $6,705 alleged to be due from Fred L. Cornwell, who formerly operated the Delmonte, for rentals on Paramount pictures used between August 6 and December 23, 1925.

Action episodes from Universal's "Blue Blazes."

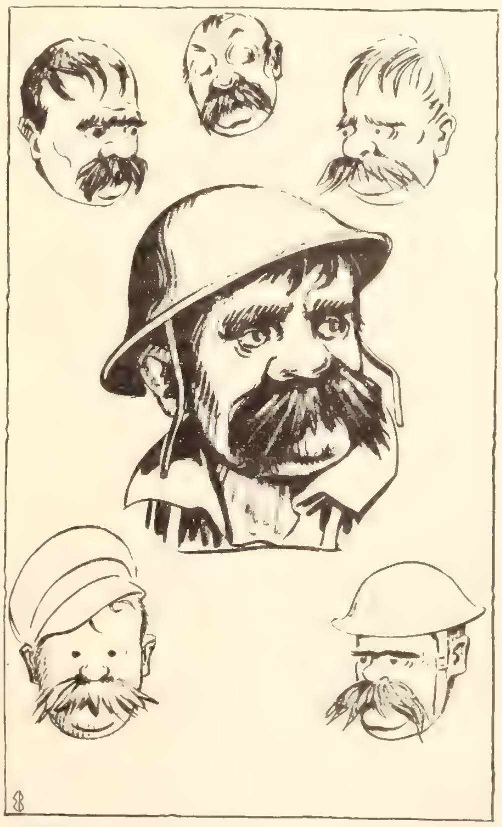
Warner Announces New Stories

Important Plans for Foreign Filming Hinted At Upon His Return to U. S.

HARRY M. WARNER, of Warner Bros., returned from Europe on the Berangeria, Tuesday, and confirmed the report published last week stating that the company would produce extensively abroad. While definite details were withheld for a few days, Warner announced that he would have an interesting statement shortly in regard to stars, stories and directors. This company's foreign production will not be confined to England, it is understood. Warner was accompanied by Motley H. Flint, vice president of the Pacific Southwest Trust and Savings Bank of Los Angeles.

Announcement of the purchase of three stories was made by Warner, "Black Ivory," by Polan Banks, "The Better 'Ole," by Bruce Bairnsfather, and "Revillion," a French play by Meilhac and Halevy.

"Black Ivory" is a story of New Orleans in the days of Jean Lafitte, in which the battle of New Orleans figures. "The Better 'Ole," which was originated as a cartoon series and became a stage success, will be used as a vehicle for Syd Chaplin. "Revillion" will be the next Ernst Lubitsch production, instead of "The Doormat," originally scheduled.



Sketches by Bruce Bairnsfather, creator of "Old Bill," which Syd Chaplin will play in "The Better 'Ole" (Warner Bros.).

Washington, Oregon, Owners Plan Big Session

Exhibitors of Washington and Oregon cities, large and small, last week received invitations from C. L. Gwinn of Olympia, Washington, to attend a meeting of the Motion Picture Theatre Owners of Washington organization and a mammoth motion picture ball to be given in the capital city on Thursday, April 8. A large attendance is expected, and many novel features are being arranged for the occasion, according to advance information received in Seattle.

Golder Bros. to Build New Theatre at Germantown

Ground will be broken early in spring for a 1000-seat theatre to be erected for Golder Brothers at Ogontz & Chelten Avenues, Germantown. The house will represent an investment of $220,000 and it is expected that it will be ready for operation by fall.

Four Stories Chosen for Colleen Moore

John McCormick, producer of Colleen Moore productions for First National has arranged for the four stories Miss Moore must make this year under her First National contract. She is at present engaged with "Ella Cinders," which has just gone into production under the direction of Alfred E. Green.

Following "Ella Cinders" in order will come "Twinkle Toes," from the story by Thomas Burke; "Delicatessen," by Brooke Hanlon, and "Daphne Grows Down," a novel by Hetty Spiers and Langford Reed.

"It's the Old Army Game" Unit on Location

W. C. Fields, star of "It's the Old Army Game," is motoring from the Paramount Long Island studios to Ocala, Florida where he will join director Edward Sutherland and Tom J. Geraghty, supervisor of the unit. The exteriors for this J. P. McEvoy story based on "The Comic Supplement," will be filmed at Ocala.

Frank Currier, Veteran Actor Has Breakdown

While on location in a Metro-Goldwyn-Mayer production being filmed at Birmingham, Alabama, Frank Currier suffered a nervous breakdown and was hurrried back to Hollywood where he was taken care of by Metro-Goldwyn-Mayer officials. It will be some time before he is able to resume studio activities.

House Peter's to Start on "Prisoners of Storm"

House Peters is to start work shortly on "Prisoners of the Storm" a Universal production from the novel "The Quest of Joan" in which he will star. Peggy Montgomery will appear opposite Peters and Walter McGrail and Harry Tood have important roles. Lynn Reynolds will direct.

Helen Jerome Eddy Cast for Dwan's "Padlocked"

Helen Jerome Eddy, "dramatic comedienne," has been cast for a leading role in "Padlocked," the Rex Boach story which ran in the Cosmopolitan magazine recently. She will play opposite Noah Beery in this Allan Dwan production for Paramount.

"Young April" Next Production for Schildkraut

Cecil B. De Mille has selected "Young April" as the next picture in which Joseph Schildkraut is to appear for Producers' Distributing Corporation release. Rudolph Schildkraut, Joseph's father, will also appear in the production.

Julia Faye in New York for Vacation

Julia Faye, featured player for Cecil B. De Mille, who is on an extended vacation tour of the United States, arrived in New York this week. Miss Faye has just completed one of the featured roles in "The Volga Boatman."

Irish Censorship Shows a Footage Increase

THE footage of films submitted to the Free State censorship authorities during 1925, reports Harold M. Collins, American Consul at Dublin, Ireland, was 5,451,326, this total being an increase of 507,526 feet over the 1924 figure. "Drama" films accounted for 5,066,409 feet, and "Interest" films for 384,917 feet.

The number of "dramas" submitted was 1,205, of which 115 were rejected and 172 cut. The number of "Interest" films passed was 552. Ninety-seven pictorial advertisements were rejected.

Adverse decisionsby the censor resulted in 17 appeals. In nine of these the censor was upheld; in two he was reversed; and in the other six the films were passed with cuts.

Borzage's Brother to Be His Assistant

Frank Borzage will have his brother, Lew, as his assistant director on "Early to Wed," his next production for Fox Films. Lew succeeds Bunny Dull, who has been elevated to full directorship by Fox. Lew Borzage has been working with his brother as second assistant.

Matt Moore and Kathryn Perry head the cast in "Early to Wed." They are supported by Belva McKay, Arthur Housman, Ross McCutcheon, Harry Bailey, Albert Gran, Julia Gordon and Rodney Hildebrand.

Universal to Start Work on New Circus Production

"Spangles," a novel of circus life by Nellie Revell, is to be made on an elaborate scale at Universal City in conjunction with Arthur Beck Productions. An entire circus has been leased for a month and Pat O'Malley and Marian Nixon will play the leading roles. Gladys and Hobart Bosworth have important parts.

Edward Clark Added to M-G-M Scenario Staff

Edward Clark, playwright and author of several stage plays including "De Luxe Annie" which also was produced as a starring vehicle for Norma Talmadge, has been added to the Metro-Goldwyn-Mayer scenario staff. Clark is soon to begin work on a new story for production at the M-G-M studios.

Jensen to Indianapolis for Paramount

William Jensen has been assigned by Oscar Kantner, exploitation manager of Paramount, to cover the Indianapolis and Louisville territories. His headquarters will be at the Indiana capital.

Mrs. Seger Finishes Role in "Virgin Wife"

Laura Backus Seger this week completed work in "The Virgin Wife," a Bernarr McFadden production being directed by Elmer Clifton.

Constance Talmadge Alters Production Plans

Constance Talmadge's next picture for First National will be "The Duchess of Buffalo," instead of "Silky Anne," as previously announced. The new productcion will be started in March in time to take advantage of the snow in making a number of scenes which figure in the story.

The picture will be directed by Sidney Franklin, who will also direct "Silky Anne" immediately following the completion of "The Duchess of Buffalo." The cast has not yet been selected for the latter.

Kane Starts Work on New First National Contract

With the release of "The Dancer of Paris" on February 28th, Robert Kane has completed his original contract with First National and is now working on the first production "The Wilderness Woman" under a new contract with the same company. Kane has plans under way for the second and third of the new series.

Lichtman Makes Addition to "Oh, Baby!" Cast

Alice Belmore-Cooper-Cliff was added this week to the cast of the Al Lichtman production, "Oh, Baby!," now being directed by Harley Knoles from his own original screen story. Mrs. Cooper-Cliff will play the mother role to Little Billy, versatile Tom Thumb actor who makes his film debut in this Universal Picture.

Gloria Swanson's "Fine Manners" in Work

Filming was started this week on "Fine Manners," Gloria Swanson's latest starring vehicle for Paramount, under the direction of Frank Tuttle. Eugene O'Brien has the leading male role in this original screen story by James Ashmore Creelman and Frank Vreeland.

Howard Higgin to Film "The Great Deception"

Howard Higgin is to direct "The Great Deception," an adaptation of "The Yellow Dove," George Gibb's novel by Paul Bern, for First National release. Robert Kane, producer of the picture prevailed upon Bern, who is 'between' pictures, to write the adaptation.

"Cohens and Kellys" Held Over Third Week

"The Cohens and Kellys," the Universal picture which has been running for the past two weeks at the B. S. Moss Colony Theatre in New York City, has been held over for a third week.

Production of "Bachelors' Brides" is Finished

Director William K. Howard has completed the filming of "Bachelors' Brides," the new Rod La Rocque starring vehicle, and is now supervising the editing and cutting of the production.

Canadian Vital Secures New Charter

Vital Exchanges of Canada, Limited, with headquarters at St. John, N. B., will continue in business on an independent basis regardless of what happens in connection with the financial status of Vital Exchanges, Inc., of New York. On February 27, announcement was made at Ottawa, Ontario, of the incorporation of Canadian Vital under a Canadian Federal charter with a nominal capitalization of $25,000. R. J. Romney being president and general manager of the Canadian firm.

While the head office is at St. John, there are already established branches at Toronto, Winnipeg and Montreal. Mr. Romney has announced that Vital Exchanges of Canada, Limited, is independent of any and all affiliations.

Shapiro Wins Post With United Artists

Victor M. Shapiro has been appointed by Hiram Abrams as advertising and publicity manager for United Artists. This is in line with the expansion of the organization necessary for the handling of much additional product.

Shapiro is well known in the industry, where for ten years he has been identified with advertising, publicity and sales promotion work with several of the largest distributors in the business, as well as a number of important producers.

Maritime Provinces Have Film Trade Board

A Film Board of Trade has been organized for the Maritime Provinces with headquarters at St. John, N. B. The president of the Maritime Board is R. G. March, district manager of the Fox Film Corporation; the vice-president is P. J. Hogan, representing Famous-Lasky Film Service, Limited, at St. John, and the secretary-treasurer is W. A. Sault, for many years with Canadian Universal Films.

Kansas, Missouri Arrange New Slide Contract

C. E. "Doc" Cook, business manager of the M. P. T. O. Kansas-Missouri, will go to St. Joseph, Mo., next week to complete arrangements for a slide contract between a large retail concern of that city and exhibitors of St. Joseph. The contract will be similar to the one recently made in Kansas City, the M. P. T. O. Kansas-Missouri benefiting in revenue.

Norma Shearer Signed to Long Contract

METRO - GOLDWYN - MAYER have taken up a long-term option on the services of Norma Shearer, the young star who made such a spectacular rise in screendom. Her latest picture to be released is "The Devil's Circus," the first American production of Benjamin Christianson, noted Danish director.

"The Devil's Circus" has a cast which includes Charles Emmett Mack, John Miljan, Carmel Myers, Karl Dane, Claire McDowell and many others.

Leo Maloney Signs Up With Pathe

LEO MALONEY becomes a Pathe star upon the completion of an existing contract calling for one more picture, according to the terms of an agreement recently consummated between the Western star-producer and Elmer Pearson, Vice President and General Manager of Pathe Exchange, Inc.. The acquisition of Maloney marks a return to the fold, for the star has previously made some of his best pictures for the house of Pathe.

Leo Maloney.

Maloney is working on his last picture under his present contract and will start his first Pathe Western feature immediately upon its completion. The star-producer makes his pictures at his own studios located at Skyland in the heart of the San Bernardino mountains in California.

Rockett Selects Next Two for First National

Al Rockett has decided upon his next two pictures for First National following "Puppets," which has just gone into production in New York. The stories are "Sadie," adapted from "Sadie of the Desert," by Mildred Cram, and "The Sheik of Florida," by George F. Worts.

Rockett has announced that Alfred Santell will direct both pictures. Dorothy Mackaill and Jack Mulhall will be featured in "Sadie," and Ben Lyon will be "The Sheik of Florida."

"Roxy" Bids Farewell to Radio Audience

S. L. Rothafel (Roxy) bid a temporary farewell to his radio audience when he and his "gang" broadcast their last program from station WEAF, New York on February 24th. Roxy will not broadcast again until the opening of his new Roxy Theatre in New York next autumn. He finds it a physical impossibility to combine any longer both his radio activities and the details involved in the building of the new theatre.

Hudson Exhibitor Sells Theatre Holdings

A. A. Elliott, who has been running the Rialto and Playhouse in Hudson for several years, has disposed of his holdings to parties in New York city, who took over the two theatres on Monday of this week. Both houses are first run theatres. Elliott plans to devote his entire time from now on to a large bill posting business which he has been running for some time past.

Loew's Declares Quarterly Dividend

The Board of Directors of Lowe's, Incorporated, has declared a quarterly dividend of fifty cents per share on the capital stock of the company, payable March 31st, 1926, to stockholders of record at the close of business March 13th, 1926.

Newspaper Women's Ball Attracts Stars

The fourth annual ball of the New York Newspaper Women's Club will be held at the Ritz Carlton, Friday evening, March 12th. Many of the most famous people of the theatrical and motion picture profession and the arts, as well as prominent political and business leaders of the city will attend.

Practically all of the motion picture companies will be represented, some of those who have already taken boxes being Jules Brulatour and Hope Hampton, Richard Rowland of First National and Jesse Lasky of Famous Players. Inspiration Pictures, United Artists Corporation and Joseph M. Schenck Productions have all taken blocks of seats. Others who have already purchased their tickets are Milton Sills, George Archanbaud, Madge Kennedy, Dorothy Gish and Norma Talmadge. The two latter will arrive from the coast in time to make merry at the newspaper function.

Maine Exhibitor Passes Away in New York

Wilbur Shea, who died suddenly while in New York on a business trip February 24, was the owner of motion picture theatres in Eastport, Calais and Lubec, Maine, and was one of the best known exhibitors in the Pine Tree State. He had been in Florida and stopped over in New York to attend some business, en route to his home in Eastport.

Ohio Board of Trade Holds Zoning Meeting

William James, president of the M. P. T. O. of Ohio, has appointed a committee of three, consisting of J. J. Harwood of Cleveland, M. B. Horwitz of Cleveland and Allen Simmons of Akron, to meet with a committee of the Film Board of Trade to discuss changes in the rules of the present zoning plan. The first meeting was held last Tuesday. Another is scheduled for next Tuesday.

Pauline Neff Signs for "Ranson's Folly"

Inspiration Pictures has assigned Pauline Neff to a prominent role in "Ranson's Folly," which is now being filmed on the coast with Richard Barthelmess as the star. Miss Neff recently appeared with Ramon Novarro in "The Midshipman" and with Mae Murray in 'The Masked Bride."

Younger's Fine Script on "Brown of Harvard"

"ONE of the best scripts I have ever seen!" This was Jack Conway's statement after reading A. P. Younger's adaptation of "Brown of Harvard," which Conway is directing for Metro-Goldwyn-Mayer.

According to report, Younger has written a very unusual treatment of the college story. It eradicates much of the usual college "Rah Rah," as Conway expresses it, without detracting in the least from the enthusiasm of the story, and makes it much more human.

: : : : "THE CHECK-UP" : : : :

"The Check-Up" is a presentation in the briefest and most convenient form of reports received from exhibitors in every part of the country on current features, which makes it possible for the exhibitor to see what the picture has done for other theatre managers.

The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third, the number who considered it "Good"; and the fourth column, those who considered it "Big."

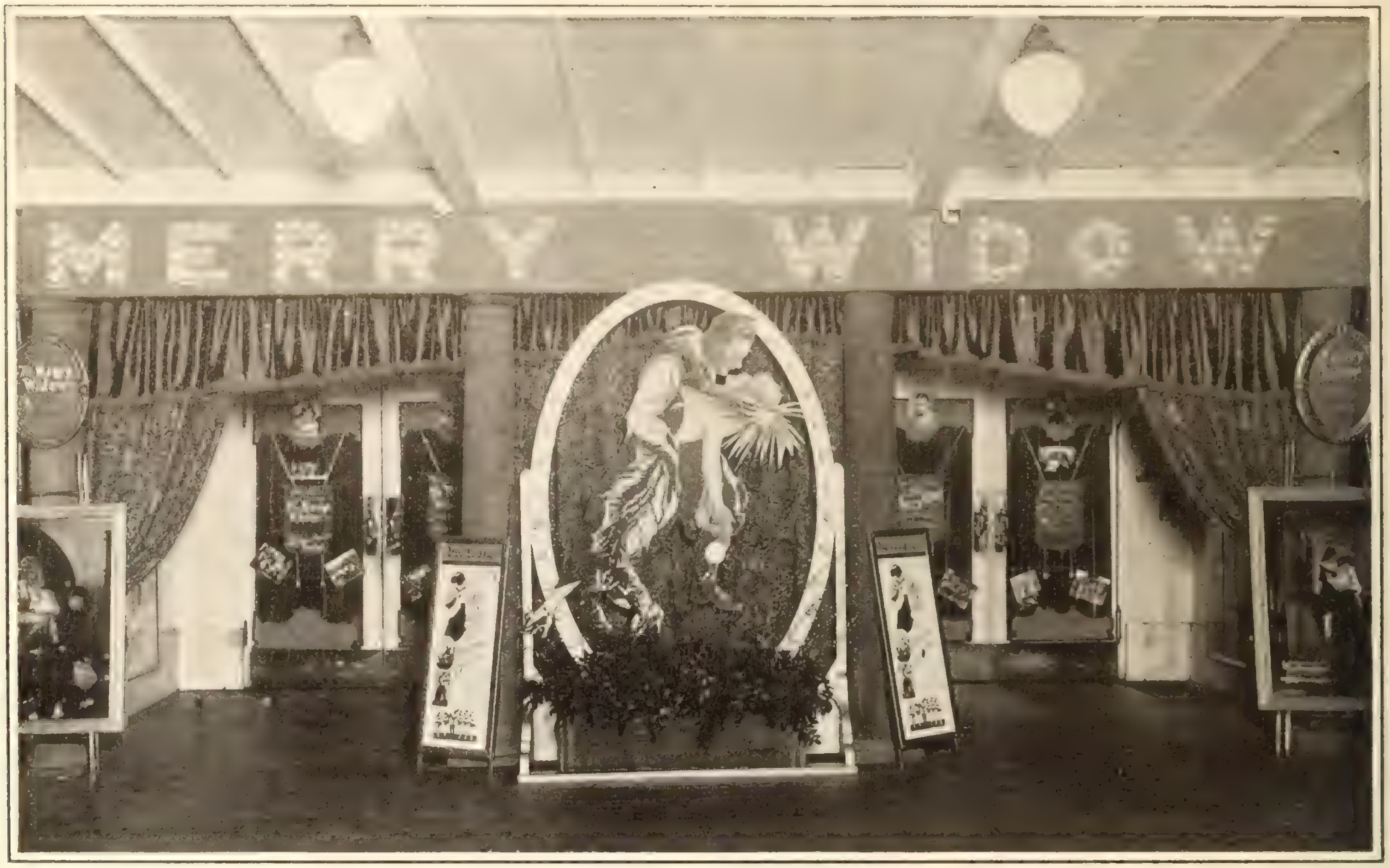
The fifth column is a percentage figure giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage ratings of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage — a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

No picture is included in the list which has not received at least ten reports.

Title of Picture	Number Exhibitors Reporting "Poor"	Number Exhibitors Reporting "Fair"	Number Exhibitors Reporting "Good"	Number Exhibitors Reporting "Big"	Average Percentage Value	Length
ASSOCIATED EXHIB.						
Introduce Me		1	12	5	77	5,908 ft.
CHADWICK						
Wizard of Oz	—	1	10	1	70	6,300 ft.
FAMOUS PLAYERS						
Adventure	1	9	26	7	67	6,602 ft.
Air Mail, The	2	5	32	6	68	6,976 ft.
Ancient Highway, The	–	6	17	-	62	6,034 ft.
Any Woman	3	7	1	—	55	5.963 ft.
Are Parents People	1	2	22	3	69	6,586 ft.
Beggar on Horseback	11	8	7	1	42	7,168 ft.
Best People	—	9	10	—	56	5,700 ft.
Charmer, The	2	3	13	3	65	6,076 ft.
Coast of Folly, The	3	10	22	4	62	6,840 ft.
Cobra	9	6	9	—	44	6,895 ft.
Code of the West, The	—	10	29	4	66	6,777 ft.
Contraband	2	13	13	2	56	6,773 ft.
Crowded Hour, The	1	3	19	2	67	6,558 ft.
Devil's Cargo, The	4	8	22	6	64	7,980 ft.
Dressmaker from Paris, The	2	7	23	12	71	6,186 ft.
Eve's Secret	2	8	17	—	57	6,338 ft.
Flower of Night	1	9	8	-	52	6,374 ft.
Forty Winks	—	7	24	6	69	6,293 ft.
Golden Princess, The	-	10	14	3	59	6,395 ft.
Goose Hangs High, The	—	8	29	7	69	6,186 ft.
Grounds for Divorce	6	5	5	—	42	6,420 ft.
Hands Up		3	7	-	61	5,883 ft.
In the Name of Love	2	15	14	—	52	5,904 ft.
Irish Luck	—	2	13	1	68	7,008 ft.
King on Main Street, The	1	6	16	3	65	6,229 ft.
Kiss for Cinderella, A	1	5	13	2	63	7,816 ft.
Kiss in the Dark, A	2	10	18	1	58	5,767 ft.
Light of the Western Stars		9	32	9	70	6,859 ft.
Little French Girl, The	1	2	23	2	68	5,628 ft.
Lord Jim	2	6	11		55	6,702 ft.
Lost—A Wife	1	12	13	—	54	6,420 ft.
Lovers in Quarantine		9	14	4	64	6,570 ft.
Lucky Devil, The	—	1	35	10	76	5,935 ft.
Madame Sans Gene	8	11	18	4	55	9,994 ft.
Manicure Girl, The	5	8	22		56	5,959 ft.
Mannequin	—	4	8	1	63	6,981 ft.
Man Who Found Himself	3	9	20	2	59	7,168 ft.
Marry Me	2	8	13		55	5.529 ft.
Men and Women	2	5	10	1	58	6,223 ft.
New Brooms	2	14	7		47	6,570 ft.
New Lives for Old		5	17	5	70	6,796 ft.
Night Club, The	1	8	30	7	68	5.732 ft.
Night Life of New York		8	24	2	65	6,998 ft.
Not So Long Ago	6	7	6	3	56	6,943 ft.
Old Home Week		6	31	8	71	6,888 ft.
Paths to Paradise		4	26	4	70	6,741 ft.
Pony Express, The		4	26	28	82	9,929 ft.
Regular Fellow, A	3	7	15	4	62	5,027 ft.
Rugged Waters	4	9	7		47	6,015 ft.
Sackcloth and Scarlet	3	8	14	6	63	6,732 ft.
Salome of the Tenements	10	3	10	2	49	7,017 ft.
Seven Keys to Baldpate	1	4	21	1	65	7 reels
Shock Punch	—	10	31	4	66	6,151 ft.
Son of His Father, A	—	10	27	5	66	7,009 ft.
Spaniard, The	—	7	15	3	65	6,676 ft.
Stage Struck	2	9	13	3	60	7 reels
Street of Forgotten Men, The	1	4	26	3	68	6,366 ft.
Swan, The	5	10	8	2	50	5,889 ft.
That Royle Girl	–	7	14	2	64	10,253 ft.
Thundering Herd, The	2	8	29	34	79	7,187 ft.
Top of the World, The	—	12	24	2	62	7,167 ft.
Trouble with Wives	1	7	13	1	60	6,489 ft.
Welcome Home	3	8	12	-	53	5,909 ft.
Wild Horse Mesa	3	11	26	9	66	7,221 ft.
Wild, Wild Susan	2	12	20	5	62	5.774 ft.
Womanhandled	—	3	15	2	69	6,765 ft.
FILM BOOKING OFFICES						
All Around Frying Pan	1	1	6	2	68	5.519 ft.
Bandit's Baby, The	—	5	32	20	78	5,291 ft.
Blood Hound	1	4	10	1	61	4.789 ft.
Cloud Rider	—	6	9	3	65	5,070 ft.
Druscilla with a Million	1	8	15	9	69	7.391 ft.
Fighting Demon, The	—	1	9	—	67	5,470 ft.
Forbidden Cargo	1	3	7		57	4.850 ft.
Galloping Vengeance	2	5	8	3	61	5,095 ft.
If Marriage Fails	1	7	5	—	50	6,006 ft.
Jimmie's Millions	—	4	12	—	63	5.167 ft.
Keeper of the Bees	—	1	9	4	76	6,712 ft.
Last Edition, The	—	3	8	2	68	6,400 ft.
Lilies of the Street	—	2	10	3	72	7.160 ft.
Midnight Flyer, The	—	4	4	2	64	6.200 ft.
O U West	-	6	12	1	62	5,000 ft.
Parisian Nights	3	1	12	2	66	6,278 ft.
Ridin' Comet, The		4	9		61	4.354 ft.
Riding the Wind	—	3	14	4	71	5.014 ft.
Scar Hanan	-	4	16		64	4,684 ft.
Smooth as Satin	1	—	9	—	65	6.003 ft.
Speed Wild		4	7		59	4,700 ft.
Tearing Through	1	5	11	—	58	4,714 ft.
Texas Bearcat	1	3	6	1	60	4,770 ft.
That Devil Quemado	1	6	35	17	75	5,641 ft.
That Man Jack	1	2	8		60	5,032 ft.
White Fang	2	5	23	9	71	5,800 ft.
White Thunder	1	5	8	-	56	4.550 ft.
Wild Bull's Lair, The	1	2	26	14	77	5.280 ft.
FIRST NATIONAL						
Beautiful City, The	—	3	7	1	65	6,460 ft.
Chickie	1	11	26	6	65	7 767 ft.
Classified	1	3	16	4	69	6.927 ft.
Clothes Make the Pirate		4	7		59	7.000 ft.
Dark Angel, The	—	1	14	5	76	7.311 ft.
Declasse	1	7	19	5	67	7 869 ft.
Desert Flower, The	1	5	27	8	71	6 reels
Enticement	1	4	19	1	64	6,407 ft.
Fine Clothes	1	9	10	—	54	6,971 ft.
Graustark	—	3	11	10	79	5,900 ft.
Half Way Girl, The	1	8	18	3	63	7,570 ft.
Heart of a Siren, The	2	13	7		48	6.780 ft.
Her Husband's Secret	4	8	5	-	44	6,300 ft.
Her Sister from Paris	—	2	17	7	76	7.255 ft.
His Supreme Moment	1	12	16	3	60	6.600 ft.
If I Marry Again	1	7	16	4	65	7.400 ft.
I Want My Man	1	6	25	2	65	6.173 ft.
Just a Woman	1	6	10	—	56	6.652 ft.
Knockout, The	1	6	15	5	67	7.450 ft.
Lady, The	—	3	11	8	77	7 reels
Lady Who Lied, The	-	6	8	2	63	7,111 ft.

Title of Picture	Number Exhibitors Reporting "Poor"	Number Exhibitors Reporting "Fair"	Number Exhibitors Reporting "Good"	Number Exhibitors Reporting "Big"	Average Percentage Value	Length
Live Wire, The	—	4	19	6	72	6,850 ft.
Lost World, The	—	6	24	24	80	9,700 ft.
Making of O'Malley, The	-	4	21	5	71	7,571 ft.
Marriage Whirl, The	—	6	8	1	60	7,672 ft.
My Son	—	7	17	2	64	6,500 ft.
Necessary Evil, The	—	9	10	1	58	6,307 ft.
New Commandment, The	—	5	12	1	63	7 reels
New Toys	7	7	19	1	54	7,250 ft.
One Way Street	—	8	15	—	60	5,596 ft.
One Year to Live	2	4	10	—	56	6,064 ft.
Pace That Thrills, The	1	5	8	—	56	6,911 ft.
Playing with Souls	1	5	7	2	61	5,831 ft.
Quo Vadis	1	2	17	11	73	8,945 ft.
Sally	—	1	21	37	88	8 reels
Scarlet West	2	4	6	2	59	8,391 ft.
Shore Leave	—	2	22	4	72	6,856 ft.
Soul Fire	3	4	14	4	64	8,262 ft.
Talker, The	—	5	19	1	65	7,861 ft.
Unguarded Hour, The	—	10	3	2	54	6,613 ft.
We Moderns		6	7	5	68	6,609 ft.
What Fools Men	1	6	6	1	56	7,264 ft.
White Monkey, The	3	7	3	-	42	6,121 ft.
Why Women Love	1	2	8	—	60	6,750 ft.
Winds of Chance	2	2	7	3	65	9,554 ft.
FOX						
Ancient Mariner, The	2	5	4		47	5,548 ft.
As No Man Has Loved		4	9	6	73	7,929 ft.
Best Bad Man, The	-	1	6	3	76	4,983 ft.
Dick Turpin	1	4	33	9	72	6,716 ft.
Everlasting Whisper, The	1	3	8	2	64	5,611 ft.
Everyman's Wife		4	6		58	4,365 ft.
Fool, The	-	2	11	3	72	9,488 ft.
Gold and the Girl		1	11	3	74	4,521 ft.
Havoc	—	5	8	—	58	9,200 ft.
Hearts and Spurs		3	12	1	66	4,600 ft.
Hunted Woman, The	1	8	12	2	60	4,954 ft.
Iron Horse, The	—	3	17	27	85	11,335 ft.
Kentucky Pride	1	7	12	1	54	6,597 ft.
Lazybones	—	1	8	1	70	7,236 ft.
Lightnin'	-	3	5	5	75	7,979 ft.
Lucky Horseshoe, The	3	4	10	1	60	5,004 ft.
Rainbow Trail, The	—	3	18	4	71	5,251 ft.
Riders of the Purple Sage	—	1	16	19	85	5,534 ft.
She Wolves	—	9	4	—	49	5,723 ft.
Trail Rider, The	-	2	18	—	67	4,752 ft.
When the Door Opened	2	4	4	—	48	6,515 ft.
Winding Stair, The	2	3	5	—	51	6,107 ft.
METRO-GOLDWYN-MAYER						
Cheaper to Marry	1	8	19	2	66	6,500 ft.
Confessions of a Queen	4	6	8	—	49	5,851 ft.
Daddy's Gone a Hunting	2	6	11	1	58	5,851 ft.
Denial, The	2	9	12	1	56	4,791 ft.
Exchange of Wives	—	6	13	1	63	6,300 ft.
Go West	-	5	6	6	72	6,256 ft.
Great Divide, The		9	29	10	71	7,811 ft.
His Secretary		3	4	5	75	6,433 ft.
Lady of the Night	1	10	13	2	59	5,419 ft.
Lights of Old Broadway		6	11	3	66	6,437 ft.
Man and Maid	6	3	7	2	52	5,307 ft.
Masked Bride, The	-	2	7	1	67	5,699 ft.
Merry Widow, The		-	10	23	91	10,027 ft.
Midshipman, The		3	15	18	83	7,498 ft.
Monster, The	-	11	22	5	65	6,435 ft.
Mystic, The	2	5	5	2	56	6,147 ft.
Never the Twain Shall Meet		6	11	5	69	8,143 ft.
Old Clothes	-	2	9	3	72	5,015 ft.
Only Thing, The	1	4	10	—	59	5,824 ft.
Prairie Wife, The	4	14	4	1	44	6,487 ft.
Pretty Ladies	3	9	15	—	54	5,828 ft.
Proud Flesh	1	7	6	1	55	5,770 ft.
Rag Man, The	—	4	30	12	75	5,968 ft.
Romola	2	8	9	8	66	10,875 ft.
Sally, Irene and Mary	-	5	4	3	65	5,564 ft.
Seven Chances	1	6	23	15	75	5,113 ft.
Slave of Fashion, A	2	5	12	1	59	5,906 ft.
Sporting Venus		15	11	—	53	5,938 ft.
Sun Up	2	6	2	1	47	5,819 ft.
Tower of Lies, The	3	3	14	1	58	6,849 ft.
Unholy Three, The	—	6	16	13	76	6,848 ft.
Way of a Girl, The	4	10	7	3	53	5,025 ft.
White Desert, The	—	3	19	2	69	6,345 ft.
Zander the Great	1	7	11	7	68	5,851 ft.
PATHE						
Black Cyclone	—	2	21	10	77	5,508 ft.
Freshman, The	3	1	20	63	90	6 reels
PROD. DIST. CORP.						
Bad Lands		1	7	2	73	5,833 ft.
Beyond the Border		5	23		65	4,469 ft.
Charley's Aunt		3	21	57	90	6 reels
Coming of Amos, The	4	1	15	1	60	5,677 ft.
Friendly Enemies	1	1	12	4	72	6,288 ft.
Hell's Highroad	1	5	11	2	63	6,084 ft.
Road to Yesterday, The	-	5	7	1	61	9,980 ft.
Seven Days		1	9	2	73	6,974 ft.
Silent Sanderson	4	7	11	3	57	4,851 ft.
Stop Flirting	2	2	6	1	54	5,161 ft.
Texas Trail, The	1	2	6	2	65	4,720 ft.
Wedding Song, The	2	4	4		48	7,373 ft.
STATE RIGHTS						
Crackerjack, The		3	15	3	70	6,500 ft.
Recreation of Brian Kent, The	3	8	8	4	58	6,878 ft.
Silent Pal, The		3	6	2	67	5,452 ft.
Souls for Sables	1	3	8	-	58	7,000 ft.
UNITED ARTISTS						
Don Q, Son of Zorro		1	15	18	85	10,264 ft.
Eagle, The	—	2	6	5	77	6,750 ft.
Gold Rush, The	—	6	20	22	80	8,500 ft.
Little Annie Rooney	2	1	15	8	74	8,850 ft.
Sally of the Sawdust		7	9	3	64	9,500 ft.
Waking Up the Town	2	8	2	—	42	4,802 ft.
UNIVERSAL						
Calgary Stampede, The	—		10	3	77	5,924 ft.
California Straight Ahead		2	15	14	80	7,238 ft.
Dangerous Innocence	1	4	14		61	6,759 ft.
Don Daredevil	1	6	8	3	62	4,810 ft.
Fifth Avenue Models	2	5	9	1	54	6,581 ft.
Flying Hoofs		1	11	1	70	4,274 ft.
Goose Woman, The		2	11	6	76	7,500 ft.
Head Winds	3	4	11	3	61	5,309 ft.
I'll Show You the Town	-	4	21	10	75	7,396 ft.
Last Laugh, The	4	4	4	2	51	6,519 ft.
Let 'Er Buck	1	1	23	7	74	5,547 ft.
Lorraine of the Lions		3	7	1	65	6,753 ft.
Mad Whirl, The	1	6	6	1	56	6,184 ft.
Man in Blue		3	8	—	62	5,706 ft.
Oh Doctor	1	4	26	8	72	6,587 ft.
Peacock Feathers		6	3	1	55	6,802 ft.
Phantom of the Opera	—	3	17	24	84	8,464 ft.
Price of Pleasure, The	2	2	9	4	68	6,618 ft.
Raffles	2	10	9	2	55	5,557 ft.
Ridin' Pretty	1	6	5		51	4,812 ft.
Riding Thunder	1	6	4		49	4,354 ft.
Roaring Adventure	2	1	8		58	4,657 ft.
Saddle Hawk, The	1	3	18	3	68	5,468 ft.
Secrets of the Night	1	5	8		56	6,700 ft.
Siege	2	2	11	2	64	6,424 ft.
Sign of the Cactus	4	1	8		51	4,938 ft.
Spook Ranch, The		2	11		65	5,247 ft.
Storm Breaker, The	2	6	4		47	6,093 ft.
Taming the West			20	2	73	5,427 ft.
Teaser, The		4	21	1	67	6,967 ft.
Up the Ladder	1	2	13	1	65	6,023 ft.
Where Was I?		1	16	1	70	6,630 ft.
White Outlaw, The		3	8	4	72	4,830 ft.
Woman's Faith, A	4	5	5	1	49	5,557 ft.
VITAGRAPH						
Baree, Son of Kazan		4	32	8	73	6,800 ft.
Empty Saddle	3	5	10		53	5 reels
Happy Warrior, The	1		10		65	7,550 ft.
Pampered Youth		3	11		64	6,640 ft.
Ranger of the Big Pines		2	7	1	67	6,800 ft.
School for Wives		8	12		58	6,750 ft.
Steele of the Royal Mounted			14	3	75	4,850 ft.
Wildfire	1	6	21		62	6 reels
WARNER BROS.						
Below the Line	1	3	7	3	66	6,001 ft.
Bobbed Hair		5	8	1	61	7,781 ft.
Bridge of Sighs		2	7	1	67	6,850 ft.
Broadway Butterfly, The	1	4	5	2	61	6,750 ft.
Eve's Lover	1	4	10	1	61	6,540 ft.
How Baxter Butted In		4	8		60	6,650 ft.
Kiss Me Again		5	10	1	63	7,200 ft.
Limited Mail, The		2	8	4	74	6,250 ft.
Man on the Box, The		1	10	7	80	7,282 ft.
My Wife and I	4	9	7	1	49	6,700 ft.
Recompense	2	6	8	1	55	7,480 ft.
Red Hot Tires	1	3	8	1	62	6,447 ft.
Tracked in the Snow Country		5	11	5	70	6,900 ft.

Exhibitors Service Bureau



An illuminated oval frame enhanced the pictorial value of the cutout featured in the frontal display for "The Merry Widow," (M. G. M.) at the Circle Theatre in Portland, Ore., as shown in the above photo. Small spots, concealed behind the foliage in the box at the bottom of the stand, flooded the cutout with vari colored lights.

Advisory Board and Contributing Editors, Exhibitors' Service Bureau

George J. Schade, Schade theatre, Sandusky.

Edward L. Hyman, Mark Strand theatre, Brooklyn.

Lee A. Landau, Lyceum theatre, Minneapolis.

C. C. Perry, Managing Director, Garrick theatre, Minneapolis.

E. R. Rogers, Managing Director, Tivoli theatre, Chattanooga, Tenn.

Stanley Chambers, Palace theatre, Wichita, Kan.

Willard C. Patterson, Metropolitan theatre, Atlanta.

E. V. Richards, Jr., Gen. Mgr., Saenger Amusement Co., New Orleans.

F. L. Newman, Managing Director, Famous Players-Lasky theatres, Los Angeles.

Arthur G. Stolte, Des Moines theatre, Des Moines, Iowa.

W. C. Quimby, Managing Director, Strand Palace and Jefferson theatres, Fort Wayne, Ind.

J. A. Partington, Imperial theatre, San Francisco.

George E. Carpenter, Paramount-Empress theatre, Salt Lake.

Sidney Grauman, Grauman's theatres, Los Angeles.

George E. Brown, Managing Director, Loew's Palace theatre, Memphis, Tenn.

Louis K. Sidney, Division Manager, Lowe's theatres, Pittsburgh, Pa.

Geo. Rotsky, Managing Director, Palace theatre, Montreal, Can.

Jimmie Carrier, Managing Director, Broadway-Strand theatre, Detroit.

Fred S. Myer, Managing Director, Palace theatre, Hamilton, Ohio.

Joseph Plunkett, Managing Director, Mark-Strand theatre, New York.

Ray Grombacher, Managing Director, Liberty theatre, Spokane, Wash.

Ross A. McVoy, Manager, Temple theatre, Geneva, N. Y.

W. S. McLaren, Managing Director, Capitol theatre, Jackson, Mich.

Harold B. Franklin, Director of Theatres, Famous Players-Lasky.

William J. Sullivan, Manager, Rialto theatre, Butte, Mont.

Ace Berry, Managing Director, Circle theatre, Indianapolis.

: : THE CHECK-UP : :

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

TITLE	Poor	Fair	Good	Big	Value	Length
FAMOUS PLAYERS.						
Mannequin	—	4	8	1	63	6,981 ft.
FILM BOOKING OFFICES.						
All Around Frying Pan	1	1	6	2	68	5,519 ft.
Midnight Flyer, The	—	4	4	2	64	6,200 ft.
FOX.						
When the Door Opened	2	4	4	—	48	6,515 ft.
METRO-GOLDWYN MAYER.						
His Secretary	—	3	2	5	75	6,433 ft.
Masked Bride, The	—	2	7	1	67	5,699 ft.
Sally, Irene and Mary	—	5	4	3	65	5,564 ft.

A "Phantom" in Person is Announcer of Picture

At the three evening performances preceding the showing of "The Phantom of the Opera" at the Majestic, Austin, an elusive 'Phantom' made his appearance, first on the balcony of the theatre, where a spot caught him just as he was about to jump over the rail, then lost him, only to find him again in a front upper box. The third spot picked him up on the stage, after swinging from a rope in the box under cover of the darkness. Immediately following his mysterious disappearance, slide was flashed on screen offering a reward of $5.00 to the person guessing his identity.

Manager Wilson Erwin, who conceived the house stunt, also had the "Phantom" drive about town in a Chrysler roadster car bearing sign announcing reward.

An important unit of the campaign was the midnight matinee, at which patrons were served with coffee and cake. Through cooperative tie-ups, the Austin Coffee Shop supplied the beverage, and the Federal Bakery, the cake.

Show for Clergy Launches "Quo Vadis" in Reading

The Capitol Theatre in Reading, Pa., under the local management of Joel Levy, augmented its orchestra to twenty-five men for the showing of "Quo Vadis" the largest aggregation of musicians in a motion picture theatre in local history.

By arrangement with the Reading Tribune, leading paper of the city, the rotogravure supplement of "Quo Vadis" was issued with the Sunday edition as a special art treat for its readers.

This newspaper also co-operated with the Capitol Theatre in sponsoring a special show for the ministry of all denominations in advance of its opening date. It invited as its guests several hundred ministers of Reading and vicinity, who enthusiastically acclaimed "Quo Vadis" as a picture they could and would heartily endorse to their congregations. In addition the assembled clergy passed a resolution thanking the Reading Tribune, Wilmer and Vincent and First National for their public spirit in preparing this special showing for them.

RICHARD BARTHELMESS
Dorothy Gish
BARTHELMESS
The BEAUTIFUL CITY

Illuminated displays for "The Beautiful City" (First National) at the Liberty, Seattle. Note attractive effect of shadow-box displays in center. Windows, in upper cut-out were covered with parchment and lighted from behind.

Hero Crew at 'Sea Beast' Show

Captain Fried and Roosevelt Sailors Attend Benefit Performance at Warners

CAPTAIN GEORGE FRIED and his crew of the U. S. Line Steamship President Roosevelt, heroes of the mid-ocean rescue of the crew of the Antinoe, were guests February 18th at a gala performance of "The Sea Beast" at Warners Theatre, New York.

This was the only appearance made by Capt. Fried and his men in a New York picture house. The occasion was a Benefit Night at which half of the receipts, or a guarantee of $1,000, was turned over to a fund being collected for distribution among Capt. Fried and his men. A large share of the proceeds will go to the widows of the two men of the Roosevelt who perished in the rescues. The fund was conducted by the New York Evening Sun.

The heroes were roundly applauded as they were escorted to the stage to acknowledge the plaudits of a packed house, and they later adjourned to the basement of the theatre, where they broadcasted over Station WBPI, Warner Bros.' radio station.

National Tie Ups for "The Volga Boatman"

Two important exploitation tie ups for "The Volga Boatman" have been concluded by Producers Distributing Corporation, distributors of the Cecil De Mille production. G. Shirmer Inc., music publisher, will publish a new edition of the famous song "The Song of the Volga Boatmen" with a special cover design featuring stills from the photoplay. Arrangements have been made for cooperative exploitation between the Victor Talking Machine Company and P. D. C. in which phonograph records, one a violin solo of the song by Fritz Dreisler and the other a vocal rendition by Fedor Chaliapin, are to be featured by music dealers in conjunction with exploitation for the picture.

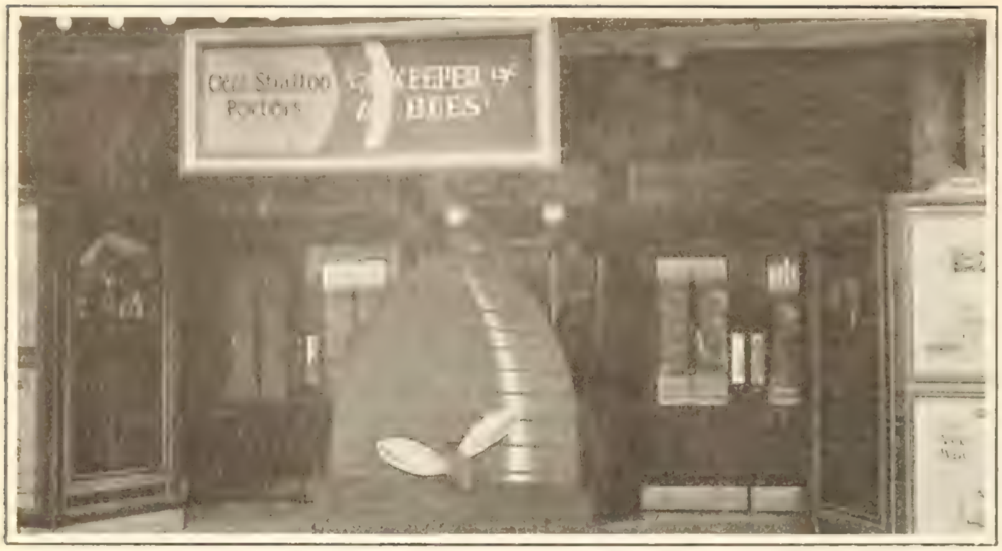
De Luxe Exchange Installs New Exhibitor Service

A new service feature for exhibitors has been instituted by the De Luxe Film Co., of Philadelphia for the benefit of theatre men in that territory. Exhibitors, whether they play De Luxe or not, have been invited to call upon the exchange to perform any service requiring immediate attention in Philadelphia. The letter acquainting the exhibitors with this new feature of De Luxe service is signed by Oscar Neufeld, head of the company.

"If there is anything we can do for you in Philadelphia, something that demands immediate attention here, phone either of the two numbers on the attached card. There is no charge and you may depend on our service," Mr. Neufeld says in his letter.

SEEING "MADE FOR LOVE"
GREATEST LOVE
"MADE FOR LOVE"

Ed. M. Hart's display for "Made for Love" (Producers Distributing Corp.) at Proctor's Theatre, Mount Vernon, featured a shiek and his camel posed under a colorful canopy. A live camel was used as a street ballyhoo.



Manager Rodney Bush's lobby display for "The Keeper of the Bees" (F. B. O.) at the Galax, Birmingham, is shown above. The beehive, done in brown, yellow and green with a highlight of white, had audible as well as visual attractions—due to a "buzzing" device produced by leather strips alternately hitting blades of an electric fan concealed behind the cut-out.

Blanket L. A. for "Classified"

Loew's State-Examiner Campaign Used All Angles in Reaching Public With Advertising

THE cooperative campaign for "Classified" staged in Los Angeles through the combined forces of Loew's State Theatre and the Los Angeles *Examiner's* promotion department, stands as probably the most comprehensive exploitation drive accorded the Corinne Griffith starring vehicle.

The tie up with the classified department of the newspaper was carried out in a complete manner—even the ending of the film being changed to show the hero and heroine starting for California as a result of an ad in the *Examiner*. The drive was executed by H. B. Wright, manager of Loew's State, Bob Doman, director of publicity, and W. P. Downey, classified promotion manager of the *Examiner*.

A complete resume of the campaign would seem necessary to indicate the comprehensive manner of the drive and as well to give an appreciation of the details which go into the general design of a "high powered drive." The billing was most extensive. Pictorial boards, advance slides and trailers, regular newspaper ads, window cards, double full sheet cards on motor trucks, special window displays in the *Examiner* offices, special inserts distributed through newsdealers and to people on streets, and advance posters and banners at the theatre, being included in the billing efforts.

The usherettes in the theatre wore ribbon sashes advertising "Classified Ad Week," and the *Examiner* distributed blotters and envelope enclosures through the mails. The telephone promotion division of the *Examiner* mentioned "Classified" in over five thousand telephone conversations, and car [illegible] [illegible] stories every day for two weeks.

The newspaper also conducted a "best letter contest" and printed names of individuals in dummy classified ads. As a publicity stunt Charles Murray, comedian in the picture, acted as boss of the *Examiner* classified department for a day.

A special midnight performance was given Tuesday night Dec. 25th for all employees of the Classified Ad Department of the Los Angeles *Examiner*. Special "Classified Night" was held at the Cinderella Roof, a popular dance hall, where Charlie Murray presented a cup to the most popular Classified Ad girl. Thursday was "Los Angeles Record Classified Night", employees of the Classified Ad Department attending the show. A girl from the Examiner Classified Ad Department presided at a desk in the Broadway lobby of Loew's State Theatre during showing of pictures. Los Angeles *Examiner* placed windshield stickers on 350 *Examiner* cars and delivery trucks, advertising the picture and Classified Ad Week, also placed 25 banners, 3 ft. square on 350 delivery trucks. Radio announcements were made over KFI Los Angeles *Examiner* programs on 3 nights. Tie up was had with Chevrolet dealers and Examiner Classified Ad Dept. in which large banner with 5 Classified Ad girls was used with 5 Chevrolets, banner advertising the picture.

Serves Coffee and Cake at Midnight Matinee

J. P. Harrison, manager of the Hippodrome, Waco, furnished refreshments in the form of candy, coffee and cake to patrons of his midnight matinee of "The Phantom of the Opera." Another cooperative arrangement permitted him to offer his patrons free taxi rides from the theatre to their homes.

During the course of the midnight show, Manager Harrison despatched two girls, dressed as waitresses, to the office of two of Waco's newspapers, where coffee and cake were served the workers there. This stunt naturally won a round of applause from the newspapers, which gave the Hippodrome and Manager Harrison loud cheers in their news and editorial colums.

Miller's Secretarial Idea Sells "His Secretary"

With the cooperation of the largest business college of its kind in the south, Manager Harry Gould put over a most successful Secretarial Contest, in conjunction with his showing of "His Secretary" at the Palace theatre, Fort Worth.

The contest was held on the stage of the theatre, where contestants received and transcribed dictation on typewriters at hand. The winning secretary received theatre's prize of a silver vanity case, engraved with her name, theatre's, and contest title. This vanity case, with an attracttive display, was exhibited in prominent shop window during the entire week of the run.

Another very excellent tie-up was arranged with a local stationery store, whereby its window was fitted up as a modern business office, with a girl seated at typewriter desk on which rested a telephone. The telephone number stunt was incorporated in a series of newspaper teaser ads, when the young lady in the window wasn't busy answering calls she addressed cards for a local beauty shop.

The beauty shop referred to, in addition to paying for the printing and mailing of 1,000 cards, had two beautiful window displays on attraction.

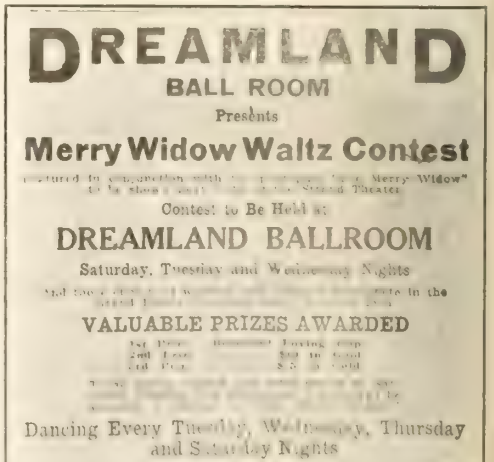
Manager Miller started his very thorough campaign by an announcement at the Rotary Club, requesting that each member supply theatre with name and address of his secretary. The names of twenty-four secretaries were received, and to each of these was sent a special letter with theatre pass, good for a showing of "His Secretary."

Panatrope Concert Staged With "Sally, Irene, Mary"

A special concert of the New Brunswick Panatrope instrument added much to Manager Ollie Brownlee's presentation of "Sally, Irene and Mary," at the Criterion, Enid, Okla.

The music store paid for the erection of small set and extra stage help. They also paid for advertising concert, including four 27" ads in local papers.

The concert proved a tremendous drawing card, increasing receipts on "Sally, Irene and Mary," which otherwise received the normal newspaper and billing campaign.



DREAMLAND
BALL ROOM
Presents
Merry Widow Waltz Contest
Featured in conjunction with [illegible] "Merry Widow"
to be shown [illegible] Strand Theater
Contest to Be Held at:
DREAMLAND BALLROOM
Saturday, Tuesday and Wednesday Nights
[illegible] in the
[illegible]
VALUABLE PRIZES AWARDED
1st Prize [illegible] Loving Cup
2nd Prize $10 in Gold
3rd Prize $5 in Gold
[illegible]
Dancing Every Tuesday, Wednesday, Thursday
and Saturday Nights
[illegible]

Newspaper ad featuring dance contest tie-up with showing of "The Merry Widow" (Metro-Goldwyn-Mayer) at the Strand Theatre, Evansville, Ind.

Opinions on Current Short Subjects

"Al's Troubles"

(Universal-Century—Two Reels)

(Reviewed by Chester J. Smith)

THIS is a conglomeration of slapstick and knockabout comedy and hokum with a dash to it that makes it fairly attractive: It has nothing if not speed and the action never lapses from start to finish. Al Alt is the featured player and with his pal he puts in a very busy two reels.

This pair are the victims of a raided poker game, which is raided at a time they have wagered all but their B. V. D.s. In their hasty getaway they are pursued by the police and fortunately become participants in a cross country road race, where their identity is lost temporarily in the large field of runners. Al wins the race and is presented with a silver loving cup as the police approach. They hock the cup and get enough to acquire two suits of clothes.

The chase continues across a house top they duck down a chimney where they are taken for a couple of missing colored bridegrooms and urged to go through with an impending double wedding.

Summary—This is a good lively comedy whose action is continuous. It contains some good gag stuff and the hokum and slapstick is well above the ordinary.

"Circus Today"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

MACK SENNETT'S latest offering is exactly what the title signifies. It's plain "circus"—from start to finish. Most every gag known to the art of comedy making is introduced during these two reels and despite the fact that the picture is rather jumbled-up, it presents on the whole, pretty good entertainment. While this reviewer hasn't any definite information, it appears that some of the new trick "process camera" work has been brought into play, here and there and if this be so—it is a pleasing novelty. Well known circus types are portrayed by Billy Bevan, Andy Clyde and Kewpie Morgan while Madeline Hurlock's performance with the elephants and lions would seem to indicate that lady's association with a circus at some time. Snappy titles by A. H. Giebler contribute to the entertainment qualities.

The Cast

Billy Bevan, Madeline Hurlock, Andy Clyde and Kewpie Morgan.

Summary—Plenty of action, thrills, stunts and gags galore—though all scrambled up. The children ought to enjoy this one immensely.

"Meet My Girl"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

RALPH GRAVES is the featured player in this Mack Sennett offering—and once again Graves with his two well known assistants—provide a rollicking good show. This trio which is made up of Ralph Graves, Marvin Lobach and Thelma Parr seem always reliable. The star appears in the role of a young and poor inventor of an automobile motor with revolutionary claims. Lobach is the wealthy and one time college pal. Unknown to either of them, they both seek the hand of a charming young lady whose creditor-hounded parents' desires are for a well-to-do son-in-law. However, the girl's affection leans toward Ralph. In the meantime Ralph enlists the aid of his wealthy pal in the matter of financing the motor factory. Thus assured of success, he hastens to his sweetheart with matrimonial plans all set. All is well until the four meet at a restaurant party.

The Cast

Ralph Graves, Thelma Parr and Marvin Lobach.

Summary—A thoroughly amusing comedy with a well known trio at their best.

"Wireless Lizzie"

(Educational-Christie—Two Reels)

(Reviewed by Edw. G. Johnston)

JUST a fair two reel comedy is this one which features Walter Hiers and it's not at all up to the Christie standard. However, Hiers' pleasing personality shines throughout and that's the best thing about it. On the other hand, a lot of familiar automobile gags and slapstick are rather over-indulged in at times. It is said that this is the production in which Hiers was recently injured during a scene in the latter part where the auto is caught on an overturning tower. Hiers plays the role of a small town "Edison." His electrical complex leads him to equip his store with all sorts of switch-controlled devices which serve to do away with the services of a clerk. However, his pet invention is a radio-controlled Ford which has aroused the interest of a city buyer. Hiers' rival for the hand of the village queen mixes up the switches and ruins the demonstration. The lovers then elope in the radio car which is put through a lot of slapstick maneuvers by the villain who gains possession of the control.

The Cast

Walter Hiers, Jack Duffy, Duane Thompson and William Irving.

Summary—An auto-slapstick affair of average quality.

"The Hug Bug"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

HERE'S a good slapstick comedy from the Hal Roach studios with a band of players who are about as well versed in this sort of entertainment as any could be. Glen Tryon is featured in the role of an infatuated lover with a lot of competition for the hand of his fair one. Katherine Grant who has been missing for a few weeks, is back again with all her dimples. Miss Grant is the girl in the case and teamed up with Sue "Bugs" O'Neill a better pair of fun-makers than these two are hard to find. Considerable of the fun occurs during an evening chosen by the "girl" to hold a get-together meeting of her boy friends. Fire breaks out while she is in the upper story of her home and Tryon effects a serio-comic rescue. Fred L. Guilol directed and the supporting cast is fine.

The Cast

Glen Tryon, Katherine Grant, Sue O'Neil, Charlotte Mineau, Charles Sellon, Jackie Haines, Lincoln Steadman and Nancy McKee.

Summary—Good slapstick comedy with a cast who certainly know how to put it over.

"The Phoney Express"

(Universal-Bluebird—One Reel)

CHARLES PUFFY, the roly-poly comedian is the pony express rider in this comedy of the usual Puffy order. It is replete with slapstick and hokum of a variety that may please some audiences. Puffy comes to the rescue of Little Nell who is fighting her way to Hollywood in a covered wagon and is attacked by Indians.

The comedian takes a few of their arrows where they will do him the least harm and retaliates by bombarding them with ripe tomatoes propelled by means of a canon. He effects the rescue of the girl with whom he innocently walks off a precipice and lands in the current below, wet but happy. There's a legitimate laugh or two in it.—CHESTER J. SMITH.

"A Criss Cross Cruise"

(Educational—One Reel)

LYMAN H. HOWE'S Hodge Podge is as usual made up of a series of interesting subjects and this time the scenes shift from one corner of the world to the other. The "cruisers" start with a trip through the tropical waters of the Florida Everglades where the Seminole tribe of Indians make their home. Then, on to Alaska where a large bear is captured for the New York Zoo. The next leap is a long one and the Home Guards of Holland are seen on parade. A fine shot of a spectacular Brazilian waterfall is next shown and then the passengers disembark in the African jungles. The cruise ends in Boston.—EDW. G. JOHNSTON.

"Don't Stop"

(Educational-Cameo—One Reel)

THE most redeeming feature of this single reeler is the part where a number of trained Fords execute "squads right and left" and other infantry manouvers with a military precision which would be a credit to any outfit. Outside of this, it's a standard auto-garage comedy of the slapstick variety. Even the old police gag where a car is parked in front of a water hydrant, is pulled and as far as the titles are concerned, they are pathetically weak in their attempt to amuse. Cliff Bowes and John Rand are the featured players. Jules White directed.—EDW. G. JOHNSTON.

"Spanish Love"

(Pathe-Fable—One Reel)

CARTOONIST Paul Terry has a brand new wrinkle for his famous characters in this latest Aesop Fable. This time they have gone in for a bull fight and some novel gate-crashing ideas are introduced during the first part. Then, there is a cat-toreador who vamps away the sweetheart of another Thomas Cat. However, the bulls finally get him as he engages one in combat. The worsted lover jumps in the ring, disposes of all the bulls and is re-established in the graces of his old sweetheart. This Fable is well up to standard.—EDW. G. JOHNSTON.

"Leaps and Bounds"

(Pathe-Sportlight—One Reel)

THIS Grantland Rice Sportlight shows both regular and slow motion studies of part played by the jumpers in the field of sports. An interesting example is given of how gravity—the old enemy of the athlete—pulls during the jumper's endeavor to clear the "last inch."—EDW. G. JOHNSTON.

EVERYBODY'S BOOKING
St. Patrick's Day Special
Week of March 14th
Fleischer Ko-Ko Song Car-Tune
"HAS ANYBODY HERE SEEN KELLY"
Hand Colored By Brock
RED SEAL PICTURES CORP.
729 7th Ave., N. Y. C.
DISTRIBUTORS

Short Subjects and Serials

Humorous highlights from the Educational two-reel comedy "Light Housekeeping."

Five From Sterns This Month

"U" to Release Wanda Wiley, Al Alt, Buster Brown and Eddie Gordon Comedies

STERN BROTHERS will release five two-reel comedies through Universal this month. They are "Flying Wheels," a Wanda Wiley comedy; "Al's Troubles," an Al Alt comedy; "Buster's Hunting Party," of the Buster Brown series; "Yearning for Love," with Wanda Wiley; and "A Flivver Vacation," featuring Eddie Gordon.

"Flying Wheels," which was released March 3rd, is a combination golf and auto racing picture. It was directed by Ed Luddy.

"Al's Troubles," directed by Charles Lamont, is the March 10th release. Jack Singleton is Al's pal in the picture, while George Barton also has a leading supporting role.

The Buster Brown comedy, "Buster's Hunting Party," was directed by Gus Meins and is scheduled for release March 17th. This will be followed on the 24th by the second Wanda Wiley vehicle, "Yearning for Love." Charles King plays opposite Miss Wiley, with Larry Richardson also in the cast.

The last March release is "A Flivver Vacation" with Eddie Gordon, due on the 31st. Blanche Payson plays opposite Gordon and Noel Smith directed.

Kinograms Starts Expedition

Explorer Will Attempt to Penetrate Into Wilds of British Guiana for Pictures

DESMOND X. HOLDRIDGE, nineteen year-old explorer, has started at the head of a photographic expedition organized by Kinograms, the news reel released through Educational Film Exchanges. The party has headed for the unexplored portions of British Guiana. The main object of the trip is in search of diamond and gold fields.

The expedition is being financed by a wealthy syndicate of American merchants. With George W. Robinson, who accompanied young Holdridge on an expedition in which they were wrecked off the coast of Labrador, the youthful explorer hopes to penetrate the interior of British Guiana in a canoe manned by natives.

On his recent trip to the north, young Holdridge had no photographic equipment with him, and while there he realized he had lost an opportunity to obtain unusual pictures. Before starting on the present journey he visited the editors of Kinograms and made arrangements whereby he was given practical camera instruction for a period of three months.

Lex Neal Starts Work on New Fox Comedy

Production has been started on "The Polar Baron", the newest Imperial comedy, at the Fox West Coast studios. Gladys McConnell and Gene Cameron have the leading roles with Frank Coleman and Jack Ackroyd in support. Lex Neal is directing.

Rupert Julian Now Editing P. D. C.'s "Silence"

Having completed the filming of "Silence", the Producers Distributing Corporation release which he filmed at the De Mille studio, Rupert Julian, director of the production, is now in the cutting room editing the feature. Vera Reynolds and H. B. Warner are featured in the production.

Kugel Given New Berth With Arrow

Lee Kugel, who has been in charge of publicity for Arrow Pictures Corporation since July first, has taken over the Advertising and Exploitation Department. The merging of these two departments became efftctive on Monday, February 22nd.

Rayart Will Release Boy Scout Serial

Rayart announces that one of the serials to be released through the organization during the coming season will be "Scotty of the Scouts," an adventure serial builded on Boy Scout activities.

Gold Medal Pictures Making Eighth Comedy

The comedy unit of the Gold Medal Pictures, Inc., is now producing the eighth comedy of a series of twelve which are being distributed through Samuel Bischoff, Inc.

Scenes from "Songs of Scotland" Pathe novel one-reel release.

International News Gets Gobi Desert Film

HISTORIC pictures of the American Museum of Natural History's Third Asiatic Expedition into the Gobi Desert of Mongolia, where the now famous dinosaur eggs were discovered, are being shown at leading theatres by the International Newsreel. These extraordinary films are being presented by the International Newsreel by arrangement with the American Museum of Natural History and Roy Chapman Andrews, the explorer-scientist, who headed the expedition.

Roach Production Units are All Busy

The Hal Roach studios are showing much activity these days with all units going at full blast. "The Devil Horse," the 1926 feature production with Rex, king of wild horses, has been completed and already previewed. Fred Jackman directed.

The Our Gang Company, under the direction of Bob McGowan is putting on a barn show of "Uncle Tom's Cabin." Glenn Tryon, under the direction of Fred Guiol, is supported in a new picture by Eva Novak, Martha Sleeper, "Babe" Hardy and "Husky" Hanes.

Claude Gillingwater has completed his first comedy on the Roach lot under the direction of Richard Wallace, with Stan Laurel collaborating. Tyler Brooke, Jimmie Finlayson and Vivian Oakland are in the cast.

Solomon Made Red Seal Exchange Chief

Marty Solomon has been named manager of the New York exchange of Red Seal Pictures. The appointment was made by Max Fleischer, head of the Inkwell Studios and president of the Red Seal Corporation.

Solomon was engaged several weeks ago by sales manager Harry Bernstein as special representative in the metropolitan territory. The New York exxchange includes the entire state, taking in Buffalo, as well as the entire state of Connecticut and northern New Jersey.

Cameraman of International Newsreel Honored

Sanford Greenwald, International Newsreel cameraman, was highly honored at the recent Wampas frolic and ball in Los Angeles. Greenwald is said to have been the only newsreel cameraman among the score or more of famous cinematographers called to the stage of the New Shrine Auditorium and introduced to the crowd of more than 7,000 guests.

Kerr to Make Two-reelers for Canter Comedies

Donald Kerr, vaudeville and musical comedy favorite has started in a series of twelve two-reel comedies for Canter Comedies, Inc. The first of these is titled, "Some Baby" and is now in production at the Pathe studios in New York City. Bryan Foy is directing, with Dorothy King playing in the leading feminine role opposite Kerr.

Highlights of "Wireless Lizzie," an Educational two-reel release starring Walter Hiers.

Pathe Offers Varied Program

Sennett and Roach Comedies Head List of Releases for Week of March 14

THE week of March 14th will see the release of two-reel Mack Sennett and Hal Roach comedies, as well as the usual short subjects that feature the regular weekly program.

"Spanking Breezes," presenting Alice Day, is the Mack Sennett two-reel contribution. Supporting Miss Day are Danny O'Shea, Joseph Young, Sunshine Hart, Barney Hellum and Mary Ann Jackson. Eddie Cline directed.

The Hal Roach offering is "Dizzy Daddies," and has a cast that includes Jimmy Finlayson, Tyler Brooke, Gertrude Astor, Sue O'Neil, Mildred June, Charlotte Mineau and Spec O'Donnell. Richard Wallace directed.

The fifth chapter of the Patheserial, "Casey of the Coast Guard," is titled, "The Gas Chamber." Helen Ferguson and George O'Hara have the leads in the serial, which was directed by Will Nigh and produced by Schuyler Grey.

"Hired and Fired" is the single reel comedy with Paul Parrott which was produced by Hal Roach.

Pathe Review No. 11 presents: "The Lonely Sentinel," daily routine of a Montana Mountain Ranger; "Columbia," Pathecolor views of American colleges series; "Circus Secrets," an intimate expose of what goes on behind the scenes, produced with the new "process-camera."

"The Fire Fighter" is the title of the new release of "Aesop's Film Fables." Other releases of the week include Topics of the Day and two issues of Pathe News.

Laugh Month Prizes Awarded

Final Awards Mailed to Winners of Third and Fourth Week of Competition

THE National Laugh Month Committee has announced the awarding of the final prizes in the Laugh Month exploitation contest, the prize money having just been mailed to the winners of the third and fourth weeks' competitions.

The trade paper editors acting as judges of the exhibitors' exploitation campaigns awarded the $100.00 first prize for the third week to David Schaefer, Director of Exploitation and Publicity for the Haring & Blumenthal Enterprises, while first prize for the fourth week went to Walter Fenny, Manager of the Beldorf Theatre, Independence, Kansas.

The third week's prize winners included also F. V. Kennebeck of the North Star Theatre, Omaha, Nebraska, who carried off second prize money for the third successive week; Roy Tillson, Manager of the Fuller Theatre, Kalamazoo, Michigan, who took third prize, and Miss Verne Ross of the Ross Theatre, Toledo, Oregon, fourth prize winner.

The $50.00 second prize for the fourth week went to Mr. Sam Carlton, Manager of the Strand Theatre, Frankfort, Indiana. Third prize winner was Mr. Bud Silverman, Gould Theatre, Pittsburgh, Pa. Fourth prize went to Mr. Philip Rand, Rex Theatre, Salmon, Ind.; fifth prize to Mr. M. L. Markowitz, Pompeii Theatre, San Francisco, and sixth prize to Mr. R. Guy Bays, Globe Theatre, Buena Vista, Va.

Resume of Current News Weeklies

PATHE NEWS NO. 19: Ashbourne, England Everybody in town plays football here! Portland, Ore.—First and only Ladies Kitchen Utensil Jazz Band blares at world's eardrums! Rio de Janeiro, Brazil—Spanish trans-Atlantic fliers reach Rio! Miami, Florida—Sets new world's record in 300-mile auto classic! Czar's Jewels for Sale! Soviet Republic offers for bidding magnificent treasure of gems, Quebec, Canada Dupuis wins International Dog Derby; Suzanne Beats Helen for Tennis Crown French champion vanquishes American invader; Sarasota, Fla.—"Play Ball" sounds for Giants! New Orleans, La.—Students from U. S. colleges attend mid-west conference! San Antonio, Texas Austin beats Camp Marfa for Southwest polo championship!

PATHE NEWS NO. 20: Washington, D. C.—Charley Hoff, the Norwegian track star trains for outdoor season! New York City—"Tiger" Flowers wins middleweight boxing championship! Miami, Fla.—If the lifeguard is homely—use a bubble boat! Khartum, Egypt—British High Commissioner of Egypt visits the Sudan! Paso Robles, Cal.—World's champions prepare to defend their title! Washington, D. C.—Coolidge signs tax bill bringing $387,000,000 in reductions! Fort Myers, Fla.—Athletics rally to cry of "Play Ball!" Clearwater, Fla.—Brooklyn Dodgers prepare for 1926 pennant battle! Washington, D. C.—Coolidge honors capital's heroes! Trenton, N. J.—Tommy Waggoner calls on Gov. Moore! St. Petersburg, Fla.—Horseshoe pitchers gather for 1926 tournament!

INTERNATIONAL NEWS NO. 18: Rio de Janeiro, Brazil—Ends record flight from Spain to South America; Fulshear, Tex.—Introducing Bessie, the only 3-legged cow; Nice, France—This year's Flower Carnival proves the gayest in Riviera history; Washington, D. C.—Crowds attend opening new Civic Building; Portland, Ore. Weird tunes aplenty when novel band appears; Riverside, Cal.—Tons of dynamite in mammoth blast; Boston, Mass.—Children of America—save old Ironsides! Cannes, France—The great Lenglen-Wills championship match; Chicago, Ill.—Thousands cheer Sen. Borah opening campaign; Chequers, Eng.—England's Prime Minister, Stanley Baldwin, starts the hunting season off at his country home; Cannes, France—Crack European riders in steeplechase classic; Mongolia, Asia Trailing the dinosaur in the great Gobi desert.

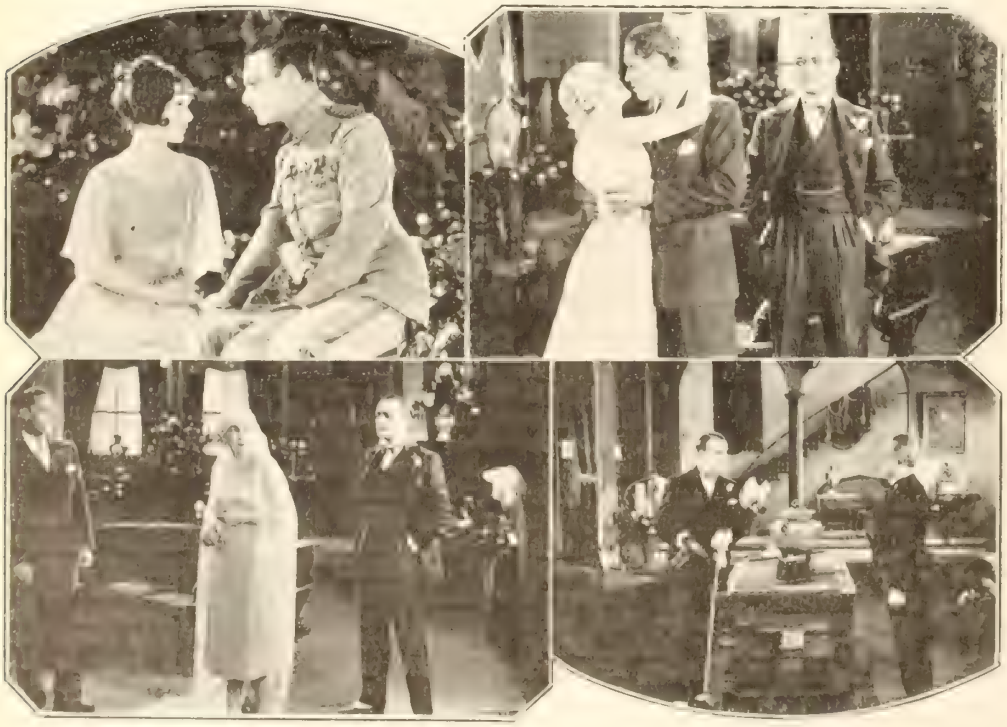
INTERNATIONAL NEWS NO. 19: Stockholm, Sweden Sail skaters race for Swedish title; Tien Tsin, China—New fashions for Chinese flappers; Seattle, Wash.—Oriental troupers learn latest jazz steps; Washington, D. C.—President Coolidge signs the bill lopping off $387,000,000 in taxes; Amherst, Mass.—The President's son, John, takes a "licking" from little "Matty" Silverman; New York City—Oldest and youngest opera stars meet; Chicago, Ill.—Miss Martha Farheid shows jaywalker the proper way to get run over; San Pedro, Cal.—Gen. Smedley D. Butler (in civvies) returns to the Marine Corps; Washington, D. C.—President Coolidge greets capital's bravest cop and fire-fighter winners. Detective Michael J. Dow and Wm. J. Schmitz, whose valorous deeds brought them distinction; Cannes, France—Naval "battle" with floral ammunition; Ashton, Idaho—Veteran mushers battle in great dog derby; Paso Robles, Cal. Champion Pirates assemble under sunny skies; Newton, Mass. New England schoolboy breaks rifle record; Del Monte, Cal.—Rival teams battle for State polo title; Plombieres, France—Folks, meet Mme. Delait, champion spinach grower; Tuscon, Ariz.—New rodeo season opens wilder and woolier; Annapolis, Md.—College crews show "pep" in first spring tests; Oakland, Cal.—On the Pacific coast—picturesque action glimpses of the University of California's speedy crews; Mongolia, Asia—Dinosaur hunters sight vast antelope herds.

FOX NEWS CONTINUITY, VOL. 7, NO. 43: Seventy Die as Utah Town is Buried by Avalanche Tremendous snow-slide wipes out mining village of Bingham in Sap Gulch; New York City—Vera, the Countess of Cathcart barred from U. S. at Ellis Island, wins a ten-day "leave;" Cubs Begin Training at Catalina Island—Squad under Manager McCarthy starts work to win the 1926 pennant; Tuscaloosa, Ala.—Famous University of Alabama football team finishes spring training with game in sea of mud; Berlin—Police of German capital test a new metal coat of link armor, designed to resist gunmen's bullets; San Bernardino—California pays tribute to citrus industry with an exposition consisting of fifty million oranges; St. Augustine, Fla.—"Alligator George" leads a perilous life playing the nurse to many thousands of monsters raised here; Monmouth, Ore.—Shaggy Angora goats receive annual haircut to supply market with valuable silken fleece; St. Louis, Mo.—Having captured barber shops, ladies now invade the poolroom, menacing last of man's sanctuaries; El Paso, Tex.—A day with the Border Patrol; Athens, Greece Military guard of honor at Royal Palace, known as Evzones, are taught to dance as well as drill; Berkshire English amateur riders take their jumpers over the hazards in Newbury Handicap for gentlemen.

FOX NEWS CONTINUITY, VOL. 7, NO. 44: Cannes, France Sojourners on the sunny Riviera see "Said" win the Grand Steeplechase; Del Monte, Cal.—Marion Hollins of New York beats Mrs. Van Antwerp of San Francisco for the Peeble Beach golf title; England—A Premier at leisure—Stanley Baldwin is host to hunt meet; Boston, Mass.—From behind snow forts, school boys reenact the war between Puritans and King Phillip's tribe; The Snowshoe Trip to Superior Forest—Business men from Game and Fish Department in 10-day trek to the wilds; Miami, Fla.—Throng of racing fans at new speedway see Pete DePaolo finish first in 300-mile auto classic; Binche, Belgium—One of Europe's quaint and colorful pageants is this city's ostrich plume parade dating from 1540; Saginaw, Mich.—An unusual occupation is that of Frank Griffin who at 67 has made a model of every variety of ship; The Oldest Football Game in the World—All citizens of Ashborne, England, joint in battle to carry ball across town; West Palm Beach The speediest and most luxurious of America's motor boats compete for Bradley Challenge Cup; Wills-Lenglen Tennis Match Great throng at Cannes sees Helen and Suzanne play for world's net title.

KINOGRAMS NO. 5165: Cannes, France Suzanne Lenglen beats Helen Wills in great tennis match; New York—Manhattan woman is selected as the most ideal mother in great city; Fulford, Fla.—Thirty thousand look on as De Paolo breaks auto record and wins big purse; Nice, France—Wage war on land and water in annual flower carnival; Hot Springs, Ark.—Major league ball players, veterans of many clubs, get in condition for campaign; Philadelphia—Chauffeurs are tested in novel brain machine; Cottenham, Eng.—Cambridge University students risk their necks in steeplechase of many tumbles.

KINOGRAMS NO. 5166: Washington—President Coolidge signs tax bill that slashes millions from people's burdens; Pase Robles, Cal.—World's champion Pittsburgh Pirates get ready for another season; Croton, N. Y.—One million five hundred thousand gallons of water wasted every day; Columbia, Pa.—Ice gorge blocks the Susquehanna; Washington—Charley Hoff, great Norwegian athlete, trains on Georgetown University field; Washington—Woman is paymaster for President Coolidge; Del Monte, Cal.—Play fastest polo ever seen in West; New York—Tiger Flowers, who won world's middleweight title from Harry Greb; Long Beach, Cal.—Three hundred thousand-dollar oil fire threatens town.



Charley Chase in scenes from "Mama Behave," a two-reel Pathe comedy produced by Hal Roach.

"Ham and Bud" Comedies Being Remade

The "Ham and Bud" one-reel comedies featuring Lloyd Hamilton and Bud Duncan are being re-edited, re-titled and made over into two-reelers by the Biltmore Film Company.

More Complete Campaign for Next Laugh Month

THE Short Subjects Advertising Association held a meeting on Wednesday, Feb. 24th, at which the results to the industry of Laugh Month were reviewed and found to have been beneficial beyond the fondest dreams, and plans made for a more carefully planned Laugh Month for January, 1927.

P. A. Parsons, advertising manager of the Pathe Exchange, Inc., the President, presided and reported that with the returns still incomplete there was a wealth of evidence that exhibitors found the idea excellent, and one which brought them direct, traceable returns in increased business.

"About 15% of the showmen of the country took advantage of Laugh Month," said Mr. Parsons.

Pre-release Reviews of Features

The Border Sheriff

(Universal—4440 Feet)

(Reviewed by George T. Pardy)

ALTHOUGH most of its action takes place on the Mexican border, this picture adds saving grace of variety to the plot by switching the course of events from Cayuse County to Washington, San Francisco and back to the open spaces again. The sheriff-hero is acting in the interests of the U. S. Secret Service, running down a gang of dope smugglers, which explains the introduction of a Chinatown episode, and the net result is as lively a jumble of proceedings as Jack Hoxie has ever figured in during his strenuous screen career. As Westerners go, it is certainly there with the necessary amount of riding, fist encounters and gun-play stuff, as well as an occasional bit of broad comedy

THEME. Westerner. Sheriff Collins is designated by Secret Service to run down border dope-smugglers. He succeeds, and wins a pretty wife into the bargain.

PRODUCTION HIGHLIGHTS. Exceptionally fine out-door views, incessant, fast action. Hoxie's riding stunts, exciting fights, chases, comedy relief. The "lights-out" battle in Chinatown den.

EXPLOITATION ANGLES. You can boost this as Westerner with unusual plot, bill as Hoxie's swiftest picture up-to-date. Play up romance, comedy, thrills.

DRAWING POWER. Will "click" wherever they like the Western stuff.

SUMMARY. A new twist given to regulation Western plot by having Sheriff hero mixed up with Secret Service in chasing dope-smugglers, and switching action from border to Washington.

THE CAST

Cultus Collins	Jack Hoxie
Joan Belden	Olive Hasbrouck
Carter Brace	S. E. Jennings
Tater	Gilbert Holmes
Limpy Peel	Buck Moulton
Henry Belden	Tom Lingham
Joe Martinez	Bert DeMarc

Author, adapted from W. C. Tuttle's Story, "Straight Shootin'." Director, Robert North Bradbury. Photographed by William Nobles and Harry Mason.

SYNOPSIS. Cultus Collins, Sheriff of Cayuse County, confers with U. S. Secret Service at Washington regarding a gang smuggling dope from Mexico. The trail leads to Carter Brace in San Francisco. Latter is business representative of Henry Belden. Collins becomes acquainted with Belden and daughter Joan, and foils an attempt to kidnap them in Chinatown. Later in Cayuse County, Collins frustrates the schemes of the gang, saves both the Beldens, and wins Joan.

Jack Hoxie, star of "The Border Sheriff" a Universal production.

The Border Sheriff (Universal)

PRESS NOTICE

JACK HOXIE in a cyclonic Westerner, "The Border Sheriff," will be the chief screen attraction at the ——— Theatre on ———.

In point of speed, romance and thrills this picture may be safely said to outclass any picture in which the hard-riding, athletic star has yet appeared, and its plot is remarkable for the sudden and unexpected fashion in which the action switches from border territory to Washington, San Francisco's Chinatown, and back to the open spaces again. Hoxie is seen on the trail of dope smugglers, working hand in hand with the U. S. Secret Service.

A delightful love romance is developed,

CATCH LINES

A great border romance, replete with fighting action, the running-down of dope-smugglers; comedy and love interest!

The Broadway Boob

(Associated Exhibitors—Six Reels)

(Reviewed by Frank Elliott)

THIS is an improvement over Glenn Hunter's recent release, "The Pinch Hitter," in that it is richer in comedy and gives the star more opportunity to display his talent in portraying the small town youth type. Joseph Henabery has turned out a rather diverting picture. He has injected some good shots of back stage and first night scenes of a Broadway musical comedy that are well done. It is in this sequence that Hunter as a burlesque ballet dancer gets in some good comedy. The dramatic element is furnished when the hero's father faces ruin because of a run on his bank. The hero, aided by his press agent, comes to the rescue with a daring scheme through which he is supposed to rush two satchels filled with money to the bank. Said hero arrives in town in a Rolls Royce and under heavy guard to unload the money. Imagine dad's surprise when he learns the satchels contain nothing but stones. But it all ends well.

THEME. Comedy drama of a small town boob who is turned out of his home, but returns a wise guy and in time to save the father who drove him away.

PRODUCTION HIGHLIGHTS. Hunter riding the mule. The rehearsal and first night of the musical show. The return of hero with "money" to save bank.

EXPLOITATION ANGLES. Sell Glenn Hunter in another role similar to that which he portrayed in "Merton of the Movies." Tie-up with newspaper and offer prizes for best stories of small town youths who have made good.

DRAWING POWER. Suitable for program houses, community theatres and towns.

SUMMARY. Fairly well acted, rather hackneyed. Gives star opportunity for good work and support carefully selected. It's clean and o. k. for the family which is something in these days.

THE CAST

Daniel Williams	Glenn Hunter
Mary Abbott	Mildred Ryan
Jack Briggs	Antrim Short
Queenie Martine	Beryl Halley
Mabel Golden	Margaret Irving

Author, Monte M. Katterjohn. Directed by Joseph Henabery. Photographed by Marcel Le Picard.

SYNOPSIS. Daniel Williams lands in a minor part in a Broadway musical comedy. The press agent puts over a story that Dan is drawing down $3000 a week so that his mother back home assures the father Dan will come to his rescue with funds when a run on the town bank is threatened. Dan hears of his dad's financial embarrassment, and with aid of press agent, they dope out scheme to stop run on bank. Dan wins his hometown sweetheart.

Glenn Hunter, star of "The Broadway Boob" an Associated exhibitors release.

The Broadway Boob (Associated Exhibitors)

PRESS NOTICE

GLENN HUNTER comes to the ——— Theatre, commencing ———, in "The Broadway Boob," in which the star puts over another of those "lovable boob" characterizations such as he registered in "The Pinch Hitter," and other recent screen vehicles. Here patrons will see him as the small town boy who leaves home in disgrace, but who "comes back," the envy of the city. A whole Broadway musical comedy cast is seen in the picture, which boasts a cast of real merit. Mildred Ryan is the leading lady and she is one of the most beautiful of the younger actresses.

CATCH LINES

The "boob" who graduated from the farm to the follies turns out to be the smartest man in town. A comedy drama of Back Home Folks and the Gay White Way!

La Boheme

(Metro-Goldywn-Mayer—8781 Feet)

(Reviewed by George T. Pardy)

ARTISTICALLY this production rates high. It is beautifully photographed and in atmosphere develops and preserves the elusive spirit of the Latin Quarter as portrayed in Murger's charming stories, shadows and sunshine alternating, but with the sentimental urge predominating and merged in tragedy at the finish. How it will stand the box office test remains a problem only time can solve. The indications are that it will not appeal to the masses, for the average fan demands a faster tempo and more force to a plot than can be found in the rather slight narrative depicting the loves of Mimi and her Rodolphe, nor does the starkly unhappy ending, poetically wistful and sweet though it be, rank as a likely commercial factor. Just the same Director King Vidor deserves praise for his delicate handling of a difficult theme, and both Lillian Gish and John Gilbert distinguish themselves highly in the leading roles. A huge and talented supporting cast is in evidence.

THEME. Drama. Deals with loves of playwright Rodolphe and Mimi, seamstress, in Paris. He attains fame through her aid, they separate; later she returns and dies.

PRODUCTION HIGHLIGHTS. Excellent work of Lillian Gish and John Gilbert in the leading roles and good support. Daintily effective handling of romance, studio shots, Parisian atmosphere. Fine photography. Scene where Mimi dies.

EXPLOITATION ANGLES. Feature Lillian Gish and John Gilbert. Bill as effective love story of Paris Latin Quarter, with student life atmosphere and sentimental appeal.

DRAWING POWER. May win favor in cities and big first-run theatres. Lack of decisive action and handicap of unhappy finish hurt its chances in smaller houses.

SUMMARY. Poetically framed romance of Latin Quarter, finely photographed, well acted. Sentimentally effective, ends sadly. Has high-brow but not general appeal.

THE CAST

Mimi	Lillian Gish
Rodolphe	John Gilbert
Musette	Renee Adoree
Schaunard	George Hassell
Vicomte Paul	Roy D'Arcy
Colline	Edward Everett Horton
Benoit	Karl Dane

Adapted from Stories by Henry Murger. Director, King Vidor.

SYNOPSIS. Mimi, poor seamstress, and Rodolphe, struggling playwright, live in a humble Paris rooming-house, get acquainted and become sweethearts. Rodolphe neglects his newspaper work in trying to write a play. He is discharged, but Mimi keeps him in ignorance of the fact, pretending to deliver his articles and bringing back money for which she works. They quarrel and separate. On the night when Rodolphe's play wins success, Mimi, desperately ill, returns to the old room and dies.

John Gilbert, co-starred in "La Boheme" a Metro-Goldwyn-Mayer production.

La Boheme (Metro-Goldwyn-Mayer)

PRESS NOTICE

LILLIAN GISH and John Gilbert score big personal hits as the leads in La Boheme, a picture founded on Henry Murger's world-famous stories of the Paris Latin Quarter; which will be given its local premiere at the ——— Theatre on ———.

It is the enthralling love story of a struggling young playwright and a young seamstress who helps him in his climb to fame, only to die as he achieves triumph. Rich in sentimental values, beautifully acted by Miss Gish, John Gilbert and associate players, this film is unequalled in heart appeal and dramatic power.

CATCH LINES

A charming idyl of tender love and self-sacrifice, staged amid the glamorous atmosphere of the Paris Latin Quarter!

Lillian Gish and John Gilbert in the most appealing, heartgripping roles of their careers!

Let's Get Married

(Paramount—6664 Feet)

(Reviewed by George T. Pardy)

FARCE comedy of the light, fast-flying type, plot altogether a skimpy, vague affair, picture consisting mostly of a series of comic episodes loosely strung together, but good for the laughs nevertheless; is amusing as a whole and should satisfy patrons of average house. Richard Dix is always right at home in a vehicle of this sort, which provides for his getting entangled in all kinds of scrapes, out of many of which he must needs fight his way with both fists revolving regardless, and knocked-out opponents lying thickly strewn around. Also, he is an alluring lover and, in this particular instance, a champion liar of admirable resource, so much so indeed, that nobody can blame Lois Wilson, when, as the sweetly unsophisticated Mary Corbin, she falls for Dick's blandishments, believes all he tells her and weds him in haste. Miss Wilson is an extremely captivating heroine, Edna May Oliver puts over a clever comic sketch, support O. K.

THEME. Farce comedy. College lad, wild, gets in scrape, is pinched, makes sweetheart believe he is abroad as missionary, escapes, evades pursuers, weds her.

PRODUCTION HIGHLIGHTS. Smooth, swift action, hilarious farce situations, Richard Dix's strenuous work in male lead, Lois Wilson's portrayal of heroine. The fighting stuff. Scene where hero successfully dodges police in order to get married.

EXPLOITATION ANGLES. Feature Richard Dix and Lois Wilson. Tell patrons this is a laughing riot, stress Dix's athletic stunts, fights, etc.

DRAWING POWER. Suitable for the average house.

SUMMARY. Swings along at a lively pace, offers plenty of snappy farce situations, plot of light construction, but picture will entertain the average fan, as it has no dull moments and gets the laughs continually. Work of leads excellent.

THE CAST

Billy Dexter	Richard Dix
Mary Corbin	Lois Wilson
Jimmy	Nat Pendleton
Slattery	Gunboat Smith
Billy's Father	Joseph Kilgour
Mary's Father	Tom Findlay
J. W. Smith	Edna May Oliver

Adapted from H. A. DuSouchet's Play, "The Man From Mexico." Director, Gregory La Cava. Photographed by Edward Cronjager.

SYNOPSIS. Billy Dexter, pinched while celebrating a football victory, is released; promises Mary, his girl, he will reform and starts selling hymnbooks. But fate tangles him up in a night club scrap; he is rearrested and sent to jail. He deceives Mary into believing that he is on a missionary tour of the South Sea Islands, escapes and persuades her to wed him right away. The marriage ceremony is constantly interrupted by detectives trailing Billy, but he evades them until the nuptial knot is tied. An officer then hands him his discharge papers.

Richard Dix star of "Let's Get Married" a Paramount production.

Let's Get Married (Paramount)

PRESS NOTICE

LOVERS of hilarious farce comedy may look forward to a real laughing treat when "Let's Get Married," starring Richard Dix, is flashed on the screen of the ——— Theatre on ———.

This merry picture depicts the wild night-life adventures of a young collegian, whom fate throws into a couple of fights and ultimately into jail. He succeeds with the aid of a friendly detective in deluding the girl he loves into the belief that he is away on a missionary tour of the South Seas, escapes, persuades her to wed him at once, and has an awful time dodging his policemen trailers.

Lois Wilson plays the feminine lead and a brilliant supporting cast is in evidence.

CATCH LINES

Speeding cars, fights, chases, rollicking romance, a mad whirl of action all through "Let's Get Married!"

The Johnstown Flood

(Fox—6258 Feet)

(Reviewed by George T. Pardy)

NOT only does this picture offer an unforgetable, soul-stirring bit of realism in its scene of the great Johnstown disaster, but sticks to the text from the start to the finish; for the plot is built up altogether around the flood episode. Most flood scenes in feature films seem to be dragged in just to provide a big punch thrill and as a general thing have little to do with the main thread of the yarn. But this one is different, because the menace of the flood is ever threatening, even during the most tender love passages between hero Tom O'Day and his sweetheart, you are sensible of its forboding shadow. It's a fine melodrama in every way, a sure box office winner that will give satisfaction to the masses. Ann Burger's wild ride to warn the valley inhabitants of the dam collapse is terribly effective, and words are lacking to properly describe the spectacular horrors of the flood itself. Acting, photography, direction first class.

THEME. Melodrama. Engineer O'Day vainly warns Hamilton that dam is unsafe. It finally breaks and flood scatters destruction. O'Day and his sweetheart are saved.

PRODUCTION HIGHLIGHTS. Excellent direction and continuity. Clever fashion in which love and sentimental interest is developed. Comedy relief. Ann Burger's headlong ride to warn folks of breaking dam. The great flood scene.

EXPLOITATION ANGLES. Tell patrons this is the most daringly spectacular flood scene ever filmed. It's safe to praise story to limit, stress melo power, love lure.

DRAWING POWER. Has general appeal. Good for all houses.

SUMMARY. They put over a really tremendous flood episode in this one. Film is full of good heart appeal, as well as spectacular charm, has timely comedy touches, works up to a smashing climax; well acted and directed.

THE CAST

Tom O'Day	George O'Brien
Gloria Hamilton	Florence Gilbert
Ann Burger	Janet Gaynor
John Hamilton	Anders Randolf
Peyton Ward	Paul Nicholson
Joe Burger	Paul Panzer
Sidney Mandel	George Harris

Authors, Edfrid Bingham and Robert Lord. Director, Irving Cummings.

SYNOPSIS. Engineer Tom O'Day warns John Hamilton that the dam above Johnstown, owned by the latter, is weak, and dangerous to lives in the valley below. He refuses to heed the warning. Tom is in love with Hamilton's daughter Gloria. They wed while Hamilton is away in Pittsburgh. The dam breaks, the town is destroyed and countless lives are lost. Ann Burger, who rides to warn the people, is drowned. Tom and Gloria are saved.

George O'Brien starred in "The Johnstown Flood" a Fox production.

The Johnstown Flood (Fox)

PRESS NOTICE

A MARVELOUS reproduction of the tremendous flood which destroyed the Conemaugh Valley in 1889 is offered by "The Johnstown Flood," a melodrama of gripping power and great realism which comes to the ——— Theatre on ———.

The picture deals with the efforts of engineer Tom O'Day to awaken the owner of the dam to the fact that it is unsafe, his love affair with the wealthy contractor's daughter, and vain attempts to avert the disaster he knows is due. The film is alive with human interest and it may be doubted if the camera has ever before presented such a thrilling spectacle George O'Brien, Florence Gilbert, Janet Gaynor are the featured players.

CATCH LINES

Disaster separated, but heroism reunited Tom O'Day and his bride, after the mad waters interrupted the wedding!

The Dancer of Paris

(First National—Seven Reels)

(Reviewed by Frank Elliott)

EXHIBITORS catering to a clientele that like their film menu well mixed with jazz, risque situations and near nudity, will find in this picturization of a Michael Arlen story all these ingredients and then some. As transplanted to the screen this tale of a young girl, sought by a nobleman with a weakness for the fair sex, who vows revenge on him when she overhears that he wants her only for a plaything, is for sophisticated audiences only. The production has been given a lavish mounting. There are scenes of a bachelor party at which the nude statues suddenly come to life and join in the festivities. Dorothy Mackaill appears in some beautiful gowns and a climax in which the star, garbed in a decidedly abbreviated costume, dances in the room of the dying man, whom she has vowed to ruin. There are also some passionate love scenes between Conway Tearle and Miss Mackaill. In brief, you have here a very snappy morsel. Miss Mackaill does well in her role.

THEME. Romantic society drama of Florida and Paris life; flapper, sought for base purposes by nobleman, punishes him for playing her false.

PRODUCTION HIGHLIGHTS. Scene in which Consuelo overhears Sir Roy does not intend to marry her. Bachelor party. Miss Mackaill's dances. Rescue of Consuelo. Climax.

EXPLOITATION ANGLES. Music store tieups on song hit "Remember." Arlen book tieup. Put on dance prologue. Play up Dorothy Mackaill and Conway Tearle.

DRAWING POWER. Suitable for houses catering to sophisticates. Not for family trade.

SUMMARY. Plot that borders on narrow edge, some Parisian parties and dances that go Avery Hopwood and Earl Carroll several better and costumes that startle with their brevity. Better take a peek at it to decide if your patrons will stand for it.

THE CAST

Consuelo	Dorothy Mackaill
Noel Anson	Conway Tearle
Sir Roy Martel	Robert Cain
Dr. Frank	Henry Vibart
Cortez	Paul Ellis
Mammy	Frances Grant

Author, Michael Arlen. Directed by Alfred A. Santell. Photographed by Ernest Halley.

SYNOPSIS. Consuelo Cox accepts Sir Roy Martel's proposal. Later discovers his love for her is of basest sort. She breaks engagement and swears revenge. Consuelo goes to Paris, becomes professional dancer, and occupies apartment across from Sir Roy. Consuelo falls in love with Noel Anson, friend of her uncle. Sir Roy, dying, calls for her. She dances for him and then collapses into Anson's arms.

Conway Tearle, featured in "The Dancer of Paris" a First National production.

The Dancer of Paris (First National)

PRESS NOTICE

"THE DANCER OF PARIS" will be shown at the ——— Theatre, commencing ———. The tale tells of the relentless pursuit of a woman by a man and of the manner in which the woman fights back when her soul becomes embittered by the tactics and deed of the man who had proposed to her. The woman discovers that his love for her is of the basest sort.

Dorothy Mackaill is seen in the title role, given excellent support by such popular players as Conway Tearle, Robert Cain, Henry Vibart, Paul Ellis and others. The scenes at the Boule Rouge where Miss Mackaill dances with Ellis are among the most elaborate and colorful of the present season.

CATCH LINES

She was the toast of Paris at midnight, but as she danced toward revenge she whirled into the arms of love!

The Love Toy

(Warner Brothers—Six Reels)

(Reviewed by William Campbell)

HERE we have an example of much very much-ado about nothing! If ever the efforts of talented players were wasted more conspicuously we do not recall the occasion. We have seen numerous examples of titles helping to make a picture, but here is one which has been considerably weakened by them. Whoever wrote them sought to be funny in each title while in reality the direct opposite has resulted. The alleged wise cracks become monotonous to the point of boredom. The plot is 100 per cent silly. A man about town about to be married, shows up for the event an hour earlier than expected and finds his bride in the arms of another. Immediately the action shifts to the kingdom of Luzania where the hero has already become a general in the army. He wins a couple of wars for King Lavoris, and is rewarded by being made valet to His Majesty. Eventually he rescues the princess who is about to be forced into marriage with the prime minister.

THEME. Comedy dealing with the rise to power of American youth disappointed in love, who finds new sweetheart and happiness in mythical kingdom.

PRODUCTION HIGHLIGHTS. The opening scenes in which the bridegroom races to meet the bride and almost wrecks the town with his auto. The "wars." The rescue of the princess. The chase at the climax.

EXPLOITATION ANGLES. Sell the names in the cast. Bill it as a laugh getter. Play up Willard Lewis, Lowell Sherman, Ethel Grey Terry and Helene Costello.

DRAWING POWER. Suitable for program houses, with stars best chance of pulling 'em in.

SUMMARY. A weak contribution with plot, titles and acting way below par. May entertain some folk but don't promise too much in your ads.

THE CAST

Peter Remsen	Lowell Sherman
The Bride	Jane Winton
King Lavoris	Willard Lewis
Albert, prime minister	Gayne Whitman
Queen Zita	Ethel Grey Terry
Princess Patricia	Helene Costello
Lady in Waiting	Maude George

Author, Charles Logue. Directed by Erle C. Kenton. Photographed by John J. Mescall.

SYNOPSIS. Peter Remsen arriving an hour earlier than expected for his wedding, finds his bride in arms of another man. He tears up the marriage license and hies himself to Luzania to drown his remorse. There he becomes a general in King's army getting His Majesty out of daily wars with Belgradia and later saves the princess from the prime minister who seeks to usurp the throne and marry the king's daughter. Remsen wins the princess himself.

Lowell Sherman, featured in "The Love Toy" a Warner production.

The Love Toy (Warner Brothers)

PRESS NOTICE

LOWELL SHERMAN, Willard Lewis and a notable cast of stars are seen in "The Love Toy," a rollicking comedy which will be shown on the ——— screen, commencing ———. It is one long laugh from start to finish and shows two noted character actors in roles widely different from anything they have heretofore attempted. The story deals with Peter Remsen, who finding his bride in the arms of another on his wedding day, tears up the marriage license and flees to Luzania where he becomes "the power behind the throne," and wins the princess for his bride. In the supporting cast are Helene Costello, Ethel Grey Terry, Maude George, Gayne Whitman, Jane Winton and others.

CATCH LINES

A real all star cast in the most refreshingly different rib-tickling comedy of the season!

The Transcontinental Limited

(Chadwick Picture Corp.—6400 Feet)

(Reviewed by George T. Pardy)

A RAILROAD yarn that has all the colorful action, speed, thrills and romance demanded by admirers of fervid melodrama. It's a good box office picture of its kind, with considerable heart interest and plenty of .pep throughout, there's a sufficiently spectacular wreck scene, some snappy comedy relief; tearful sentimental lure that will please soft-hearted fans, and a rattling climax is attained. Johnny Walker is a very acceptable hero, looks and acts like a regular fellow and wins his audience right from the beginning of things. The cast is good all around. Alec B. Francis a rather pathetic figure as the old engineer whose sight goes back on him. Eugenia Gilbert daintily attractive as heroine Mary and Bruce Gordon a vallainous hit as the despicable Joe Slavin. Edward Gillace and George Ovey are responsible for the comedy gags and put 'em over briskly. Others in support adequate; photography excellent, direction satisfactory.

THEME. Melodrama. Hero back from war finds rival plotting to win his girl through hold he has on her father. He foils villain, saves Limited from wreck, gets girl.

PRODUCTION HIGHLIGHTS. The swift action, melodramatic sweep of story, romantic interest, spectacular appeal, wreck of train, comedy relief, sunshine climax.

EXPLOITATION ANGLES. You can safely boost this as a hurricane melo, with lots of tense, exciting situations, a good love story and humorous values. Play up the big railroad wreck scene. Feature Johnny Walker, Miss Gilbert, Alec Francis.

DRAWING POWER. Suitable for neighborhood and small houses.

SUMMARY. Has good melodramatic swing, pleasing heart interest, sentimental and comedy values. Wherever they like railroad tales with plenty of punch this one should fill the bill nicely.

THE CAST

Johnnie Lane	Johnny Walker
Mary Reynolds	Eugenia Gilbert
Jerry Reynolds	Alec B. Francis
Sara Reynolds	Edith Yorke
Joe Slavin	Bruce Gordon
Slim	Edward Gillace
Pudge	George Ovey

Author and Photographer Not Credited. Director, Nat Ross.

SYNOPSIS. Johnny Lane, back from war, finds Joe Slavin pestering his sweetheart Mary Reynolds to marry him. Slavin, firing for Mary's father on the Transcontinental Limited, knows the engineer's sight is poor and consequently has a hold on him. Money is needed for an operation on Mary's mother. Two of Johnny's buddies get the needed sum from Slavin, who has stolen it from the station safe, but later the money is returned. Johnny thrashes Slavin, saves the Limited from being wrecked and wins Mary.

Johnny Walker, featured in "The Transcontinental Limited" a Chadwick production.

The Transcontinental Limited (Chadwick)

PRESS NOTICE

A CRASHING melodrama of railroad life is offered in "The Transcontinental Limited" which comes to the ——— Theatre on ———.

This picture is remarkable for its breathless suspense, whirling action and strong vein of human interest running through the entire story. One of the most spectacular railway wrecks ever filmed is in evidence and a tender love romance which terminates happily holds one's sympathetic interest from start to finish.

Johnny Walker plays the hero role, giving a performance that fairly vibrates with dash and energy, Eugenia Gilbert fills the role of heroine Mary Reynolds with charm and wistful appeal.

CATCH LINES

A romance of railroading, human wrecks and train wrecks, heart throbs and heart aches, love and youth!

Married

(Jans Productions—5772 Feet)

(Reviewed by George T. Pardy)

THIS looks like a reasonably good money-maker for the state rights field. It is well directed, the title has pulling possibilities, the melodramatic sequences pile up a generous amount of thrills and quite a contrast in atmosphere is obtained between the New York society scenes and the rugged life of the lumber camp. The photography throughout is excellent, including a number of fine outdoor views, as well as handsome interiors, attractive settings and jazz effects. Owen Moore is seen to great advantage as the stalwart hero, Constance Bennett, as the heroine, does very well as the city flapper, but her work in serious, emotional situations is much below par. There are several occasions where Evangeline Russell, playing the half-breed girl in love with the hero, takes the dramatic honors clean away from Miss Bennett. Antrim Short wins favor in the role of Chuck English and the support is satisfactory.

THEME. Part society, part lumber camp atmosphere. Hero in West weds girl he has never seen by telephone, later kidnaps her, and wins her love.

PRODUCTION HIGHLIGHTS. Attractive society and jazz backgrounds, good Western scenery. Scene where Kate rescues Shawn at cost of her own life. The hand-to-hand battle. Romantic development, barrage of thrills, pleasing finish.

EXPLOITATION ANGLES. Play up bewilderment of couple who aren't sure whether they are married or single. Stress romance, jazz atmosphere, melodramatic phases. Feature Owen Moore, Constance Bennett, Evangeline Russell.

DRAWING POWER. Good card for neighborhood, smaller houses and towns.

SUMMARY. Has heart appeal, jazz and society lure, combined with pungent thrill punches in lumber camp surroundings. Will please the average fan.

THE CAST

Dennis Shawn	Owen Moore
Marcia Livingston	Constance Bennett
Kate	Evangeline Russell
Mary Jane Paul	Betty Hilburn
Judge Tracey	John Costello
Chuck English	Antrim Short
Harvey Williams	Frank Walsh

Author, Marjorie Benton Cooke. Director, George Terwilliger.

SYNOPSIS. Dennis Shawn is manager of lumber holdings of estate to which Marcia Livingston is heir. Railroad company wants the land, which is useless unless old Senorita Padrasso, owner of adjacent tract, also sells. She consents to sell provided that Dennis weds Marcia, whom he has never seen. They are married by telephone. Marcia, a jazz-mad flapper, is kidnapped by Dennis, who takes her to the lumber camp, where she eventually learns to love him.

Constance Bennett, featured in "Married" a Jans production.

Married (Herman F. Jans)

PRESS NOTICE

"MARRIED," a story of New York society and the big woods, starring Owen Moore and Constance Bennett, will be given its local premier on the screen of the ——— Theatre on ———. This modern drama combines intelligent acting, competent direction, thrills and heart interest to a degree which has won it unstinted praise from critics in general. Owen Moore is seen as the strenuous young manager of a lumber camp, part of an estate owned by a jazz-mad flapper, Marca Livingston. Circumstances bring about a marriage of convenience between the pair, who are wed by telephone.

In support, Evangeline Russell, Betty Hilburn, John Costello and other well-known film favorites.

CATCH LINES

Would you marry someone you thought you hated? Can a couple be wed when hundreds of miles apart?

Pals

(Truart—5500 Feet)

(Reviewed by George T. Pardy)

A GOOD audience picture with especial appeal for animal lovers and one that should be welcomed by exhibitors catering to the family trade, as it has qualities warranted to catch the fancy of young and old. An inexpensive production, it is none the less pleasing entertainment, in fact its very simplicity adds to the story's natural charm, and Art Acord, with his two four footed pals and the baby which fate throws into his care, form a quartette that is safe to win favor with a big majority of fans. Rex the dog, and Black Beauty, the horse, are real 18 karat actors who get across in winning style in both comedy and serious situations. A sure-enough combination of talented players this, not forgetting Louise Lorraine, who is wistfully sweet and charming as the girl whom Art saves from the villain's matrimonial clutches at the eleventh hour. Leon Kent scores as the aforesaid designing wretch. Direction, photography excellent.

THEME. Comedy drama. Bruce Taylor, finds deserted baby, takes care of it, is accused by jealous love-rival of abduction, is cleared, wins girl he loves.

PRODUCTION HIGHLIGHTS. Clever stunts performed by Rex and Black Beauty, canine and equine stars. Good work of Art Acord and Louise Lorraine. Neatly interpolated comedy shots. Scene where Rex and Black Beauty help Bruce break jail. Finale.

EXPLOITATION ANGLES. Go after family trade. Boost as great animal story, as well as comedy and human interest drama. Feature Acord, Lorraine, Rex, Black Beauty.

DRAWING POWER. Good card for neighborhood and smaller theatres.

SUMMARY. Some cracking good animal stuff in this picture. Also, it has lively comedy relief, some pathos, couple of forcible dramatic punches, moves fast and works into rousing finish. Dog and horse stars are great. Entire cast capable.

THE CAST

Molly Markham	Louise Lorraine
Bruce Taylor	Art Acord
The Dog	Rex
The Horse	Black Beauty
Obediah Dillwater	Leon Kent
Molly's Grandpa	Andrew Waldron

Author, Perry O'Neil. Director, John P. McCarthy.

SYNOPSIS. Bruce Taylor arrives at town with his dog Rex, horse Blackie and a baby he found in the desert. He takes care of the infant and falls in love with Molly Markham, whose grandfather is in the financial power of Obediah Dillwater, suitor for Molly's hand. Molly helps Bruce out with the baby. Obediah has him arrested on a charge of kidnaping the infant. He escapes from jail with the aid of Rex and Blackie. Later Bruce returns with the sheriff and proof of innocence, finds Molly about to marry Obediah, halts the ceremony; whips Obediah and weds Molly himself.

Louise Lorraine appearing in "Pals" a Truart release.

Pals (Truart)

PRESS NOTICE

THERE'S something to interest every member of the family in "Pals," the great comedy-drama in which a dog, a horse, a baby, a bachelor and a girl are the leading characters. This picture is scheduled as the leading screen attraction at the ——— Theatre on ———.

Art Acord is the hero, who finds an abandoned baby in the desert, settles down to take care of it in the nearest town, is aided by a lovely girl, whose jealous suitor at once plots against Art and gets him in jail. He is triumphantly released by his dog and horse.

Louise Lorraine in the heroine role: Rex, the wonder dog, and Black Beauty, the horse, are the four-footed stars.

CATCH LINES

Rex was only a dog, but he and Blackie the horse, were the truest pals this man ever had!

Romance, humor, pathos, dramatic appeal and a real human-and-animal interest story! Just PALS!

Regional News from Correspondents

Des Moines

WALTER THIEMANN is the new manager of the DesMoines office of Pathe. He succeeds A. W. Kahn who will remain in the DesMoines office.

Manny Gottlieb, manager for Universal, attended the convention of managers in New York City.

Ludi Bosten, exhibitor at Muscatine, Iowa, has bought a lot of new equipment for his theatre, the Amuzu. The theatre has been equipped with a new Simplex machine with low intensity arcs, a new motor generator and a double dimming stereopticon. The complete bill of goods, which included other theatre equipment and which amounted to over four thousand, was sold to Mr. Bosten by the Exhibitors Supply Company.

Visitors in Movie Row were Alexander Frank of Waterloo, J. C. Collins of the Rex Theatre at Perry, Sam Costen of the Eastern Iowa Theatres Company, L. C. West of the Colonial Theatre at Grinnell.

Chicago

FIRST NATIONAL'S sales department get-together dinner at the Cooper-Carlton Hotel, was one of the pleasant social events of the season and thirty-five film men and their wives enjoyed the party. Ted Schlanger and wife and Earl Silverman, were the only guests outside of the regular staff of First National, which headed by Manager R. C. Seery, attended in a body.

Adam Dernbach, who operates theatres in Wheaton, Naperville and Batavia, has recovered from a serious attack of appendicitis which confined him to the hospital for some time, and Monday made his first appearance on film row.

Sales Director Roy Alexander and Exchange Manager Bill Brumberg of Universal, spent the week at the New York headquarters of their organization.

Fred Marin, who is making a thirty day tour of exchanges, spent Saturday in Chicago, in conference with Manager Seery.

It is reported that S. J. Gregory has taken over the Milo Theatre, which has been operated by J. Voumvakis.

A party which left on the Century for New York Friday, included Messrs. Brockell and Burford of Balaban & Katz Midwest; Messrs. Emil Stern, Leo Spitz and Mayer of Lubliner & Trinz; and Messrs. Max Balaban and H. Stern of Balaban & Katz.

Manager Jack Sampson of F. B. O. and his wife are planning to leave on March 29th, for Los Angeles, where they will attend the F. B. O. national convention.

Following the purchase of the Illini Theatre at Sterling, by Gumbiner Brothers from Greenough & Weeks. Mr. Weeks has decided to re-enter the coal business and Mr. Greenough is for the present, taking a vacation. Frank Ford, who formerly managed the Gold Theatre in Chicago, has been appointed manager of the Illini, by Gumbiner Brothers.

Herb Hammond, at one time sales manager for Paramount, is now connected with Metro-Goldwyn.

Buddy Stewart is making his headquarters in Chicago for the present.

Denver

JACK EATON, manager of the State theatre has arrived back from New York City after a visit with officials of the company which owns and operates the State theatre.

James Lynch, president of the Wyoming Theatre Manager's Association was in Denver again yesterday. He owns and operates the theatres of Laramie, Wyoming, the home of the state University.

Eugene Gerbase, manager of Associated Exhibitors is spending considerable time in the territory these days.

Harry Helmar, manager of the Rourke theatre, La Junta, Colo., was in this week doing a little booking. The Rourke theatre is one of the K & F Amusement Company chain.

Seth Perkins has arrived in Denver from Salt Lake City. Mr. Perkins is District Manager for Metro-Goldwyn-Mayer Company.

B. P. McCormick of Florence, Colo., owner of the Liberty theatre of that city and who has been leasing and operating the Jones Theatre of Canon City, has purchased the Jones theatre from L. A. Jones and Jesse E. Jones of Canon City. Mr. McCormick plans to make several changes in the plan and operation of the theatre.

Sid Weisbaum arrived Saturday from San Francisco to take immediate charge of the local F. B. O. branch office. Sid was accompanied by his family. He drove through from the coast in his new Cadillac car.

Paul F. Krier and G. Wayte, managers of the Star and Rialto theatres of Walsenburg, Colo., were visitors in film row this week. The Star and Rialto theatres are a part of the D & R chain of theatres operating in the Denver territory.

Houston

COL. A. L. FARDWELL, general representative for Interstate Amusement company made a business trip to Houston last week. Karl Hoblitzelle, president of the company is expected in town in a short time.

The big electric sign on the new Ritz theatre was hoisted into place several days ago. Outside work on the theatre has been completed and the opening will be announced at an early date, according to the management.

Word from Paul Barracco, local theatre owner has been received from Palm Beach, Florida. Mr. Barracco's theatres are under the management of his brother, Victor, while he is out of the city.

E. F. Stein, representing the Metro-Goldwyn picture people is in town for a visit with Al Lever, local Saenger manager.

Harley Sadler, owner of the Harley Sadler company has been called to West Texas on account of the illness of his mother.

W. A. Bock theatre owner from Waco and other north Texas points has returned to Waco after several weeks stay in Houston.

Harry Schummerman of the Strand theatre has purchased a new automobile.

The San Juan, another downtown, theatre has been opened. It is a small house and plays western and Mexican pictures.

Free moving pictures for the city park will be used again this summer, according to reports. This policy has been used for three seasons.

Milwaukee

MRS JACK HICKEY, wife of the popular manager of the Opera House and Mermac Theatres at New London, Wis., died last week, following an operation. Sympathy of the entire film fraternity of the state was extended to the bereaved exhibitor.

George Levine, manager of Universal's Milwaukee branch, has announced the transfer from Chicago of F. O'Neilson, to concentrate on short subject sales in Wisconsin.

A. M. Beglinger and his son, Carl, both of the Majestic Theater, Rhinelander, Wis., visited at the Milwaukee exchanges, last week.

Frank Cook of the Bijou at Appleton, also dropped in on business.

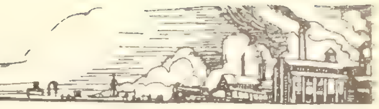
F. Feld, for some time past affiliated with the F. B. O. sales staff in Wisconsin territory, has resigned.

Milwaukee friends of Al Robarge, manager of the Como Theater at Merrill, Wis., are pleased to learn of his speedy recovery from a very recent illness.

Art Roberts, assistant manager of the Milwaukee branch of F. B. O., has returned to his duties.

Elmer Hall, assistant manager of the Merrill theater, Milwaukee, an old-timer in the theatrical business here, has returned to his duties after being confined to his bed for two weeks with pneumonia.

Albany



C. H. BUCKLEY is at the Memorial Hospital in Albany, recovering from an operation performed last week, to relieve the well known exhibitor from gall stones. Mr. Buckley was on the operating table for nearly three hours.

Vincent Fisher is now doing the booking at the local Fox exchange, having severed his connections with F. B. O., after one week as a salesman.

Ted Hayes, salesman for Warner Brothers, out of this city, resigned last week, and has been succeeded by Michael Thomas, of New York City. Lloyd Wills, special representative for Warner Brothers, spent a couple of days at the local exchange last week.

W. W. Farley, of Albany, was a substantial contributor, as was also Mrs. Elizabeth V. Colbert, of Albany, a member of the New York State Motion Picture Commission, to the Carillon fund.

The Third Avenue Theatre in Watervliet, run by John Christie, will be closed each Tuesday and Thursday evenings from now on.

Mrs. John J. Carmichael, wife of one of the employees of the Van Curler Theatre in Schenectady, was claimed by death during the past week.

There is a prospect that a motion picture ball will be given in Schenectady, after Lent, by the Farley Association, which consists of about forty employees of the Farley theatres.

Mike Freedman, who recently disposed of the Rialto in Schenectady, is now said to be in New York City.

The village of Gouverneur is to have a new theatre in the near future. Sol Kaplan, who owns a block in the village, plans to remodel the same to the end that he will have a theatre seating about 1,000.

Jake and Alex Feltman, owners of the Lincoln Theatre in Schenectady, are still looking about for a site in Albany, on which to erect a motion picture theatre.

Claude Fish, of the American Theatre in Schenectady, suffered a rather unusual muscular affliction during the past week, which resulted in his being forced to remain in bed for two or three days.

The Dreamland Theatre in Albany, which has been run by Louis Cappa, who recently took over the Rialto in Schenectady, is reported to be on the market once more.

Bob Landry's house in Ogdensburg, known as the Strand, felt the effects of a recent wreck at Castorland, which tied up matters for several hours and resulted in film reaching him too late for showing.

J. H. MacIntyre, manager for Famous Players here, spent a portion of last week in New York City.

Samuel Burns, manager for Bond in this city, is spending this week on a swing through northern New York.

The six stores in the new Strand Theatre in Albany, will be in shape for opening the fore part of April.

Clayton Eastman, a salesman for Famous players out of Albany, was at one of the local hospitals last week for a couple of days, where a minor operation was performed.

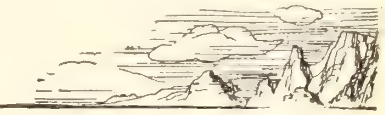
Mr. and Mrs. Alec Herman have returned to Albany, after several days in New York City.

H. B. McNamara, who has been an exhibitor in Valatie for several years, opened a new theatre last Monday night. It ranks as one of the coziest in this part of the state.

Mrs. Frances McGraw, who is now handling the Rialto Theatre in Little Falls, is making a success in her new position. An increase of patronage to the Rialto resulted when she disposed of her theatre, known as The Gem, to the Schine brothers, who closed the house.

Not fancying the name of "Antique," Carl A. Phillips, who recently bought a theatre in Watertown, has renamed the house, and from now on it will be known as "The Liberty." Mr. Phillips is spending about $15,000 in remodeling the house.

Salt Lake City



CLYDE H. MESSINGER, local branch manager for Educational Pictures, is working the Southern Utah territory this week.

The Salt Lake motion picture projectionists are staging their annual movie ball March 4th, at the Auditorium dance hall.

The theatre managers here held their regular weekly meeting at which officers for the coming year were elected. Carl Porter of the Victory Theatre was reelected president, Eddie Diamond of the Pantages Theatre was reelected vice president, while Ed C. Mix of the Kinema was elected secretary to take the place of George E. Carpenter of the Paramount Empress Theatre, who resigned this secretarial duty. W. E. Shipley of the Gem Theatre was reelected treasurer. The theatres represented besides these just mentioned include The American, managed by C. F. Montgomery; The Star, owned by Louis Strike; The Photoplay, owned by Hy Olsen; The Hyland, operated by Mr. Edgington of Sugarhouse, The Princess at Sugarhouse, owned by C. E. Hawxhurst; The Wilkes, managed by C. W. Clogston; The Orpheum, managed by E. A. Morris and the Isis, operated by E. A. (Dad) Rand.

Carl A. Porter, George E. Carpenter, and Emmit Sorg, Ogden Paramount manager and Joe Koehler, who manages the Paramount house at Twin Falls, Idaho, are the managers of the Louis Marcus enterprises who will leave here on March 12th to attend a convention at Atlantic City.

L. J. McGinley, Famous Players-Lasky branch manager here, is still making the Montana territory, and is expected back the end of this week.

Jos. F. Samuels, local manager for Metro-Goldwyn-Mayer, is still in Montana.

Seth Perkins, new District Manager for Metro-Goldwyn-Mayer, has gone to Seattle from here for three or four days.

Andy Murdock of the Ideal Theatre at Heber, Utah, has been visiting film row within the past few days.

Ed Ryan, owner of the Liberty Theatre at Brighton, Utah, was also an exhibitor visitor this week.

Earle Steele, who recently left Bingham, Utah, is now managing the Venice Theatre at Nephi, Utah, which house was recently taken over by Louis Strike of the Star and Kinema theatres in this city.

Branch Manager W. G. Seib, who has been in charge of the Pathe exchange here for the past five or six years, has just resigned.

L. L. Savage, Pathe Booking inspector, has arrived in Salt Lake from Butte.

Western District Manager Frank Harris and General Sales Manaager Harry Scott are expected into the local Pathe office next week.

W. H. Rankin, manager of the local Warner Brothers exchange, has returned from Butte, Montana.

Western District Manager Harry Lustig is here making his usual tour for Warner Brothers.

The banquet which had been planned for February 27th, for the film men here, has been postponed indefinitely.

H. Bradley Fish, local branch manager for the Fox exchange, has just returned from a swing through Montana territory.

Lou Peery of the Egyptian Theatre at Ogden, Utah, was an exhibitor visitor this week. Peery is leaving soon for Los Angeles.

The Universal exchange here received a letter from Sam Wood head of Kenilwood, Utah, telling that his theatre, the Auditorium, burned down a few days ago.

Mr. Wilson, owner of the Hub Theatre at Midvale, is buying a new Buick car. Wilson announces that he has just opened up the new Hub Lunch in connection with his theatre.

H. O. Hauxhurst, operating the Princess Theatre at Sugarhouse, was lining up new business this week.

Walter S. Rand, salesmanager here for United Artists, will be in the end of this week from Montana. Milton Cohn is in from a six weeks' trip through Montana. Joe C. Dowd is in the coal camps of Southern Utah.

Dad Rand, owner of the Isis Theatre, changed the color of his car from bright yellow to dark blue.

E. L. Wharton, Orpheum Theatre manager at Glasgow, Montana, who has been in Glasgow for a great many years, is giving up his house there for the present, and will probably connect up elsewhere.

John Ruger, owner of the American and Orpheum theatres in Park City, Utah, was visiting the row this week.

Arthur J. Lamb presents

The Molly May Series (Inc.)

Says Violet Mersereau: "Happy I am!

"My two reelers are near perfection!

"Thanks to the stories by Arthur J. Lamb,

And Joseph Levering's direction.

"Fault finding is easy. Let's work and let's play,

"I've had first nights on Broadway and Philly, P.A.

"Oh! I'm glad I'm still young, and can play with my dollies,

"And say! don't forget 'Her First Night in the Jollies.'"

To be followed by 'Her First Night In A Beauty Parlor' and 'Her First Night In A Bath Tub.'

Note: You can't advertise too much! In Point of fact you can't advertise enough!

A. J. Lamb

Atlanta

MRS. WILLINGHAM WOOD of the Strand Theatre at Washington, Ga., made one of her infrequent trips to Film Row this week.

E. J. Sparks passed through Atlanta Tuesday en route to Jacksonville from Augusta.

Mrs. W. M. Kading, who has established the Greenland Theatre in high favor with citizens of Greensboro, Ga., was in Atlanta Tuesday and Wednesday lining up new pictures for the next several months.

J. J. Durfield, of Metro-Goldwyn-Mayer, in Florida, spent a few days in the Atlanta exchange last week.

A. B. Cheatham, sales manager for Progress Pictures, Inc., has just returned from Charlotte.

Arthur Lucas, head of Educational Film Exchanges, returned to Atlanta early this week.

Mrs. T. H. Holland has renamed her theatre at Madison, Ga., quite appropriately. Madison Square Theatre she calls it now.

Charles E. Kessnich, Southern division manager for Metro-Goldwyn-Mayer, is leaving soon to meet the Trackless Train.

Roy E. Thompson is soon to open the New Strand Theatre at Perry, Ga. This will be Mr. Thompson's first venture as an exhibitor.

T. H. Thompson, formerly of Dallas, Texas, has arrived in Atlanta with Mrs. Thompson where he is looking over the field with a view to acquiring a theatre in this territory.

Mrs. E. M. Pearce, organist at the Metropolitan Theatre, has returned to her bench after several days' illness this week.

Sammy Mayer, well-known baseball star, resigned his position as Florida representative for Associated Exhibitors, and will go into training immediately for his work with the New Haven Club.

Claud Ezell, district manager for Warner Brothers in this territory, has been confined to his room for the past ten days with a severe case of influenza.

W. W. Anderson, branch manager of Pathe Exchange, Atlanta, left last Saturday for the Home Office meetings during this week.

Joe Kaufman, special features representative for Pathe, is making his headquarters in Atlanta for several weeks.

Harry Sachs, inspector-booker for Pathe, is spending several weeks in the Atlanta office.

New England

TWO New England theatre audiences sat through fires in their respective theatres to the end of each show without being aware that any fires were in progress. At Milford, Conn., there was a bad chimney fire in the Devon Theatre. In Boston, fire broke out in some offices over the Scollay Square Olympia Theatre and the fire department was called and soon put out the blaze.

Fays Theatre of Providence recently broadcasted a Sunday afternoon concert for the benefit of St. Vincent de Paul's Infant Asylum.

Harry Rogovin, who covers Southern Massachusetts for Independent Films, Inc., was tendered a bachelor dinner by several score of his friends at the Boston Yacht Club, Wednesday night, on the eve of his marriage to Miss Esther Cohen of Dorchester. Sam Moscow was toastmaster. Mr. Rogovin and his bride will make their home in Watertown.

H. F. Campbell, manager of the Fox exchange in Boston, has returned after a three weeks tour.

Inspector Booker Coyle of Pathe headquarters in New York City is at the Pathe exchange in Boston for a week or ten days.

Frank Grady 2d, formerly with Producers, has been made assistant booker at the Pathe exchange, Boston.

George Shearer has joined the staff of Warner Brothers at the Boston exchange.

Miss Helen Coughlin, assistant booker at First National exchange, Boston, is confined to her home by serious illness. William Cowan is acting as assistant booker until her return.

Max Berman has joined the staff of First National and is looking after Vermont territory.

Dan Horgan, formerly manager for Goldwyn Distributing Corp., has become associated with Warner Brothers.

Maurice E. Curran is traveling New Hampshire and Vermont for Warner Brothers.

Ben Rogers, formerly special representative with Warner Brothers, Boston, has joined the staff of Associated Exhibitors at Boston.

Fred Green of Brookline, owner of a string of theatres in Suburban Boston, was struck by a Ford truck near his home while boarding a car. Several ribs were fractured and it will be some time before he is able to be about.

Cleveland

THE Fox Film Corporation's Cleveland exchange will have a home of its own after May 1st. The new building which is now in course of construction at Payne Ave. and East 22nd St. will have 5,000 square feet on one floor.

Jack Stuart has been named manager of the Cleveland Warner Brothers exchange. He succeeds Harry Decker, who has been promoted to special New York home office representative.

George W. Erdmann has had new duties added to him. He is now chief of the Fire Department of the Film Exchange Bldg.

H. A. Bandy, for five years division manager for First National in this territory, and now First National representative in London, has been heard from. This time from Rome. Bandy says he's having a great time, and sends regards to his former Ohio friends and associates.

Associated Exhibitors has joined the Film Board of Trade. Now every national distribution office is represented in the Board of Trade of Cleveland.

Mrs. Nettie Korn is the new owner of the Happy Hour theatre, Cleveland. She purchased the house recently from Mrs. Lees and will operate it herself.

The Memphis, a new neighborhood house of 600 seats, located at 49th St. and Memphis Ave. was opened to the public for the first time last Thursday night. The house was built by Frank Liska. He will also operate it.

The Film Exchange Bldg. register showed the following list of out-of-town exhibitor guests for the past week: Henry Rosenthal, Strand, Ravenna; Milton H. Bryer, Waldorf, Ideal, Winter's, Akron; Ben Yudelvitz, Princess, Medina; T. J. Fowles, Idol, Lodi; Ward E. Johnson, Liberty, Geneva; Charles Mack, Strand, Sebring; John Pekras, Rivoli, Capitol, Dreamland, Elyria; Vincent Czajkowski, Strand, Newton Falls, and T. P. Smith, Majestic, Akron.

Loew's Ohio Theatres Inc. gave a party to its employees last Monday. 1,200 people gathered in the spacious State Theatre lobby to dance, and partake of refreshments.

Canada

THE staffs of Famous Players Canadian Corp., and Regal Films, Limited, Toronto, turned out in large numbers on Thursday, February 25, to witness the first game of the play-off for Commercial championship in Group One of the Toronto Hockey League at Ravina Arena between the Famous Players team and the Ryerson Club.

Two of the leading officials of Famous Players Canadian Corp., Toronto, have just recovered from serious illness and have returned to their posts. They are N. L. Nathanson, managing director, and T. J. Bragg, comptroller of the corporation.

Two members of the staff of Famous Players Canadian Corp., Toronto, have agreed to walk life's road together, the engagement having been announced of Miss Francis Ross to Ernest Hawley, two popular young people of the organization.

John Myers, proprietor of the Imperial Theatre, Sarnia, Ontario, has just installed two DeLuxe Motiograph projectors with DeLuxe reflector arcs and Gundlach lenses. The installations were made by the Coleman Electric Company, 258 Victoria Street, Toronto, Ontario.

The house manager of the Capitol Theatre, Calgary, Alberta, Pete Egan, has become prominently identified with local sporting activities and has secured valuable attention for both the theatre and himself through his boosting of amateur sport.

A sensational attempt to rob the Capitol Theatre, Montreal, Quebec, late on the night of February 25 was frustrated by the watchman,

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Kansas City

FEW exhibitors in the Kansas City territory are more excited over business just now than "Doc" Mead, Kingman, Kas., exhibitor. A big oil boom has just started in "Doc's" town and he hardly knows what to give his patrons first in the way of entertainment.

Kansas City exchange representatives spent another active week this week.

C. D. Hill, P. D. C. district manager, and his assistant, R. L. McLean, were busy visitors in Kansas City, as was Earl Cunningham, Paramount district exploiteer.

Ed. Lowery, Midwest Film Distributor's representative, returned from his territory, as did Marty Williams, Associated Exhibitors representative.

Bob Bauer, Pathe home office serial representative, was a visitor, as was Andre Bustanoby, Pathe home office booker inspector, who later left for Omaha. G. T. Wassell, newly appointed Metro-Goldwyn district auditor, arrived in Kansas City to begin work. Rube Jackter, special Columbia representative, is doing special sales work in the territory here.

"Red" Jones, Educational sales representative, returned from a trip into the territory, as did C. E. Gregory, Metro-Goldwyn branch manager.

W. E. Callaway, First National district manager, returned to New Orleans, following a visit to Kansas City.

D. J. McGowan, First National home office representative, after visiting Kansas City, left for Oklahoma City.

Ben Blotcky, Paramount branch manager, is confined to his home with illness.

Jos. Levy, Warner Bros., branch manager, took a business trip over the Southern Missouri territory.

G. S. Pinnell, Educational salesman has resigned, according to C. F. Senning, branch manager.

Tom Byerle, First National branch manager who has been confined in a hospital because of typhoid fever, is much improved, it was said.

The following changes in management and new theatres in the Kansas City territory were announced this week: Standard theatre, Mankato, Kas., purchased by Sam Blair of Belleville, Kas., from K. L. Gaston, who will go to California; National theatre, suburban house of Kansas City, opened by George Christman; Regent theatre, Pleasanton, Kas., purchased by P. F. Sterling from W. A. Stepp; Ellsworth theatre, Kansas City suburban house, which has been dark for some time, will be re-opened, it is said; Palace theatre, Anthony, Kas., taken over by Ashton & Schmidt; Queen theatre, suburban house of Kansas City, purchased by H. Streng from J. T. Wilson; Liberty theatre, Hiawatha, Kas., opened by W. L. Schenkelberger

Among the out-of-town exhibitors in the Kansas City market this week were: B. Hawkins, Main street, Lexington, Mo.; C. S. Woellner, Maryville, Kas.; Mrs. Charles Barren, Kansas theatre, Wichita, Kas.; Hugh Gardner, Orpheum, Neosho, Mo.; Carl Cummings, Gower, Mo.; W. P. Cuff, Strand, Chillicothe, Mo.; M. W. Hubble, Hubble theatre, Trenton, Mo.; T. H. Lauck, Colony, Garden City, Kas.; Mrs. Charles Bull, Holland, Wichita, Kas.; A. B. Crandall, Sedan, Kas.; Frank Weary, Farris theatre, Richmond, Mo.; Earl Peeler, Pastime, Protection, Kas.

Buffalo

THE Palace theatre in lower Main street, constructed about ten years ago by the late Mitchell H. Mark, and recently managed by Mr. and Mrs. Howard J. Smith, has been leased by the Michaels Theatrical Enterprises, Inc., with offices in the Bramson building, Buffalo. This company also controls the Plaza, Avon, Cameo and New Ariel theatres in the city.

John H. Finn, who until two years ago was manager of the Temple theatre, in Rochester, has been appointed vaudeville booking manager of the new Hippodrome which will be built in Court street and Clinton avenue South in the Flower City by the Monument Theatre corporation of Buffalo and the Fennyvessy interests of Rochester. Work on the new house will begin April 1st.

Fogel and Tiskoff have recently taken over the Pullman Theatre at 35 Pullman St., Rochester, N. Y., and will operate this house in connection with the Murray Theatre at 218 Murray St. The house will continue to run straight pictures.

Eugene Jerge, who for the past three years has been in charge of the Gus Sun booking agency, died the other day in the Sisters' hospital. Mr. Jerge was born in Buffalo 53 years ago. He is a brother of Gus Fay of stage fame.

The Schine Theatrical corporation of Gloversville will completely remodel the State theatre in Corning, according to W. A. Smith, local manager. About $75,000 will be expended on the work, which will include increasing the capacity.

Minneapolis

WILLIAM BRAY is starting a new string of theatres beginning with a house in Morristown, Minn. His former string was in southern Minnesota and was wrecked by free show competition two years ago.

L. J. McCarthy, new Milwaukee branch manager for First National.

A. H. Blank has closed two of his theatres in Des Moines. The Rialto is to be dismantled. The Majestic will be remodeled and reopened.

Frank Hoff will build a new theatre in Port Washington, Wis.

Fred W. Boll, owner of the Majestic in Stillwater, Minn., has leased the Auditorium operated by the War Memorial association, thus ending competition.

Lee Moore, Majestic threatre owner at Centerville, Iowa, has bought and closed the Orpheum theatre there.

The American Legion post at Hull, Ia., has reopened its motion picture theatre.

J. C. Stack has reequipped the Royal theatre at Carrol, Ia., and will revamp the Strand as well.

A $10,000 fire destroyed the Opera House at Mandan, N. D., recently.

Miner and Crouse, Wisconsin theatre chain owners, have just opened a new theatre, the Palace, in Spooner, Wis.

J. H. Brownell has taken over the Magic at Pierson, Ia.

M. J. Weisfeldt, district manager of F. B. O. will head the delegation of company managers and salesmen to go to Hollywood

A. L. Robarge of the Cosmo theatre, Merrill, Wis., has installed a new ventilator.

E. A. Washa of the Starland at Montgomery, Minn., was another visitor in the Twin Cities.

P. Marudus, former owner of the Lyric theatre at Hinckley, Minn., has taken the theater back and will operate it again.

Ned Marin, salesmanager of the western district for First National, arrived in Minneapolis Friday with Mrs. Marin.

Jack B. Shearer of the Royal at Park Rapids and Liberty, New York Mills, Minn., was a visitor in Les Davis' office.

Theodore. L. Hays, general manager for Finkelstein & Ruben is expected back from his vacation in Bermuda this week.

Ben Ferris, advertising director of Finkelstein & Ruben has gone to Fargo to arrange for the opening of the firm's splendid new theatre, there. It will be a companion to the Eau Clair and Sioux Falls State theatres and will open Mar. 15.

Cecil Mayberry, district manager of Producers Distributing Corporation, made another flying visit to Minneapolis during the week.

W. I. Christians of the Mohawk theatre at St. Paul, visited film row the other day.

Ray Barry and William Gould of Producers sales force were in for the week end.

Mrs. May Doig of Walnut Grove has taken over the Rex theatre there.

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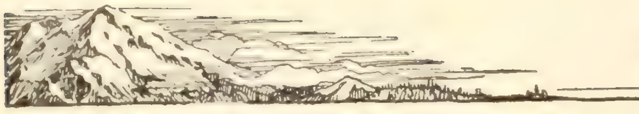
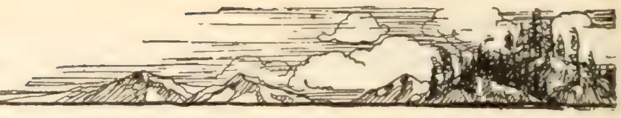
EVERYWHERE



Seattle



DAVE BERSHON, Western division manager for the Metro-Goldwyn-Mayer organization, arrived in this city last week to confer with Clarence M. Hill, local manager only to find Mr. Hill confined to Minor Hospital as the result of an automobile accident.

Charles E. Clendenney, who bought the Victory Theatre in Tacoma recently, last week announced the installation of a Wurlitzer organ among the improvements that he is making in his house.

After being closed for repairs and renovating for several weeks, the Mack Theatre in Port Angeles was reopened last week by its new owner and manager, Ed. Hallberg. Among the improvements made in the house by Mr. Hallberg since he purchased it a few months ago from Mack J. Davis, is the installation of new three-manual Robert Morton orchestral organ.

Mr. and Mrs. R. J. Monoghan, the latter a booker at Manager Jack Sullivan's local Fox exchange, last week were receiving congratulations upon the birth of an infant daughter.

Reports received here last week indicated that work on the new Sax Columbia Theatre in Astoria, Oregon, was rapidly progressing, and steel work was scheduled to begin next week. The house will have a seating capacity of approximately 1,200.

James Beale, associated with the local Pathe exchange for the last two years, recently announced his resignation with that organization, and has gone to Salt Lake City where he will join Mat Apparton's Universal branch office.

William B. Ripley, who recently bought out the interests of George Purvis in the Columbia Theatre at Longview, Washington, will make extensive alterations on the house.

Harry Lustig, Western division manager for Warner Brothers, was a recent visitor at Manager Carl Stearn's local exchange..

Jack Rosenberg, brother of Al Rosenberg of the DeLuxe Feature Film Exchange, left this city recently for Los Angeles, where he will associate himself with his elder brother, Mike Rosenberg, in the exhibiting end of the business.

J. E. Hostettler, of the Hostettler Film enterprises, was a recent visitor in Northwest film circles.

Reports received last week from Bend, Oregon, indicated that B. A. Stover has taken over the lease on the Liberty Theatre in that city.

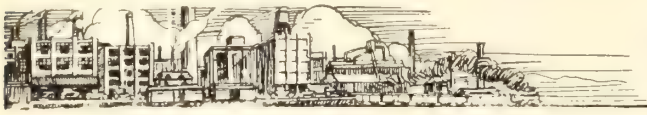
C. M. Dunn, well-known exhibitor of the small cities in Western Washington, will soon begin construction of a new house at Toppenish, according to recent information.

W. B. Murphy, exploitation expert for the Metro-Goldwyn-Mayer offices on the Pacific Coast, arrived here last week after two months spent at the Portland branch office.

J. M. Phebus, owner and manager of the Concrete Theatre at Concrete, Washington, was a visitor along Film Row last week.

Construction of a 650-seat motion picture house at Enumclaw, Washington, was announced last week, and it has been reported that the structure is being built for W. D. Farrell, former owner and operator of the Sunnyside Theatre at Sunnyside, Washington.

Carl Reiter, manager of the Orpheum Theatre, returned last week from Los Angeles, where he attended the opening of the new Orpheum Theatre in that city.



Detroit

W. S. BUTTERFIELD and Mrs. Butterfield, who are now at the Pancoast Hotel, Miami Beach, will be back in Detroit on March 27th.

Tom Eland, from the Regent theatre in Grand Rapids, and Mrs. E. B. Francis from the Lakeview Theatre in Mt. Clements, were amongst the visitors at the Film building last week.

Reports from the P. D. C. office say that Julius Peters, salesman traveling the eastern half of Michigan, will soon resign as a member of the Bachelors Club and get married. Al. Champagne, booker for P. D. C., we understand, contemplates doing the same.

Frank Stuart, manager for P. D. C., was present at the opening of the world's finest Masonic Temple in Detroit on Feb. 22nd.

The boys over at the Paramount office are all talking about the convention to be held in Atlantic City on March 22nd. Otto Bolle, manager of the exchange, will be accompanied by his five salesmen, booking manager, Ad. sales manager and exploiteer.

Jimmie Minter, general manager of A. B. C., will leave shortly for New York in the interests of his company.

Roy Carrow, better known as "Punch," formerly a salesman for Associated Exhibitors, is now with Michigan Pictures Exchange as city salesman.

Oscar Hanson, manager of Pathe, attended the general sales meeting held in New York last week.

Chester E. Loew, district representative for P. D. C., was in Detroit last week conferring with Frank Stuart.

F. A. Kinney, former office manager at the Fox Film Corp., has gone to Delta, Ohio, where he will operate the Lyric Theatre.

George C. Johnston, former salesman for Associated Exhibitors, has a new position. He will handle publicity for Kleist Amusement Enterprises in Pontiac.

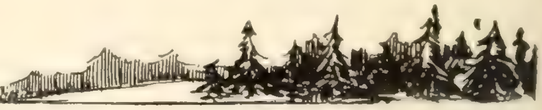
The Regent Theatre in Kalamazoo is now under the management of Peter H. Schafer, a former manager of the Poli house in Scranton, Pa. He succeeds James J. Finan, who has gone to Jacksonville, Fla.

George Roberts, special representative for Fox Film Corp., is in Detroit, making his headquarters at the local Fox exchange.

H. S. Gallup, general manager of the Delft Theatres, Inc., in Northern Michigan, stopped off in Dettroit for a few days last week.

Northville and Plymouth are indebted to a hobby—and a woman—for their theatres. Mrs. Kate Penniman-Allen financed and directed the construction of the $140,000 Northville Theatre, which opened Feb. 9th. It is said to be the best equipped little playhouse in the state outside of Detroit. Mrs. Allen built her first theatre several years ago in Plymouth, her home town. These theatres are her hobby.

South East



FORTY-NINE executives, managers and attaches of the Crescent Amusement Company assembled in Nashville on February 14 answering the call of President Tony Sudekum for a one-day get-together meeting to discuss various problems.

The meeting was held at the Princess Theatre and was concluded with a banquest at the Andrew Jackson Hotel. The principal speaker at the conference was Kenton Franklin, exploitation representative for Famous Players-Lasky Corporation in the Atlanta territory.

Executives and managers in attendance were Tony Sudekum, president of the Crescent Amusement Company; Harry Sudekum, secretary of the company and manager of the Princess and Orpheum theatres in Nashville; John Law-manager, Princess Theatre, Nashville; Robert Longhurst, assistant manager, Princess Theater, Nashville; Will Sudekum, manager, Elite Theatre, Nashville; Oliver Cooper, assistant manager, Knickerbocker Theatre, Nashville; Lewis Jones, assistant manager, Fifth Avenue Theatre, Nashville; Alfred Aldrich, assistant manager, Elite Theatre, Nashville; B. McKinney Stratton, traveling representative of the Crescent Amusement Company; C. D. Dean, general manager, Crescent Amusement Company; Ernest DuBois, assistant manager, Alhambra Theatre, Nashville; George Blankenship, Nashville; Charles Steadman, stage manager, Princess Theatre, and [illegible] Strand Theatre, Tuscumbia, Ala.; H. G. Judkins, manager, Strand and Elite theatres, Nashville; C. J. Ross, manager, Sheffield Theatre, Sheffield, Ala.; G. P. Banniza, manager, Fifth Avenue Theatre, Nashville; Mr. Thomas, manager, Capitol Theatre, Nashville; C. R. McCown, manager, Belmont Theatre, Nashville; L. C. Potts, manager, Princess and Strand theatres, Morristown, Tenn.; Louis Rosenbaum, manager, Princess and Majestic theatres, Florence, Ala.; J. L. Hatcher, manager, Howard Theatre, Lebanon, Tenn.; T. O. Ratliff, manager, Princess Theatre, Albana, Ala., also manager of the Star Theatre at Albany, and the Delite Theatre at Decatur, Ala.

W. [illegible] Hamner, manager [illegible] Theatre, Harriman, Tenn.; Vernon Rinehart, manager, Princess Theatre, Springfield. Tenn.; Oscar Altman, manager, Princess Theatre, Murfreesboro, Tenn.; W. M. Elliott, manager, Princess and Rex theatres, Hopkinsville, Ky.; J. P. Master, traveling representative for the Crescent Amusement Company in the Kentucky territory and general manager of the Bowling Green, Kentucky, theatres; Lee Castleberry, manager, Imperial Theatre, Gadsden, Ala.; James Clardy, assistant manager, Princess and Rex treatres, Hopkinsville, Ky.; A. E. Shortly, manager, Princess Theatre, Columbia, Tenn.; Russell Masters, manager, Capitol and Diamond theatres, Bowling Green, Ky.; and C. G. Joyner, manager, Capitol theatre, Paris, Tenn.

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New York and New Jersey

THE next meeting of the Brooklyn M. P. T. O. will be held at the Hotel Astor on March 11. It is expected that the meeting will be called to order about 2 P. M. Some very important matters which have recently come up will be discussed.

Arthur Hirsch and Louis Geller opened their new Mosholu Theatre in uptown New York on Monday evening of this week and practically the entire T. O. C. C. and local exchange representatives were on hand to offer congratulations to the owners on the realization of this attractive neighborhood house which is of single floor design and has a seating capacity of about 1000.

It is rumored about town that a dissolution of interests will take place this week between Roth Brothers and Matthew Chrystmos. The theatres in question are the Broadway and the Orpheum, both located at Yonkers, and according to report, Roth Brothers will dispose of their holdings in the two houses to Mr. Chrystmos.

Matthew Chrystmos' Rosedale theatre at 174th St. and Westchester Ave. is scheduled for an April 1st opening. The Rosedale will seat about 2000.

Sol Raives, chairman of the Arbitration Board of the T. O. C. C. and local theatre circuit owner, took possession of his lately acquired new 14th St. Theatre on March 1st. Steiner and Blinderman were the former owners. The acquisition of the new 14th St. Theatre will bring the Raives circuit up to five in all. Other houses are the Acme on 14th St., The Lyric on 23d St., The Grammercy at 1st Ave. and 9th St. and the Pastime on 54th St.

Rachmiel and Rinzler who recently opened the fine new Ambassador theatre in the Brownsville section of Brooklyn, will leave this week on a trip which will take in the Florida resorts.

The Calderones of Hempstead and other Long Island points will have two new theatres ready for opening nights in the near future. The Valley Stream Theatre will open its doors about March 15th. The Rivoli at Hempstead is expected to be ready April 1st. The younger Calderone is in active charge of the circuit while the elder is vacationing in Florida.

The Franklin Theatre at Astoria, recently taken over by Joe O'Neill, had a fire a few days ago. Almost the entire front was damaged according to report. However, projection equipment that suffered during the blaze was quickly repaired by Joe Hornstein and his gang from Howells and services was resumed in a matter of twenty-four hours.

Dave Lustig who recently resigned as manager of the Regum Theatre, will take charge of Mayer & Schneider's New Hollywood Theatre, Avenue A and 6th St., when it opens next week. The Hollywood is one of a number of new houses under construction by Mayer & Schneider on the East Side. Mr. Lustig is also reported as having recently married.

The American Theatre, 39th St. and Fort Hamilton Parkway, Brooklyn, is almost a complete loss due to a fire which occurred a short time ago. It was only recently that this house was transferred from Joe Finger to a couple of newcomers in the business.

L. M. Morrison, formerly with Small and Strassberg's Boro Hall Theatre, is now the manager of the Kinema at Pitkin Ave. and Berryman St., Brooklyn. The Kinema is under the control of Rosensweig and Katz. John Frey was the past manager.

Frank Keeney of the Keeney Enterprises has returned to his duties after an absence of several weeks spent at Florida resorts.

Loew's Fulton Theatre, Fulton St. and Nostrand Ave., Brooklyn, long associated with feature pictures and vaudeville, will discontinue this policy on or about March 15th according to report. In the future, it is said, that this house will be devoted to stock and burlesque.

Equipment sales are still holding up in good shape according to Joe Hornstein of the Howells Cine Equipment Co. Recent installations include the entire equipment for Arthur Hirsch and Louis Geller's Mosholu Theatre at 204th St., N. Y. City, new accessories for Suchman Bros. Benenson Theatre, 174th St., Bronx, and Calderones' two new Long Island houses. Sol Raives' Acme Theatre has also installed Peerless Arcs.

William and Harry Brandt are now making their headquarters at the recently opened New Carlton Theatre, Flatbush and 7th Avenue, Brooklyn.

Bill Appel, for some time associated with the Cosmo Theatre—that house which is so popular with local bandits—is now connected with the Monroe Theatre, 1513 Westchester Ave.

The Miller Theatres, Saratoga Ave., Brooklyn, will close for an indefinite period owing to a recent fire which started in the organ and spread to the better part of the interior. Max Bein is the owner.

Another fire is that of the Metro Theatre in the Greenpoint section of Brooklyn. Two reels of a serial and part of a feature were destroyed, according to report. The blaze was extinguished by the theatre employees before the firemen arrived. The Metro is one of two or three theatres owned by Louis Nelson.

Jack Withers, one time manager of the Pittsburgh branch of Associated Exhibitors, has returned to his old post after spending several weeks in the New York and New Jersey office. Messrs. Levy and Weiss, formerly with the old Fox organization, are two new additions to the New York Associated branch.

Julius Becker is absent from his duties on account of an attack of tonsilitis.

Max Westebee, of the Pathe Branch, discovered that his car is a most versatile sort of a conveyance during a recent trip thru the swirling rapids on Long Island roads. It has developed canoe-like qualities.

Bill Mahoney who was a member of the Albany Fox exchange, is now connected with the New York branch of Associated Exhibitors.

The Majestic Theatre, Jersey City, has been taken over by Fred Mertens who also operates the Fulton and Apollo Theatres in that city. The policy of the Majestic, which in the past has been stock and burlesque, will be changed to first run pictures.

Meyer Weiss, who has held a lease on the Caldwell Theatre, Caldwell, N. J., has given up control of that house. In the meantime, the property has changed hands. The Park Theatre, one of the Faulkner chain, is the remaining theatre in that town.

Not to be out of line with several local theatres which have caught fire recently, the Woodcliff Theatre, Woodcliff, N. J., had their blaze last Saturday night. The fire occurred between the matinee and evening show and after a day's closing the house opened again for business. J. Golden is the owner.

Barney Schoenback, who operates the New Chester Theatre in Brooklyn, has recently purchased the Livonia Theatre, Livonia Avenue, Brooklyn.

Eddie Canter, who was to become manager of William Salkin's New Monroe Theatre, is still connected with the Pangor Amusement Company with whom he has been associated for some time.

N. Shahan is reported as having disposed of his Bronx Plaza, a 600 seat house at 180th St., to an unnamed party.

Johnny DeCosta, formerly of the National Theatre, Brooklyn, is now managing the Crescent Theatre, belonging to the Tri-Boro Amusement Co.

George Reisler and Moe Hamlin who operate the East End Theatre, 64th St. and First Ave., might easily step into the well known roles characterized by George Sidney and Alec Carr. They make their appearance at intervals along film row and are known as the "long and the short of it."

St. Louis

THE Community Theatre, Raymond, Ill., will close for the Summer on April 1.

Joe Lyman, manager of the Princess Theatre, White Hall, Ill., and his entire family are just recovering from a severe attack of the flu.

On account of a protracted prayer meeting in the community the Princess Theatre, Earle, Ark., closed for several days.

The Southampton Theatre, 5500 Lansdowne avenue, St. Louis, opened under new management the past week. Pictures and vaudeville are being presented.

Progress Pictures Corporation has moved into larger quarters at 3320 Lindell boulevard.

Out-of-town callers of the week were Tom Reed, Duquoin, Ill.; Charles Goodnight, De Soto, Mo.; Oscar Wesley, Gillespie, Ill., and Harry Turner, Pana, Ill.

Through a booking coincidence Louis K. Sidney, divisional manager for Loew's, Incorporated, was host at the Lowe's State Theatre, St. Louis, to two of his brothers the week of March 6, George, the screen comedian and Jack Sidney, who played a return engagement in his stage act.

The Josephson Amusement Company plans to build a theatre in Clinton, Mo.

L. E. Goldhammer, best known as "Nicky," has succeeded Lou Hess as manager of the St. Louis branch of Universal Pictures.

Among the speakers at a farewell dinner in honor of Hess and Goldhammer were: Assistant Sales Director William Truog, Walt Weidhoff, Jack Edwards, Danny Sullivan, Alice Kaminsky, Maurice Davis and Mrs. Wittman and F. W. Kraemer, the new assistant, and Elmer Seden, office manager.

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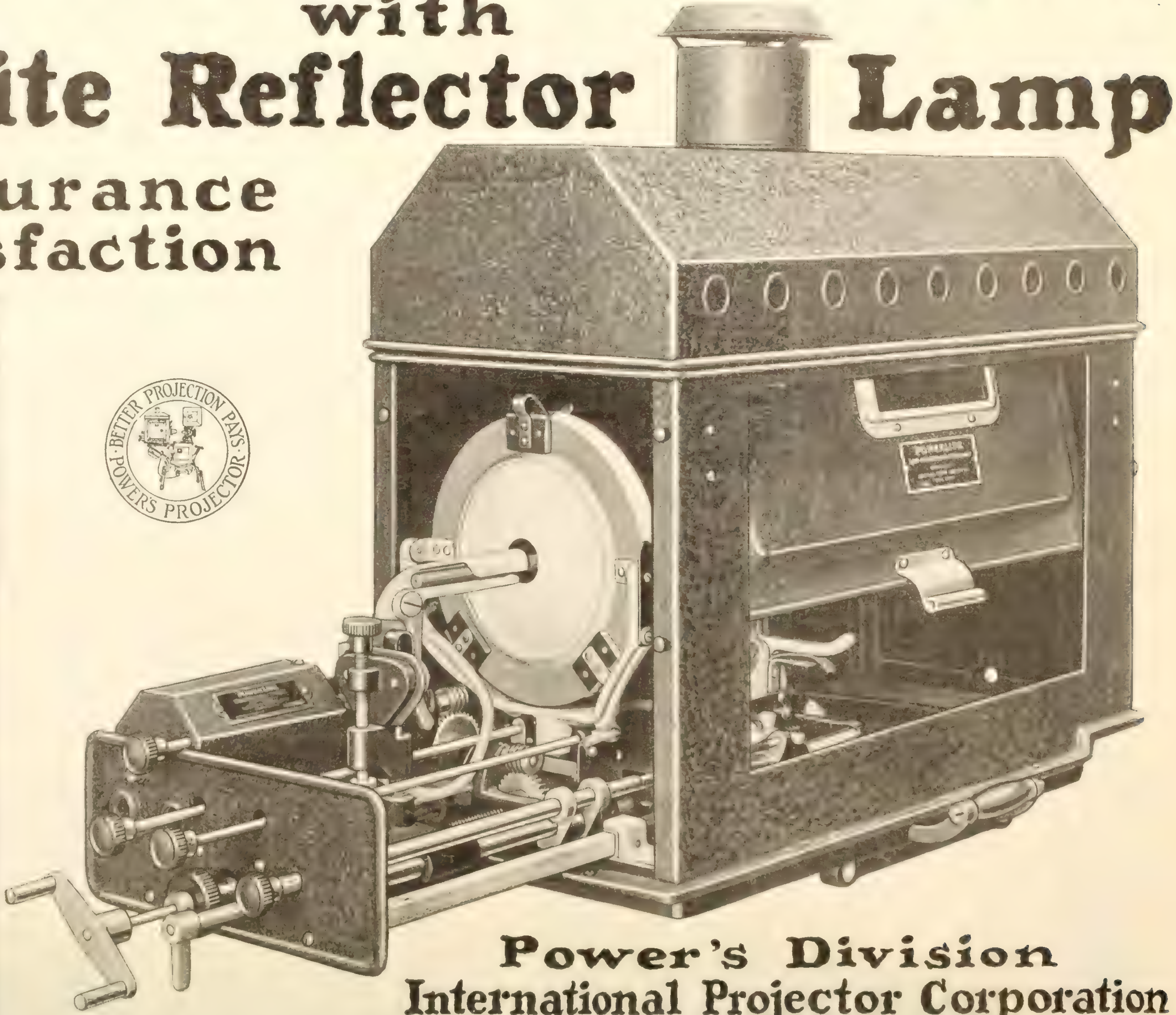

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THEATRE MANAGEMENT
EQUIPMENT CONSTRUCTION OPERATION

Mark Strand Theatres' Success Rules

Problems of Big Theatres and Small Are Same, Says Walter Hays

"Like Judy O'Grady and the Colonel's Lady, Big and Small Theatres are Sisters Under the Paint, according to Cardinal Principles of Success," says Walter Hays, Vice-President of the Mark Strand Theatres.

A BIG, first run exhibitor speaks this time, Walter Hays, vice-president of Mark Strand Theatres. At first glance it might seem that the problems that the key city first run house has to solve are different from the problems confronting the theatre owners who represent, through small towns and neighborhood houses, possibly 80 per cent of the theatres in the country.

But listen to the cardinal principles the Buffalo executive lays down for the guidance of his theatres—and then try to figure out if they vary from the rules applicable to any house:

"Keep faith with the public."

"Buy the best pictures obtainable."

"If you have music get the best local talent available."

"Make your theatre a community center."

The rules are born of years of experience in the motion picture business. The Mark Strand Theatres have not only been in operation many years—as the motion picture business goes—but they have built up loyalty within the organization resulting in executives who have been with the company over a long period. Some of the present theatre managers started as ushers. It is the same spirit of loyalty the organization has tried to inculcate, successfully we believe, in its patrons, by keeping faith, by showing that the Mark Strand Theatres are trying to give a hundred pennies worth of entertainment for every dollar taken in at the box office.

Increased Admissions

How well this policy has worked out was illustrated recently in Syracuse, according to Mr. Hays, where a vaudeville house recently began showing cheap pictures at only a slight advance over the price the regular houses had been charging. Two opposition houses dropped their prices. In the face of this competition the Strand Theatre raised its admission from forty to fifty cents.

"We were able to do this," Mr. Hayes asserts, "because we had played squarely with the public and had built up a reputation for the Strand Theatres. That reputation consisted of having the public know that we were buying the best pictures available and that we were trying to give the public its money's worth."

Cultivate Community Spirit

The Mark Strand Theatres are open advocates of the community center idea; and Mr. Hays claims that the principle is just as applicable on Broadway as it is to Main Street or Paradise Alley.

The Mark Strand Theatre on Broadway has repeatedly been host to wounded veterans, crippled children and the Boy Scouts. In Albany and Troy the Mark Strand houses are constantly interesting themselves in benefits. The Vassar Alumni furnish a typical example of the kind of organization that has benefitted by such co-operation. And the theatre has profited not only in the larger attendance at the benefits but in enhanced reputation and the word-of-mouth advertising that has ensued. Saturday morning movies for children were initiated at the Mark Strand Theatre in Albany. Properly guided the movement holds immense possibilities in building up future patrons, Mr. Hays contends.

"We have always made a great drive for good music," Mr. Hays stated, "and we get the best musical directors possible to cater, not to the highbrows but to the better classes.

Exploitation Vital Factor

"Exploitation and press work constitute an important part of whatever success we have had. When the means are not always available we manufacture them. In Syracuse no individual retail milliner wanted to stage a fashion show in connection with 'Irene.' We bought part of the colored fashion film from the laboratory and ran it in the stores. It created talk and induced the women to come in and see it. In return the trade collectively staged the fashion show for us at the theatre."

Like Judy O'Grady and the Colonel's lady, the big key city houses and the small theatres are sisters under the paint. Fair play, the co-operative spirit and attention to public likes and dislikes are the things that count, according to Mr. Hays. And the principles hold as true of the small towns as they do of the large city.

Building Data

By P. M. Abbott

A QUESTION that is constantly under fire is the investment required to build and equip a small town theatre. Estimates range from low figures that would forecast almost to a certainty the success of the project, to sums that make building prohibitive.

Data that has recently come to our hands shed some light on this question. Though again all figures are relative because the term "small town house" will be interpreted by each individual according to his conception of this class of theatre.

A well-known architect, in giving figures for the construction of a theatre of 600 seating capacity, submitted the following:

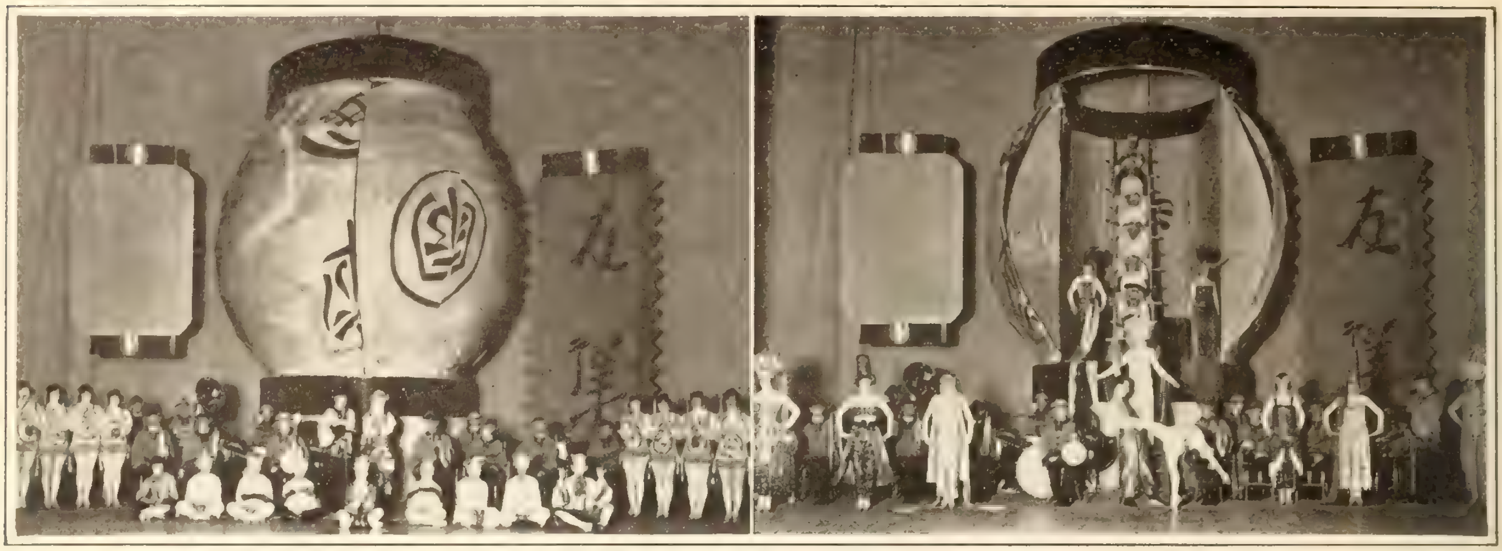
Approximate cost of a theatre of 600 seating capacity, first class house, to reach a middle class clientele:

1 floor house, without stage and non-fireproof, $90 per seat or $54,000.
1 floor house, with stage and non-fireproof, $120 per seat or $72,000.
1 floor house with stage and fireproof, $135 per seat or $81,000.
Stadium house without stage and non-fireproof, $100 per seat or $60,000.
Stadium house with stage and non-fireproof, $130 per seat or $78,000.
Stadium house with stage and fireproof, $145 per seat or $87,000.

Necessary equipment and approximate price:

Seats, $7.00 per seat, or $4,200; booth and equipment, $2,000; electric sign and marquee, $1,500; draperies, $1,000; ticket machine, $250; frames, $1,500; lighting fixtures, $2,500; organ, $10,000.

However, it still remains a problem just how inexpensively a theatre of this size can be built if not designed to be a first class small house. Perhaps we'll be fortunate enough to get this data later.



Photos show the elaborate style of presentation put on for West Coast Theatres, Inc., by Fanchon and Marco. The number illustrated had two episodes. Jazz band and dancers in Chinese costumes opened before huge lantern, which remained closed until conclusion of the regular stage act—then opening revealed a decorated interior with a ladder on which were seated the tiny Chinese girls, who descended from the flies.

Decorate Chicago Streets for Tivoli Anniversary Fete

A POWERFUL box office stimulant was introduced in Chicago when Balaban & Katz's Tivoli Theatre celebrated its fifth anniversary.

The Tivoli celebration campaign, promoted by Ben Serkowich of the Balaban & Katz publicity organization was almost as big and astonishing as was his demonstration for the recent opening of the Uptown Theatre. The various Chicago daily newspapers carried stories nearly every day, but the big point of interest to the exhibitor contemplating a similar celebration, was the fact that he induced merchants to contribute nearly $2,000 to decorate the streets with flags, pennants, buntings and banners, and in addition to this daylight flash, festoons of colored electric bulbs strung along the street for eight blocks. On every trolley wire was a big banner announcing Tivoli Anniversary Week.

It was planned to shoot the opening gun on Monday noon, and the U. S. Army furnished a 75 millimeter cannon, but after the campaign to find a pretty girl to shoot it had been successfully put over, the police stopped the bombardment for fear that the concussion would break plate glass in the neighborhood. The big twentyfive mile searchlight at night, however, drew attention to the Tivoli throughout the week and the festivities were capped by the business men presenting John Balaban, general manager of the B. & K. theatres, with a set of congratulatory resolutions and a gigantic loving cup.

Wilson Managing Director of Miami Theatres

J. Victor Wilson, director of publicity at the Strand, New York City, for several years and later manager of four theatres in Watertown, N. Y., is managing director of the Strand Theatre at Miami Beach. The theatre, which opened last month, offers first run pictures and elaborate musical programs. It is operated by the Mirimar Strand Theatre Corp.

The company will open another house in Miami in August. This also will be under the direction of Mr. Wilson, who will produce stage presentations

Universal Engages Jack Savage to Design Presentations for Jewel Features

UNIVERSAL has announced the engagement of Jack Savage, stage producer, to design presentations for the company's Super-Jewel screen productions. Mr. Savage will establish a new department at Universal, designing stage settings and presentation acts to conform with the outstanding ideas and themes of the pictures. The complete sketches of settings and outlines of action for the presentations will be included as a new feature of the Universal press books. They will be carried, also, as a regular department of the Universal Weekly, the company's house organ.

Savage has produced many notable works for the musical comedies. Several of his pictorial ideas were included in last year's "Follies" show, and he is responsible for a number of features in the "A Night in Paris" production now current at the Century Theatre, New York.

His first presentation for Universal will be for "The Flaming Frontier," the design and complete plan for which will be detailed and illustrated with line cuts in a special insert in next week's issue of Universal Weekly.

Leo Brecher, manager of Universal's chain of presentation theatres, is devising a department for the adaptation of Mr. Savage's presentation sketches and plans to the necessities of all of the larger theatres when they are playing these Jewel pictures; and Al Fair, manager of Universal's chain theatrical enterprises, will do the same with the larger chain of theatres which he manages.

The MANAGER'S OFFICE

ROY TILLSON has been appointed manager of the State theatre in Pontiac, the new Butterfield house to be opened soon, it was announced by E. C. Beatty, general manager of the circuit. Mr. Doreman, formerly assistant manager at the Fuller in Kalamazoo succeeds to Mr. Tillson's place as manager of that house.

HARRY EASTON, former manager of the Blackstone theatre, in South Bend, Ind., is the manager selected for the new Butterfield Capitol theatre in Owosso, which officially opens Sunday, March 4th.

BEN BERG of Kansas City, Mo., is the new manager of the Fourth Street Theatre, Moberly, Mo.

AL CROOKS is in charge of the State Theatre at Eureka, Cal., as local manager for Geo. Mann chain of houses.

THOMAS DWYER has been named as assistant to Alec Sayles, general manager of the Leland and Clinton Square theatres in Albany, and the Empire in Glens Falls.

Missouri and St. Louis Star "Charleston" Contest

The Missouri Theatre in co-operation with the St. Louis Star held a national Charleston Contest the week of February 20. Champion pairs from eight large cities were entered in the contest.

The first prize was a Gardner Foursome roadster valued at $1625, the second prize a phonograph and the third a tuxedo and evening gown.

Opening Schedules Changed at Schenectady Houses

The State, Strand and Albany theatres in Schenectady, operated by W. W. Farley, have changed their policy recently, with the result that the week opens at the Albany on Thursday, at the Strand on Friday, and the State on Saturday.

Eddie Elkins Orchestra on Rialto Bill This Week

Eddie Elkins and his jazz orchestra are appearing at the Rialto theatre, New York this week. The Elkins organization played at the Rivoli for the first four weeks after that house opened with the Publix policy shows. They return to New York after an engagement at the Metropolitan in Boston.

Use Double Features in Lent

Many of the second-run houses in Schenectady, N. Y., are putting on double features this month in the hopes of overcoming the effects of the Lenten Season.

Orville and Patti Harrold in Current Mark Strand Frolic

JOSEPH PLUNKETT offers a wide variety of entertainment in his presentation at the Mark Strand, New York City, this week. The number, which runs about 25 minutes, has Orville and Patti Harrold as featured artists, with Rita Owin, eccentric dancer in her second week at the Strand, and Tevis Huhn, "Banjo Virtuoso," included among the specialties presented in conjunction with Colleen Moore in "Irene."

The enlarged stage space at the Strand is employed to good effect by Mr. Plunkett in mounting his presentation. The number opens with a Gypsy dance featuring Mlle. Klemova and M. Daks with the Strand Ballet Corps. The dancers enter from a tent, centered before the black velvet drop, used effectively to set off the orange costumes of the dancers. Orville Harold sings "M'Appari" and then his daughter Patti renders "Lo! Hear the Gentle Lark," both winning a warm hand. Rita Owin then sings "Somebody Loves Me," and follows with some of her dancing. Tevis Huhn wins applause with his banjo rendition of popular songs, but seems to create more wonderment than interest with his "imitation of two banjos."

An exterior of the "Madame Lucy" shop is the setting for the singing by the Harrolds of "Falling in Love with Someone" and a remarkably well done dance by Miss Owin. The mannequins of the shop window do some steps and formations in the "flicker" light, during which the drop representing the interior of the shop is lowered—a touch which won response from the audience. Patti Harold sings "Alice Blue Gown" from "Irene" and the act is brought to a close with an ensemble with Miss Owin in the center of the stage.

Capitol, New York, Bill Playing Second Week

The Capitol Theatre, New York City, is offering a repeat program this week, the entire bill duplicating that which was presented last week with "Ibanez' Torrent" as the featured photoplay. Highlights of the stage numbers are the singing of negro Spirituals and Southern melodies by the Dixie Jubilee Singers in conjunction with the showing on the screen of "Deep River," an A. B. Carrick film. "Spanish Rhythms" is the title of the ballet presentation, in which Doris Niles and the Capitol Ballet Corps are featured.

Cambria's Garden Festival at Rivoli, New York

Frank Cambria, producer of many presentations for B & K in Chicago, whose work was introduced in New York at the Rivoli theatre last week with his offering "Great Moments from Grand Opera," is again represented at that Broadway house this week. "Garden Festival" a revue is the title of the current Cambria work at the Rivoli, where Richard Dix in "Let's Get Married" holds the screen as the featured photoplay.

Programs at State Open Sundays

The State theatre, a first run house in Detroit, which changed its opening day a few weeks ago from Sunday to Monday, has gone back to its former policy.

Setting for a musical offering at the Eastman Theatre, Rochester, N. Y., in which Scotch songs were featured. Solo renditions of "Comin' Through the Rye," "Loch Lomond," "Annie Laurie" and other Scotch airs were supplemented by choral singing and a finale featuring dancing of a Highland Fling. Norman Edwards designed the setting.

Charles Previn Directing Missouri Orchestra

Charles Previn for four seasons musical director of the St. Louis Municipal Theatre Association has been engaged as conductor of the Missouri Theatre orchestra by Skouras Brothers.

Previn is known in St. Louis as the "scoreless conductor" from his ability to direct light operas at the Municipal Theatre from memory. He graduated from Cornell in 1909. He has since directed a long list of musical shows including Ziegfeld's production "Louie the Fourteenth."

Frank Farnum's Act Plays Loew's State, St. Louis

On the stage of Loew's State Theatre, St. Louis, from February 20 to 26 inclusive Frank Farnum danced the Charleston steps he introduced a few years ago.

On this tour he had surrounded himself with an aggregation of musicians and two teams of dancers and on the whole the offering registered with audiences,

Dorma Lee sang the Carmena Waltz and "When the One You Love Loves You." She was accompanied by Don Albert's orchestra.

Two Vaudeville Acts on Bill at Rialto, Omaha

Two acts, Victor, whistling piano-accordeonist, and Lillian Bernard and Flo Henrie, made up the stage features offered in connection with the photoplay "Behind the Front" at the Rialto Theatre, Omaha, last week. Victor plays a piano-accordeon equipped with a "vox humana" attachment. The Bernard and Henrie act offers a repertoire of popular songs.

"Bits of Irene" Scores at Grand Central, St. Louis

The Sixteen Missouri Rockets were the visitors of the week at the Grand Central Theatre the week of February 20, having moved across the street to make room on the stage of the Missouri for the national Charlestoners.

"Bits of Irene" was the tableaux offering of these Tiller-like dancers and they went across in very good style. In their number they had the assistance of Paul Small, tenor; Charlotte Woodruff, soprano, and Maree and Korenoff, Russian dancers.

Dave Silverman conducted the playing of "America" as an overture during which a picture of George Washington and the "Spirit of '76" was flashed upon the screen. Stuart Barrie at the organ also worked in some patriotic lyrics. On the screen "Irene" was the feature and "My Swedie" was the comedy.

"Crinoline vs. Jazz" Stage Act at Sun, Omaha

In connection with "Sally, Irene and Mary" the stage feature offered at the Sun Theatre, Omaha, last week was designed to show the contrast between standard classical music and modern jazz. It was titled "Crinoline vs. Jazz" and featured Harvey Gatchett, the Misses Hall and Barr and the national Male Quartette. Gatchett staged the presentation.

Publix Shows at Newman Starting March 6

Beginning March 6 the Newman theatre will present the Publix Theatre corporation's stage specialties exclusively in Kansas City, according to Bruce Fowler, manager of the Newman. The Newman for several years has featured stage specialties and elaborate prologues, but this is the first instance in which the theatre has been on a regular circuit.

"Song Gems" Presentation at Victory, Denver

"Song Gems" was the title of the stage presentation at the Victory theatre, Denver, last week. Francis Rechnitz, Iras Wilson and Florence McCoy were featured in the number, offered in conjunction with "The Ancient Highway.

Resume of Progress in Industry During 1925

Many Improved Methods and New Equipment Give Promise for Future Developments

(This resume of the progress made during the past year in this industry along technical lines is continued from last week. This article first appeared in the Society of Motion Picture Engineers printed transactions.)

Lenses

A new projection lens of English manufacture is claimed to have very high illumination efficiency and is so designed that it is not necessary to move the lens forward and backward when the projector has a front threading gate. Marginal definition is said to be as good as at the center of the field. Projector lenses of large aperture are recommnded for use with mirror arcs in conjunction with a single condenser lens.

A German f/2 lens possesses at full aperture very high speed, but at smaller apertures is slower and has lower brilliancy than other types.

A new condenser for arc lamps of foreign manufacture consists of two front plano-convex lenses and two rear strongly curved meniscus lenses. All except the last front component are of nearly colorless fireproof glass which permits the condenser to be brought to about one inch from the arc crater with a resulting increase in light efficiency due to the increased collecting angle subtended by the lens.

The manufacture of curved surfaces other than spherical, with special reference to the use of spherical tools, has been published as part of a "Cinematographic Study of the Working of Optical Surfaces." Suggestions for practical tests of projection lenses were presented at the Chicago meeting.

Lighting Equipment

Some of the producing companies carry powerful and elaborate equipment for the production of desired lighting effects, no matter where the pictures are to be taken. One company boasts of two 1600-ampere portable generators, one of 800-ampere and another of 400-ampere rating, in addition to a 300-kilowatt generator mounted on a trailer. All of these units are equipped with their own engines. The lighting equipment includes two 30-inch arc searchlights, several of smaller size, 15 high intensity arc spotlights, 50 smaller spotlights, and 150 side lighting units. If used at one time these equipments could furnish an enormous amount of light for almost any location and almost literally turn night into day.

Photomicrography

Successful motion pictures of microscopical objects are only possible if the camera and miscroscope are separated so that vibrations of the former are not transmitted to the latter and if the field can be observed during the process. This is possible by means of the Goldberg microscope attachment, which contains a semi-transparent mirror that reflects part of the light perpendicularly into the camera. The movement of the object can be observed during the operation, and consequently it can be maintained in focus. Sharp pictures may be obtained at distances from 7 to 80 cm.

Physics

Of especial interest in connection with the inventions of devices to produce cold light which appear from time to time is the complete classification of various types of luminescence which appears in a recent publication. Each type is clearly defined. It is of interest to note that the efficiency of the firefly as a producer of cold light may not be as high as is ordinarily supposed on account of the lack of measurement of non-radiated heat. The light efficiency of phosphorus is only about one-thousandth that of the Mazda lamp.

For the determination of the percentages of light reflected by surfaces, a new reflectometer has been developed which is simple in construction yet has good accuracy.

Projectors

A continuous projector of German manufacture (Leitz) employs a complex lens system in which the light passes through six lenses and is reflected four times before being sent toward the screen. The resulting light loss is estimated at 50 per cent. From the condensing lens light passes to rotating and oscillating mirrors, a total reflection prism, into the projection lens, to another rotating and oscillating mirror, the second projection lens, mirror, and then to the screen. It is reported that the projection is bright, crisp, and steady, and the machine can be run at speeds above normal or at two or three pictures a second only. It appears to be a marked scientific advance but has two drawbacks: (1) The first cost is high, and (2) the wearing qualities are still undetermined.

Another optical system for continuous projection utilizes an optically correct glass ring on whose inner periphery are a number of lenses, the whole rotating around the ring center, which is the common focus of all the lenses. Projection speeds as low as three pictures a second are stated to be satisfactory. Still another continuous projector which carries up to 5,000 feet of either standard or narrow width film is similar in appearance to a standard phonograph. A continuous film movement is used on a projector produced in Germany for advertising purposes in show windows. It is entirely automatic in operation.

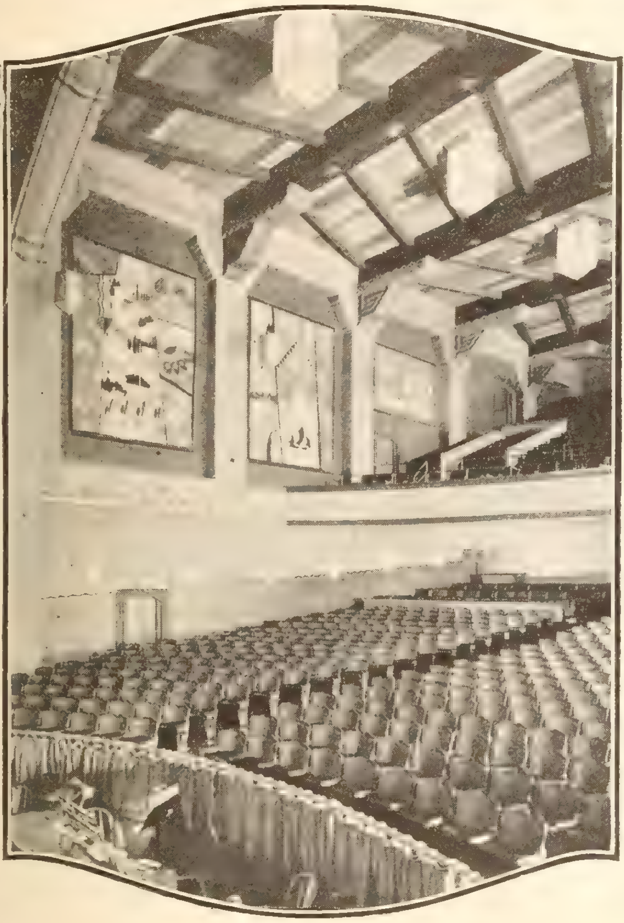
An English projector recently introduced has a horizontal film box and automatic rewind, which uses a large diameter central hub, and a split spool in the lower film box. For re projection the outer half of the spool is unlocked, placed in the upper horizontal film box, and the film threaded through a curved track protruding from the box. The shutter sends a current of air to the film.

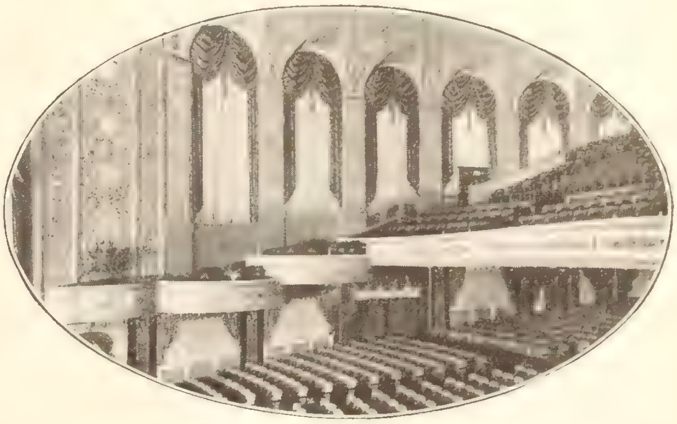
At the Leipzig Spring Convention held in 1923, the A.E.G. new model projector shown was fitted with a device for projecting still pictures. A shutter placed in front of the film gate both absorbs heat and generates a blast of air for cooling the gate.

Various methods have been employed for reducing the heat in the light beam or rapidly cooling the film in mirror arc projectors. For both cooling the beam and concentrating light to the film gate, an optical device has been devised which fits on the lamphouse. A brass cylinder carries a negative concave lens and a large diameter positive convex lens; the combination produces a slightly negative value. About 2 per cent

(*Continued on page* 1226)

Interior of Wm. Brandt's new Carlton theatre, Brooklyn, N. Y. This house is very attractively designed and is considered one of the finest in its immediate territory.





Above—Interior view of The Earle Theatre
Washington, D. C.

◆

Left—Interior view of San Mateo Theatre
San Mateo, California

◆

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Interior view
of The Exeter Street Theatre
Boston, Mass.

The new Carlton theatre, Brooklyn, N. Y., which was recently opened by Wm. Brandt. This view shows one of the attractive corners of the theatre.

Resume of Progress During 1925

(Continued from page 1224)

loss of light and 50 per cent heat reduction are claimed, although the first figure is obviously incorrect.

For the cooling of film by the use of an air-blast, one system takes air directly from the projection room, while the other uses moistened air. The data showed that the film life was nearly doubled when using moistened air. The use of a cooing cell containing a solution of copper sulphate is criticized on the basis that the efficiency of the lamp is decreased by 40 per cent. The air ventilating shutter scheme is recommended, since it is said to decrease the heat by 50 per cent without affecting the light intensity. Another writer discusses the absorption of heat by photographic silver density and presents measurements obtained to show the effect of certain liquids intended to absorb the heat in a projection system. Temperature data have been obtained in Germany for ordinary and reflector arcs for film cooled by compressed air.

Exception is taken to Flinker's data on the shrinkage of motion picture film exposed to an air blast; the point is made that if the life of a film is assumed to be 500 projections, the total exposure time would be considerably less than that required to cause a shrinkage of 1 per cent, which is considered the practical limit,

As a speed indicator, an automobile speedometer has been used attached to the projector machine shaft. Another European device stops the projector when the lamp house is moved to one side by opening the motor switch.

In a hotel ballroom where it was desired to install a motion picture projector in such a way that the elaborate furnishings would not be interfered with, such as modification in the design of the chandeliers on account of interference with the light beam, the problem was solved by directing the beam in such a manner that it did not strike the chandeliers. This was effected by the use of a two-mirror periscope which dropped the beam several feet below the level of the projector objective. A tandem condenser system was employed with special large diameter objective fenses, incandescent lamps being used to project the pictures 145 feet.

A new lamp unit for theatre projectors uses a relay condenser system and incandescent lamps.

Projection Room Equipment and Practice

A film inspection machine has a set of fingers and rolls on an automatic rewind, so connected with the driving mechanism that a poor patch, break in the perforation, or a tear in the film, stops the rewinding.

Coating the perforation area of a film with opaque white at the change-over point is reported to be a satisfactory method of indicating to the projectionist that the end of the reel is approaching. Another change-over signal suggested to audibly warn the projectionist is increase in the film thickness so that it would make a noticeably different sound on passing through the projector gate.

For a film joiner a glass plate is mounted on a wooden base on which half a hack saw blade is mounted. The film is pushed under the blade with the free edge projecting from the smooth side. The other half of the blade with the edge ground flat is used to scrape the emulsion off the film.

The allotment of adequate funds for the equipment and maintenance of the projection room is strongly recommended as necessary to give the patron his due as well as from the standpoint of good business.

Radio Vision

As a leading editorial writer states, "radio vision is not an impossibility, and it is conceivable that in any home there may be a white screen on which will appear a moving picture from any station where something of interest is going on." The work of one of our members and his recent report of progress in the "Transactions" has been followed with interest by the Society. English and French experimenters are also active on the problem.

Standardization

It is proposed in Germany that cores in film spools be standardized for motion picture cameras with a standard position of the film with respect to the emulsion coated side and a standard manner of winding raw film by the manufactarers. The disadvantages of having to rewind film before putting it into the camera are discussed. In another discussion of standardization of film widths, it is proposed that it would be wise for German manufacturers to adopt the 16 mm. width for amateur use as has been done in this country.

A cinematographer discusses the demand for rapid projection by theatre managers, which he states is often 70 feet per minute or more, and advocates returning to the standard of 16 pictures per second as a means of reducing the loss in torn sprocket holes and other film damage.

Stereoscopic Projection

For the projection of stereoscopic pictures a French method superimposes two images simultaneously on the screen. A relief effect is obtained by means of the so-called disk pulsator. The total light falling on the screen is constant at all times, but the intensity of illumination of the two images is varied in a continuous manner by means of a glass disk having dark and light zones. A partial stereoscopic effect is planned for an English development known as the Pulsograph. It operates on the principle of projecting pictures alternately from a pair of films. Another process for stereoscopic motion pictures uses only one camera, one projector, and a single film. No experimental details are given.

Studio Lighting

In discussing the illumination of motion picture studios a report prepared by the Société Française des Electriciens covers both the photographic requirements and the physiological effects on the skin and eyes. Since the effects on the skin may be remedied by the use of grease paint or other preparations, the report emphasizes particularly the effects on the eye. Two suggestions are made to diminish the harmful effects: (1) As much as possible of the preliminary work should be done in subdued light, thus exposing the eyes only while the film is being exposed; (2) Diffusing material should be placed between the actors and the light source or glass to absorb the ultra-violet rays. The author concludes that the final solution lies in the use of panchromatic negative film which will obviate the use of light sources harmful to the eye.

The use of a blue filter for examination of the lighting quality of a studio setting is proposed. Blue bulb photographic incandescent lamps are recommended for "bank" lighting effects to supplement daylight. Yellow tinted screens are useful in portraiture when an enclosed arc is employed which tends to give distinctly violet light.

Where electricity is not available, as on distant locations, magnesium candles can be used as light sources. The need for protecting the eyes against strong violet light is discussed.

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Inquiries and Comments

A Problem in Screen Brightness

FOR a considerable length of time, our statements made through these columns have been consistently criticized by a writer for another trade journal. At first, these criticisms were direct and open, and were made in the truly inimitable manner of our friend, the Editor.

Having met with but little success on the several occasions, however, our critic adopted the more subtle method of calling in a third party; a projectionist with optical proclivities, who, upon the least provocation, would give forth an extremely long abstruse theoretical explanation which would unfailingly show us up in a bad light.

Once Too Often

Friend Editor could then sit back and give a cold, calm, dispassionate judgment of the whole affair, either agreeing with his adviser, or, if he saw the net closing too tightly about him, he could daintily sidestep by professing complete ignorance; thus avoiding much embarrassment occasioned by a step in the wrong direction.

Like the much fabled pitcher that traveled to the well, however, this cute little trick was tried once too often, with the result that friend Editor found himself in an awkward position which presented no avenue of escape.

The particular statement which was under attack this time was one which had been repeatedly made (and explained) in this department—that the brightness of any object is independent of the distance from which the object is viewed. It is the fundamental law of brightness and is clearly understood by any illuminating engineer. There is nothing complicated about it and it can be easily explained. The explanation, for that matter, was given in these columns under date of November 24, 1924.

Just recently, in a series of articles on "Standardized Screen Brightness," we pointed out a practical application of this law in connection with motion picture screens, and made the statement that such a screen, when illuminated, would appear just as bright at a distance of 150 ft. as at a distance of 25 ft.

Did Not Believe It

We knew that this statement conflicted with the views of our contemporary. Nevertheless, we were determined to establish this important fact in the minds of the projectionists.

Immediately thereafter, our optical friend gave out the following problem, calling upon the projectionists at large for the correct answer. We quickly recognized in it a disclaimer of our statement that brightness did not vary with viewing distance and an attempt to prove that it varied inversely as the square of this distance.

Here is the problem:

"Conditions are, a screen area of 18 x 13½ feet, even distribution of light thereon and level projection. Photometer test shows a total of 4860 lumens of light on the screen surface as a whole. Test plate of photometer same kind of surface as screen. (Specific table for values designed.) Assume floor to be level. Ignore difference between height of eyes of different persons and centre of screen.

"What would be the brilliancy of *center of screen,* in candle power, to the persons walking down a side aisle which runs parallel to the centre line of the screen, and is forty feet from it, at the following angles to the centre of the screen: 20, 30, 40, 50, 60, and 70 degrees, provided a 27 screen surface be used for the experiment?"

Now that so-called problem is utterly impracticable since it will permit of no solution and only serves to reveal a lack of knowledge on the part of the questioner regarding simple optical action.

Nevertheless, our editorial friend rose to the occasion and promptly set about finding ways and means of effecting a solution of the problem.

Wrong Again

But in this he was wrong again, for in casting about for a solution he received some expert advice from disinterested parties to the effect that he was in error.

It was too late to change, however, and an answer of some kind was necessary. There remained but one thing to do in the dilemma, namely, to fall back on the old stand and plead ignorance.

Proof

In an effort to extricate himself from his position, a trip was made to a local theatre for the purpose of determining whether any difference in screen brightness could be detected when the observer placed himself at various distances from the lighted screen.

This was done and the results of the visit only served to assist in convincing him that brightness did not vary with distance.

Of course, such a simple test can hardly be taken as conclusive proof of the thing, as the eye is a notoriously poor instrument for judging brightness. More precise instruments are required for this service.

Difficult?

In an attempt to whitewash the whole affair and endow it with complications which can hardly be said to be attached to the phenomenon, our writing friend has the following to say:

"Nor is Brother (————) to be in any degree blamed or censured if he is in error in this particular matter—and I now am convinced he is. So far as I can see and understand, he picked out the one most difficult possible thing in all projection optics."

Now that, we hold, is a rather broad statement to make and one which is, in truth, hardly warranted. Just what is so difficult to understand about this whole affair? Where do the complications come in?

Instead of being difficult, it is quite the opposite; simple in fact. All that is required is a truthful explanation of the operation of this law.

Stanley's New Camden has Auspicious Opening

The Stanley Company of America's further invasion of the Southern New Jersey territory was marked by the formal opening Friday evening, February 19th, of the Stanley Theatre, 6th & Broadway, Camden, N. J. Invitations had been issued to several hundred people and a dedicatory program was carried out. Jules E. Mastbaum, President of the Stanley Company, made the principal address and was followed by C. E. Baker, President of the Chamber of Commerce, and Mayor King, of Camden. Mayor James J. Walker, of New York, who occupied one of the boxes, was given an ovation by the guests but owing to his illness, did not respond.

The theatre, which has a seating capacity of 2,200, is finished in rose and old gold, with gold predominating. Panels of damask surmount the walls of the main auditorium, the mezzanine floor and the ladies' and gentlemen's retiring rooms. The balcony alone seats 1,150 people. One of the outstanding features is the crystal chandelier in the dome of the auditorium.

The house will be devoted to pictures and will, for the time being, run two acts of vaudeville. It will be managed by John McGinn, who has been in charge of the Grand Theatre in Camden for the Stanley Company.

A buffet supper was served in the Hotel Walt Whitman to a few friends of the Stanley Company following the dedicatory performance.

Plans Announced for Two Missouri Theatres

The Josephson Amusement Company, 1201 Chambers Building, Kansas City, Mo., has retained R. H. Sanneman, 519 Lee Building, Kansas City, to prepare plans for a new motion picture theatre in Trenton, Mo.

Bids are being taken on the new theatre to be erected on Edmond Avenue, St. Joseph, Mo., by J. H. Cooper of New York and Eli Shire of Lincoln, Nebr. The house will be three story, 75 by 140 feet and of concrete, brick, steel and terra cotta construction. It will cost upwards of $250,000. Boller Brothers, 114 West 10th, Kansas City, are the architects.

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Majestic at Rochester to Open March 17

The New Majestic Theatre at Jefferson and Plymouth Avenues, Rochester, N. Y., is scheduled to open March 17th under the management of Henry (Hank) Adam who is also in charge of the Rochester Theatrical Exchange. The Majestic is another example of the fine type of neighborhood theatres which have been constructed in Rochester during the past year. Seats for 500 have been provided although the design of the house will permit the easy addition of a 400 seat balcony. Projection is furnished by Power's machines. Messrs. Zimmerman and Weiner are the builders and owners of the Majestic and while the policy has not been entirely decided upon, it will probably be vaudeville and pictures.

Strand at Pottstown, Pa. Formally Opened

The new $350,000 Strand motion picture theatre, Pottstown, Pa., having a seating capacity of 1,270, was formally opened with brief dedicatory exercises and an address by Burgess John J. Klink. Bennethum & Snyder, who built this modern photoplay house, also operate the Hippodrome in Pottstown. The new theatre is modern in every respect and representatives of practically all the big film companies and supply houses were in attendance at the opening. The house is to be managed by Luke Gring, who has long been identified with the George Bennethum Enterprises, and who already has the direction of the destinies of the Hippodrome and Opera House in Pottstown, and the Lyric in Boyertown.

The Strand is equipped with a large three-manual Kimball organ.

Robert Morton Organ for Baehr's Crystal

Arthur D. Baehr, of the Crystal Theatre, Detroit, Michigan, was in Chicago last week and while there closed a contract with Manager Wilder of the Robert Morton Organ Co., for the installation of a large Robert Morton Unit Organ in Mr. Baehr's new 1800 seat theatre now under construction in Detroit.

It is understood that Mr. Baehr has in view the erection of other theatres in Detroit, and before many months will be operating a strong circuit of theatres.

Mr. Baehr is one of the charter members of the Michigan Exhibitors League and a member of the Michigan Board of Arbitration.

Bids Received on Three Detroit Projects

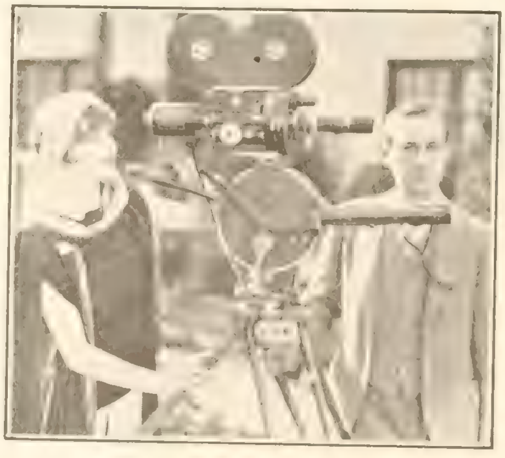
Theatre projects under consideration for Detroit, on which building bids are now being received are: A one-story theatre addition, 75 by 128, at 3515 Seventeenth Street. Theatre seating 1,500, with two stores, 110 by 175, at Mack and Chalmers. A one-story brick theatre, 30 by 120, to be erected at Dequindre and Minnesota Avenues.

Cameraman Invents Device that Doubles Special Panoramism

It has been announced that a device has been invented by which two negatives can be secured with one "set-up" of the tripod of two specially arranged cameras. John W. Boyle, A. S. C., is the inventor.

Cameramen who have seen the device in operation are of the opinion that it will revolutionize that process of cinematography known as panoramism, and will also eliminate much of the time wasted at present is matching up close-shots with corresponding long shots.

Briefly, the device consists of a metal block, which is clamped to the top of an Akeley camera, and to which a Bell and Howell camera is in turn clamped by its bottom side. Both lenses, that of the Akeley and that of the Bell and Howell, are set to cover the same field. The device operates in this manner: The Akeley camera is handcranked as usual, but the Bell and Howell is operated by a motor drive. Both cameras, in this way, revolve on the balanced Akeley tripod.



Anna Q. Nillson is seen inspecting John W. Boyle's new duplex camera arrangement. This invention is designed to facilitate taking closeups and long shots at the same time.

This duplex arrangement makes it possible to secure at the same time not only two perfectly matched negatives, but it also will provide the director with perfectly matched long shots and close-ups at the same time and whenever desired. In order to procure the long shot and close-up simultaneously it is merely necessary to fit the cameras with appropriate lenses. In this way much time is saved for the director in eliminating the necessity for retaking the same action in a far and near set-up.

The element of ameliorated panoramic potentiality is explained as follows:—Ordinarily it is necessary to use two separate camera units each on individual tripods. When a panorama of more than one hundred eighty degrees is taken, the instruments come within photographic range of each other, thus spoiling at least one of the negatives. Boyle's method eliminates this possibility for one camera is above the other instead of alongside. It also eliminates the necessity for two camera operators.

With these objects in view, that of saving time, that of matching negatives perfectly, that of attaining a better panorama, that of obtaining close shots and long shots at the same time, and because of its efficiency and inexpensiveness, Mr. Boyle believes that the device will soon be in common use in all studios. Many camera authorities agree with the inventor, who has taken papers of patent out on his mechanical brainchild.

McAuley Claims Equipment Business on Increase

Orders are the barometer of good business and orders are plentiful, according to J. E. McAuley, who has just returned to his Chicago headquarters after six weeks' trip during which he visited eastern distributors of the J. E. McAuley Manufacturing Co.

As a result of his observations in the east and a recent survey of the entire country his forecast for the coming season is very optimistic.

According to Manager C. A. Hahn of the J. E. McAuley Co., the reflector arc lamp has practically taken the place of the old type vertical arc lamp on new projector equipment.

Bearing out his statement as to the remarkable increase in the use of this type of lamp, Mr. Hahn points out that Peerless reflector arc lamps have been installed in the new houses that have been opened in Chicago in the last four months, including Andrew Karza's 3,000 seat theatre, the North Center, Ascher Brothers' Midwest, Terminal and Highland, the latter of which will open in about two weeks; Lubliner & Trinz State Theatre, and Biba Brothers' Ritz Theatre, all have installations of Peerless reflector arc lamps.

Theatre men will be interested in the comprehensive catalogue that has just been issued on the Peerless reflector arc lamp.

Grubel Bros. to Improve Entire Circuit

A huge improvement in the entire chain of theatres of Grubel Brothers is planned for this spring, according to A. F. Baker, manager of the Electric theatre, Kansas City, Kan., owned by Grubel Brothers. The Electric theatre in Springfield, Mo., will be equipped with all new seats, furnished by the American Seating Company, while a new Wurlitzer organ, a new electric sign, new decorations, furnishings and carpets, to cost more than $60,000.

In Joplin, Mo., the Electric theatre will have its mezzanine floor re-arranged and modern lounging and rest rooms installed, while a new Wurlitzer organ and seats from the American Seating Company also will be included in the improvement, which will cost about $75,000. New decorations, carpets, furnishings and lighting effects also will be included.

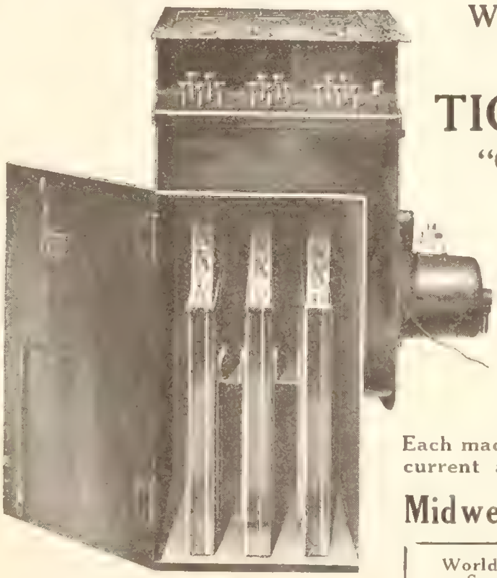
The entire front of the Electric theatre in St. Joseph, Mo., will be torn away, as well as the balcony, and a modern lobby, mezzanine and balcony constructed, as well as decorations, furnishings and new seats.

Danz Announces Plans for New Seattle Theatre

John Danz, owner and general manager of a number of downtown and suburban motion picture houses in Seattle, Wash., last week announced that he is about to begin construction on what will be his most pretentious house. The new theatre will be built on the southeast corner of California Avenue and Oregon Street, in the West Seattle district, and will have a seating capacity in excess of 1,400. It will be built on a site owned by Mr. Danz, and the building will permit construction of a theatre 137 x 65 feet in size, in addition to a spacious lobby and store spaces. It will be practically the largest suburban house in Seattle, and is within a short distance of the Granada Theatre, another modern motion picture house that is now under construction in the same district.

Kallett Buys Theatre Site at Rome, N. Y.

One of the biggest real estate deals of the last several weeks of interest to motion picture circles, occurred a few days ago when J. S. Kallett, manager of the Carroll Theatre Amusement company, of Rome, bought two strips of property adjoining the present Star theatre, for the purpose of erecting an 1,800-seat house as soon as weather permits. The company is already operating the Strand and Family theatres in the same city.



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MOVING PICTURE OPERATOR (licensed), signpainter, wishes steady position anywhere. J. Hengartner, 841 Tiffany St., New York City.

OPERATOR and electrician with 9 years' experience in large houses; married; wants work at once. W. F. Ingalls, 313 So. "B" St., Oskaloosa, Iowa.

MANAGER. — At liberty after March 15th; 20 years' experience managing vaudeville, road show, combination, picture, and picture with presentation houses; able to do own publicity and exploitation work; able to build own presentations and prologues; also able to buy and book vaudeville, pictures and road shows; have the very best of references from former positions and recognized showmen; am a business getter, as proven, and like lots of hard work; prefer large Class A theatre or a group of smaller houses; salary, what I am worth to you, or will consider percentage proposition, or a fair starting salary; married; 39 years old; will go anywhere if there is chance of advancement. Address, Manager, Motion Picture News, New York City.

AT LIBERTY.—Manager; live wire; 10 years' theatrical and motion picture experience; exploitation, advertising and ideas. Box 650, Motion Picture News, New York City.

WOMAN PICTURE ORGANIST. — A-1; large library; country preferred. Madame Quinney, 1015½ Bangs Ave., Asbury Park, N. J.

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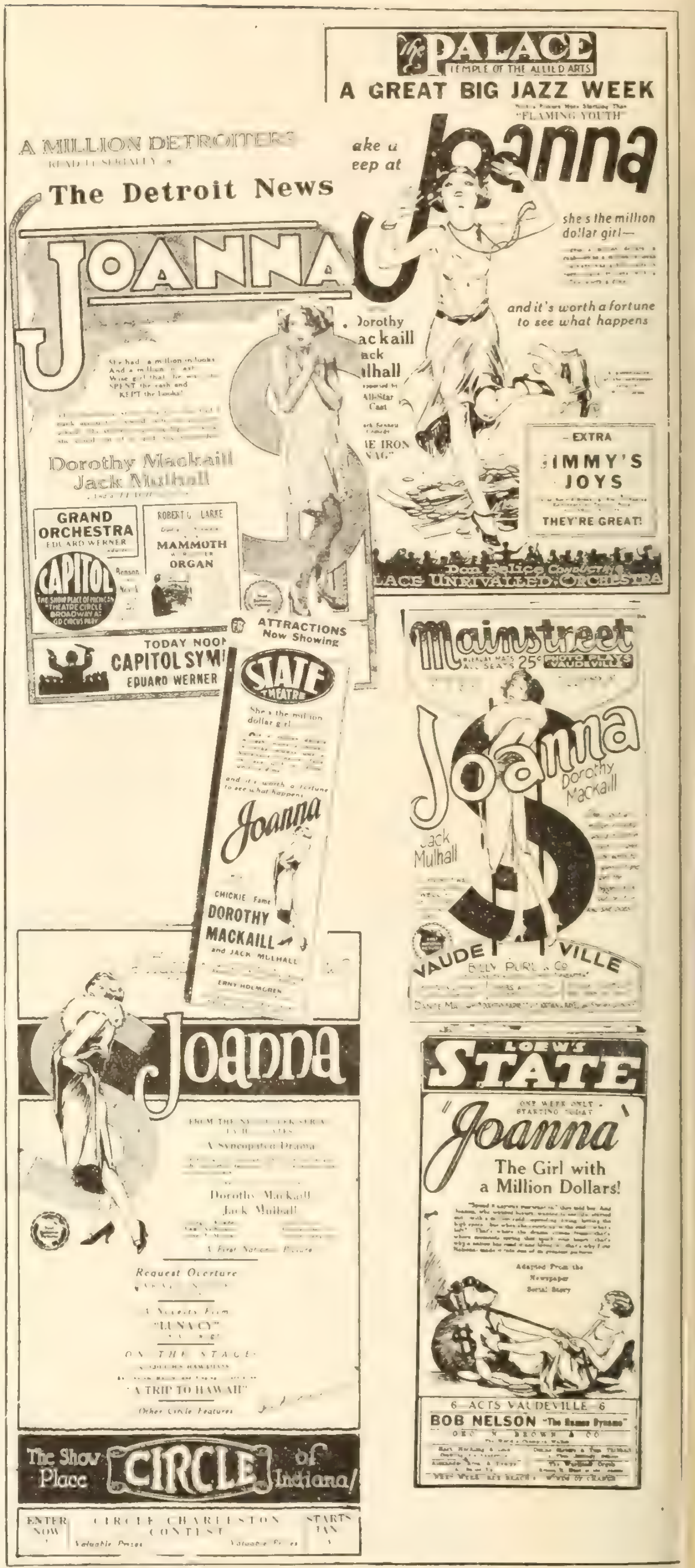
WILL sell basic patents on "Aiselite," designed to illuminate aisles; this device is used in many prominent theatres, but not manufactured at present; patent expires in 1937; if interested communicate with patentee. I. I. Hance, Meriden, Conn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6 ACTS VAUDEVILLE 6
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First-run theatres throughout the country featured the jazz elements of First National's "Joanna" in their newspaper displays, as shown in the group of representative ads above. They range from one to three columns in width and show wide variety. Theatres represented in the group are the State, Minneapolis; the Circle, Indiana; Capitol, Detroit; Loew' State, Cleveland; the Palace, San Antonio; the Main street, Kansas City.

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Amazing Quest, The	Henry Edwards	Cranfield & Clarke	5500 feet	
As No Man Has Loved	Special Cast	Fox	7929 feet	Feb. 28
Battler, The	Kenneth McDonald	Bud Barsky (S. R.)	5000 feet	
Below The Line	Rin-Tin-Tin (dog)	Warner Brothers	6001 feet	Oct. 31
Big Pal	William Russell	Ginsberg Dist	4543 feet	Oct. 24
Black Cyclone	Rex (horse)	Pathe	5058 feet	May 30
Business of Love	Pitts-Horton	Astor Dist. (S. R.)	6008 feet	Dec. 19
California Straight Ahead	Reginald Denny	Universal	7238 feet	Sept. 12
Coast of Folly	Gloria Swanson	Paramount	6840 feet	Sept. 12
Coming of Amos	Rod La Rocque	Prod. Dist. Corp	5677 feet	Sept. 19
Cyclone Cavalier	Reed Howes	Rayart (S. R.)	4928 feet	Sept. 26
Dark Angel, The	R. Colman-V. Banky	First National	7311 feet	Sept. 26
Don Q, Son of Zorro	Douglas Fairbanks	United Artists	10264 feet	June 27
Free to Love	C. Bow-D. Keith	B.P.Schulberg(S.R.)	4825 feet	Jan. 2
Freshman, The	Harold Lloyd	Pathe	6883 feet	July 25
Galloping Jinx	Buddy Roosevelt	Artclass Pict	4488 feet	
Great Sensation, The	W. Fairbanks-P. Garon	Columbia (S. R.)	4560 feet	Sept. 26
Havoc	Special Cast	Fox	9200 feet	Aug. 29
High and Handsome	"Lefty" Flynn	F. B. O	5669 feet	Feb. 20
His Majesty Bunker Bean	M. Moore-Devore	Warner	7149 feet	Sept. 26
His Master's Voice	Thunder (dog)	Lumas Film	5700 feet	Nov. 14
If Marriage Fails	J. Logan-C. Brook	F. B. O	6006 feet	May 23
Kentucky Pride	Special Cast	Fox	6652 feet	Sept. 19
Knockout Kid, The	Jack Perrin	Rayart Pict. Corp. (S. R.)	4901 feet	Jan. 9
Let's Go Gallagher	Tom Tyler	Film Book. Offices	5182 feet	Oct. 3
Live Wire, The	Johnny Hines	First National	7000 feet	Sept. 12
Lost World, The	Special Cast	First National	9700 feet	Feb. 21
Man of Nerve	Bob Custer	F. B. O	4452 feet	Nov. 28
Man Who Found Himself	Thomas Meighan	Paramount	7168 feet	Sept. 5
Mystic, The	Pringle-Earle	M-G-M	6239 feet	Sept. 12
Never the Twain Shall Meet	Stewart-Lytell	Metro-Goldwyn	8143 feet	Aug. 8
New Champion, The	Wm. Fairbanks	Columbia Pict. (S.R.)	4547 feet	Dec. 19
Not So Long Ago	Betty Bronson	Paramount	6849 feet	Aug. 8
Once In a Lifetime	Richard Holt	Gerson Pict. (S. R.)	5000 feet	Dec. 5
Outlaw's Daughter, The	Josie Sedgwick	Universal	4375 feet	Dec. 19
Parisian Nights	E. Hammerstein - L. Tellegen	F. B. O.	6278 feet	June 20
Part Time Wife	Alice Calhoun	Lumas Film (S. R.)	6100 feet	Dec. 5
Plastic Age, The	Special Cast	B. P. Schulberg (S.R.)	6848 feet	Oct. 10
Pretty Ladies	Zazu Pitts	Metro-Goldwyn	5828 feet	July 25
Primrose Path, The	Bow-MacDonald	Arrow	5475 feet	Oct. 31
Ridin' the Wind	Fred Thomson	Film Book. Offices	5014 feet	Oct. 24
Scandal Street	Kennedy-Welch	Arrow	6923 feet	Nov. 14
Sealed Lips	Revier-Landis	Columbia Pict. (S.R.)	5770 feet	Nov. 7
Seven Days	Lillian Rich	Prod. Dist. Corp	6974 feet	Sept. 12
Shore Leave	Barthelmess-Mackaill	First National	6856 feet	Aug. 29
Siege	Virginia Valli	Universal	6424 feet	June 20
Son of His Father, A	Special Cast	Paramount	6925 feet	Sept. 19
Souls for Sables	Windsor-O'Brien	Tiffany (S. R.)	7000 feet	Sept. 12
Speed Madness	Frank Merrill	Hercules Film	4579 feet	
Spook Ranch	Hoot Gibson	Universal	5247 feet	May 2
Steppin' Out	Sterling-Revier	Columbia	5267 feet	Dec. 19
Sun Up	Special Cast	Metro-Goldwyn	5906 feet	Aug. 29
Tearing Loose	Wally Wales	Weiss Bros. (S. R.)	5060 feet	June 13
Teaser, The	Laura La Plante	Universal	6967 feet	May 30
Three Wise Crooks	Evelyn Brent	Film Book. Offices	6074 feet	Oct. 24
Timber Wolf, The	Buck Jones	Fox	4869 feet	Sept. 26
Trouble With Wives, The	Vidor-T. Moore	Paramount	6489 feet	Aug. 11
Wall Street Whiz, The	Richard Talmadge	Film Book. Offices	5452 feet	Nov. 7
What Fools Men	Stone-Mason	First National	7349 feet	Oct. 10
Wheel, The	Special Cast	Fox	7325 feet	Aug. 2
White Outlaw, The	Jack Hoxie	Universal	4830 feet	June 27
Wild Horse Mesa	Special Cast	Paramount	7221 feet	Aug. 22
Wild, Wild Susan	Bebe Daniels	Paramount	5774 feet	Aug. 15
With This Ring	Mills-Tellegen	B. P. Schulberg	5333 feet	Oct. 3

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
American Pluck	George Walsh	Chadwick	6000 feet	July 11
Beautiful City	R. Barthelmess	First National	6460 feet	Nov. 14
Bobbed Hair	Prevost-Harlan	Warner Brothers	7781 feet	Oct. 31
Borrowed Finery	Louise Lorraine	Tiffany (S. R.)	6500 feet	Dec. 5
Bustin' Through	Jack Hoxie	Universal	4506 feet	Oct. 24
Circle, The	Eleanor Boardman	Metro-Goldwyn	5511 feet	Oct. 31
Circus Cyclone, The	Art Acord	Universal	4609 feet	Aug. 22
Classified	Corinne Griffith	First National	6927 feet	Oct. 17
Clothes Make the Pirate	Errol-D. Gish	First National	7000 feet	Nov. 14
Compromise	Irene Rich	Warner Bros	6586 feet	Nov. 7
Desert Demon, The	Buffalo Bill, Jr	Artclass Pict	5012 feet	Feb. 27
Dollar Down	Ruth Roland	Truart (S. R.)	5860 feet	Aug. 29
Everlasting Whisper, The	Tom Mix	Fox	5611 feet	Oct. 24
Exchange of Wives, An	Special Cast	Metro-Goldwyn	6300 feet	Oct. 17
Fighting Heart, The	Geo. O'Brien	Fox	7032 feet	Oct. 3
Golden Princess, The	Bronson-Hamilton	Paramount	6395 feet	Sept. 19
Heads Up	"Lefty" Flynn	F. B. O	5482 feet	Nov. 21
Heartless Husbands	Gloria Grey	Madoc Sales	5000 feet	Dec. 26
Hell's Highroad	Leatrice Joy	Prod. Dist. Corp	6084 feet	Sept. 5
Hurricane Horseman, The	Wally Wales	Artclass Pict	4440 feet	
In Search of a Hero	Richard Holt	Gerson Pictures	5000 feet	Feb. 13
Iron Horse, The	O'Brien-Bellamy	Fox Film Corp	10424 feet	Sept. 13 '24
Keeper of the Bees, The	Robert Frazer	F. B. O	6712 feet	Oct. 17
Little Annie Rooney	Mary Pickford	United Artists	8850 feet	Oct. 31
Lorraine of the Lions	Kerry-Miller	Universal	6753 feet	Aug. 15
Lovers in Quarantine	Daniels-Ford	Paramount	6570 feet	Oct. 24
Luck and Sand	Leo Maloney	Clarion Photoplays	5000 feet	Feb. 27
Man on the Box, The	Sydney Chaplin	Warner Bros	7282 feet	Oct. 10
Midshipman, The	Ramon Novarro	Metro-Goldwyn	7498 feet	Oct. 24
New Brooms	Hamilton-Love	Paramount	5443 feet	Oct. 24
No Man's Law	Bob Custer	F. B. O	4042 feet	Nov. 21
One of the Bravest	Ralph Lewis	Lumas Film (S.R.)	5679 feet	Dec. 5
Other Woman's Story	Calhoun-Frazer	B. P. Schulberg	6080 feet	Nov. 7
Pace That Thrills, The	Ben Lyon	First National	6911 feet	Oct. 29
Peacock Feathers	Logan-Landis	Universal	6802 feet	Aug. 26
Pony Express, The	Betty Compson	Paramount	9801 feet	Sept. 26
Prairie Pirate, The	Harry Carey	Prod. Dist. Corp	4603 feet	Sept. 21
Pride of the Force, The	Tom Santschi	Rayart	5139 feet	Nov. 21
Red Hot Tires	Monte Blue	Warner Bros	6447 feet	Oct. 31
Regular Fellow, A	Raymond Griffith	Paramount	5027 feet	Oct. 17
Seven Keys to Baldpate	Douglas MacLean	Paramount	6648 feet	Nov. 7
Storm Breaker, The	House Peters	Universal	6093 feet	Sept. 26
Substitute Wife, The	Jane Novak	Arrow	5994 feet	Nov. 7
Thunder Mountain	Special Cast	Fox	7537 feet	Oct. 10
Tower of Lies	Chaney-Shearer	Metro-Goldwyn	6849 feet	Oct. 10
Wandering Fires	Constance Bennett	Arrow	6600 feet	Oct. 17
Wandering Footsteps	Taylor-Washburn	Ginsberg Dist. Corp	5060 feet	Nov. 21
Why Women Love	Blanche Sweet	First National	6750 feet	Oct. 31
Win, Lose or Draw	Leo Maloney	Clarion Photoplays	4988 feet	
Winding Stair, The	Special Cast	Fox	6107 feet	Oct. 17
Without Mercy	Vera Reynolds	Prod. Dist. Corp	6550 feet	Oct. 24

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Action Galore	Buddy Roosevelt	Artclass Pict	4659 feet	
After Marriage	Margaret Livingston	Madoc Sales	5500 feet	Nov. 14
All Around Frying Pan	Fred Thomson	F. B. O	5519 feet	Nov. 28
Ancient Highway, The	Jack Holt	Paramount	6034 feet	Nov. 21
Best Bad Man, The	Tom Mix	Fox	4983 feet	Dec. 12
Best People, The	Special Cast	Paramount	5700 feet	Nov. 7
Bright Lights	Ray-Starke	Metro-Goldwyn	6260 feet	Nov. 28
Calgary Stampede, The	Hoot Gibson	Universal	5924 feet	Oct. 16
Call of Courage, The	Art Acord	Universal	4661 feet	Sept. 19
Camille of the Barbary Coast	Busch-O. Moore	Assoc. Exhib	5600 feet	Aug. 1
Clash of the Wolves	Rin-Tin-Tin (dog)	Warner Bros	6478 feet	Nov. 28
Cobra	Valentino	Paramount	6895 feet	Nov. 21
Daring Days	Josie Sedgwick	Universal	4622 feet	Mar. 6
Durand of the Bad Lands	Buck Jones	Fox	5844 feet	Oct. 24
Eagle, The	Rudolph Valentino	United Artists	6756 feet	Nov. 21
East Lynne	Special Cast	Fox	8553 feet	Oct. 10
Fifty-Fifty	L.Barrymore-H.Hampton	Assoc. Exhib	5561 feet	June 24
Fight to a Finish, A	Wm. Fairbanks	Columbia (S. R.)	4603 feet	Dec. 5
Flower of Night	Pola Negri	Paramount	6374 feet	Oct. 31
Fool, The	Edmund Lowe	Fox	9488 feet	April 25
Galloping On	Wally Wales	Artclass Pictures	4292 feet	Feb. 27
Go West	Buster Keaton	Metro-Goldwyn	6256 feet	Nov. 7
His Buddy's Wife	Glenn Hunter	Assoc. Exhib	5600 feet	July 25
Home Maker, The	Alice Joyce	Universal	7755 feet	Aug. 8
Keep Smiling	Monty Banks	Assoc. Exhib	5400 feet	Aug. 1
King on Main St., The	Adolphe Menjou	Paramount	6229 feet	Nov. 7
Last Edition, The	Ralph Lewis	Film Book. Offices	6400 feet	Oct. 17
Lazybones	Special Cast	Fox Film	7236 feet	Oct. 31
Lights of Old Broadway	Marion Davies	Metro-Goldwyn	6437 feet	Nov. 14
Manhattan Madness	Dempsey-Taylor	Assoc. Exhib	5500 feet	July 25
Merry Widow	Mae Murray	Metro-Goldwyn	10027 feet	Sept. 12
Midnight Limited	Glass-Hawley	Rayart	5855 feet	Jan. 2
New Commandment	Sweet-Lyon	First National	6980 feet	Nov. 14
Old Clothes	Jackie Coogan	Metro-Goldwyn	5915 feet	Nov. 14
Only Thing, The	Special Cast	Metro-Goldwyn	5824 feet	Dec. 5
People vs. Nancy Preston	Bowers-De La Motte	Prod. Dist. Corp	6300 feet	Nov. 7
Phantom Express, The	Special Cast	Ginsberg Dist	4614 feet	Dec. 12
Phantom of the Opera	Lon Chaney	Universal	8464 feet	Sept. 19
Ridin' Streak, The	Bob Custer	Film Book. Offices	4540 feet	Dec. 12
Road to Yesterday, The	Joseph Schildkraut	Prod. Dist. Corp	9980 feet	Nov. 21
Romance Road	Raymond McKee	Truart	5000 feet	Aug. 8
Rose of the World	Special Cast	Warner Bros	7506 feet	Nov. 21
Saddle Cyclone	Buffalo Bill Jr	Artclass Pict	4728 feet	
Satan in Sables	Lowell Sherman	Warner Bros	7000 feet	Oct. 24
Scarlet Saint, The	Astor-Hughes	First National	6880 feet	Nov. 21
Seven Sinners	Marie Prevost	Warner Bros	6286 feet	Dec. 19
Shadow on the Wall	Creighton Hale	Lumas Film (S. R.)	5800 feet	Dec. 12
Simon the Jester	Rich-O'Brien	Prod. Dist. Corp	5070 feet	Oct. 24
Some Pun'kins	Chas. Ray	Chadwick (S. R.)	6500 feet	Sept 19
S.O.S. Perils of the Sea	Elaine Hammerstein	Columbia Pict	5118 feet	Dec. 26
Sporting Life	Special Cast	Universal	6763 feet	Sept. 26
Stage Struck	Gloria Swanson	Paramount	6691 feet	Nov. 28
Stella Dallas	Bennett-Colman	United Artists	10157 feet	Nov. 28
Tessie	McAvoy-Agnew	Arrow	6221 feet	Oct. 24
Thank U	Special Cast	Fox	6839 feet	Sept. 19
Unchastened Woman, The	Theda Bara	Chadwick (S. R.)	6800 feet	Jan. [illegible]
Under the Rouge	Tom Moore	Assoc. Exhib	6500 feet	July 25
Unguarded Hour, The	Sills-Kenyon	First National	6613 feet	Dec. 5
Wedding Song, The	Leatrice Joy	Prod. Dist. Corp	7373 feet	Nov. 28
We Moderns	Colleen Moore	First National	6609 feet	Dec. 5
When Husbands Flirt	Dorothy Revier	Columbia	5625 feet	Dec. 5
Where Was I?	Reginald Denny	Universal	6639 feet	Aug. 29
Wild Girl	Louise Lorraine	Truart (S. R.)	5000 feet	Mar. 6
Wyoming Wild Cat, The	Tom Tyler	F. B. O	5156 feet	Nov. 28

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Blind Trail, The	Leo Maloney	Clarion Photoplays	4900 feet	
Blue Blood	George Walsh	Chadwick	5600 feet	Feb. 13
Bluebird's Seven Wives	Lyon-Wilson-Sweet	First National	7774 feet	Jan. 19
Broadway Lady	Evelyn Brent	F. B. O.	5500 feet	Dec. 12
Counsel for the Defense	Peters-Compson	Assoc. Exhib	6022 feet	Nov. 28

Feature	Star	Distributed by	Length	Reviewed
Cowboy Musketeer, The	Tom Tyler	Film Book. Offices	4500 feet	Dec. 26
Desert's Price, The	Buck Jones	Fox	5529 feet	Dec. 19
[illegible]	S. O'Neill-B. Roach	Metro-Goldwyn	6000 feet	Mar. 6
Fate of a Flirt	Dorothy Revier	Columbia Pict	5823 feet	Jan. 23
Golden Strain, The	Special Cast	Fox	5989 feet	Jan. 2
Goose Woman, The	Special Cast	Universal	7500 feet	Aug. 22
Great Love, The	Dana-Agnew	M-G-M		
Handsome Brute, The	W. Fairbanks-Corbin	Columbia Pict. (S.R.)	4779 feet	Feb. 20
His People	Rudolph Schildkraut	Universal	8983 feet	Nov. 14
His Secretary	Norma Shearer	M-G-M	6433 feet	Jan. 2
Hogan's Alley	Harlan-Miller	Warner Bros.	6610 feet	Dec. 5
Infatuation	Special Cast	First National	5794 feet	Jan. 16
Irish Luck	Thomas Meighan	Paramount	7008 feet	Nov. 28
Joanna	Mackaill-Mulhall	First National	7900 feet	Dec. 26
Kiss for Cinderella, A	Betty Bronson	Paramount	9221 feet	Dec. 26
Lady Windermere's Fan	Special Cast	Warner Brothers	7816 feet	Dec. 19
Lodge in the Wilderness, The		Tiffany (S. R.)	6500 feet	
Lord Jim	Percy Marmont	Paramount	6702 feet	Nov 21
Lover's Island	Hampton-Kirkwood	Assoc. Exhib		Jan. 23
Madam Behave	Eltinge-Pennington	Prod. Dist. Corp	5417 feet	Nov. 14
Man From Red Gulch	Harry Carey	Prod. Dist. Corp.	5437 feet	Dec. 5
Masked Bride, The	Mae Murray	Metro-Goldwyn	5699 feet	Dec. 12
Midnight Flyer, The	Landis-Devore	F. B. O.	6200 feet	Jan. 9
Morals for Men	Tearle-Mills	Tiffany (S. R.)	6500 feet	Dec. 5
North Star, The	Strongheart (dog)	Assoc. Exhib	5 reels	Jan. 16
Northern Code, The	Eva Novak	Lumas	5920 feet	Jan. 9
Pals	Louise Lorraine	Truart (S. R.)	5800 feet	
Perfect Clown, The	Larry Semon	Chadwick	5600 feet	Dec. 26
Pinch Hitter, The	Glenn Hunter	Asso. Exhibitors		Dec. 12
Pleasure Buyers, The	Irene Rich	Warner Brothers	7202 feet	Feb. 13
Prince of Pep	Richard Talmadge	F. B. O	4911 feet	Jan. 2
Sally, Irene and Mary	Special Cast	Metro-Goldwyn	5564 feet	Dec 19
Smilin' at Trouble	"Lefty" Flynn	F. B. O.	5175 feet	Dec. 19
Soul Mates	Special Cast	M-G-M	6000 feet	Jan. 6
Splendid Road, The	Anna Q. Nilsson	First National	7646 feet	Dec. 12
Streak of Luck, A	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4884 feet	
That Royle Girl	Dempster-Fields	Paramount	10253 feet	Dec. 19
Three Faces East	Goudal-Ames	Prod. Dist. Corp	7369 feet	Jan. 2
Thundering Through	Buddy Roosevelt	Artclass Pict.	4527 feet	Mar. 6
Time, The Comedian	Cody-Busch	Metro-Goldwyn	4557 feet	Dec. 20
Triple Action	Pete Morrison	Universal	4800 feet	Nov. 14
Tumbleweeds	Wm. S. Hart	United Artists	7254 feet	Nov. 28
Two Fisted Jones	Jack Hoxie	Universal	4555 feet	Dec. 5
Wages for Wives	Special Cast	Fox	6352 feet	Dec. 5
When the Door Opened	Special Cast	Fox	6515 feet	Nov. 28
Woman of the World, A	Pola Negri	Paramount	6353 feet	Dec. 26
Womanhandled	Richard Dix	Paramount	6765 feet	Jan. 16

JANUARY

Feature	Star	Distributed by	Length	Reviewed
American Venus, The	Special Cast	Paramount	7931 feet	Jan. 16
Arizona Sweepstakes, The	Hoot Gibson	Universal	5418 feet	Nov. 21
Barrier, The	Kerry-Barrymore	Metro-Goldwyn		
Bashful Buccaneer, The	Reed Howes	Rayart (S. R.)	5000 feet	Nov. 14
Black Bird, The	Lon Chaney	M-G-M	6688 feet	Feb. 13
Blue Streak, The	Rich, Talmadge	F. B. O	4954 feet	Feb. 22
Braveheart	Rod LaRocque	Prod. Dist. Corp	7256 feet	Jan. 16
Checkered Flag, The	Elaine Hammerstein	Ginsberg Dist. Corp. (S. R.)	6071 feet	Feb. 13
Cowboy and the Countess, The	Buck Jones	Fox	6 reels	Jan. 9
Dance Madness	Windsor-Nagel	Metro-Goldwyn	6393 feet	Feb. 6
Danger Girl, The	Priscilla Dean	Prod. Dist. Corp	5660 feet	Feb. 6
Demon, The	Jack Hoxie	Universal	4539 feet	
Desperate Moment	Hawley-Von Eltz	Ginsberg Dist. Corp	5781 feet	Jan. 9
Enchanted Hill, The	Special Cast	Paramount	6326 feet	Jan. 9
Exquisite Sinner, The	Nagel-Adoree	Metro-Goldwyn		
Fifth Avenue	De La Motte	Prod. Dist. Corp	5503 feet	Feb. 6
Fighting Edge, The	Harlan-Miller	Warner Brothers	7 reels	Feb. 20
First Year, The	Special Cast	Fox	6038 feet	Feb. 6
Flaming Waters	Special Cast	F. B. O	5700 feet	Jan. 30
Gilded Butterfly, The	Special Cast	Fox	6200 feet	Jan. 16
Girl from Montmartre	La Marr-Stone	First National	8 reels	Feb. 13
Golden Cocoon	Chadwick-Gordon	Warner Bros.	7200 feet	Dec. 26
Hands Up	Raymond Griffith	Paramount	5883 feet	Jan. 16
Hearts and Fists	Bowers-de la Motte	Assoc. Exhib		Jan. 23
His Jazz Bride	Prevost-Moore	Warner		
Hoodoo Ranch, The	Buddy Roosevelt	Artclass Pictures	4800 feet	
Husband Hunters		Tiffany	6500 feet	
I Do	Harold Lloyd	Assoc. Exhib.		
Just Suppose	Richard Barthelmess	First National	7 reels	Jan. 30
Lady from Hell	Blanche Sweet	Assoc. Exhib	6 reels	Feb. 6
Little Giant, The	Glenn Hunter	Universal	6850 feet	Jan. 30
Lure of the Wild	Jane Novak	Columbia (S. R.)	5570 feet	Feb. 13
Mannequin	Special Cast	Paramount	6981 feet	Jan. 2
Man Rustlin'	Bob Custer	Film Book. Offices	4666 feet	Jan. 16
Marrying Money		Truart (S. R.)	5800 feet	
Memory Lane	Boardman-Nagel	First National		Jan. 23
Outsider, The	J. Logan	Fox	5424 feet	Jan. 30
Phantom of the Forest	Thunder (dog)	Lumas Film	5800 feet	Feb. 6
Prince of Broadway	George Walsh	Chadwick	5800 feet	Jan. 2
Queen O'Diamonds	Evelyn Brent	F. B. O	5129 feet	Feb. 6
Reckless Lady	Belle Bennett	First National	7336 feet	Feb. 6
Roaring Rider, The	Wally Wales	Artclass Pictures	4800 feet	
Rocking Moon	Bowers-Tashman	Prod. Dist. Corp	6000 feet	Jan. 23
Sea Beast, The	John Barrymore	Warner Bros	6393 feet	Jan. 30
Shadow of the Law	Bow-Lewis	Assoc. Exhib	5 reels	Feb. 20
Splendid Crime	Daniels-Hamilton	Paramount	6000 feet	Dec. 26
Steel Preferred	William Boyd	Prod. Dist. Corp	6680 feet	Dec. 26
Stella Maris	Mary Philbin	Universal	5786 feet	Jan. 30
Stop, Look and Listen	Larry Semon	Pathe	5305 feet	Jan. 30
Sweet Adeline	Charles Ray	Chadwick	6000 feet	Jan. 23
Thrilling Youth	Billy West	Rayart (S. R.)	5000 feet	
Too Much Money	Nilsson-Stone	First National		Jan. 23
Traffic Cop, The	"Lefty" Flynn	F. B. O.	5175 feet	Feb. 27
Trip to Chinatown, A	Special Cast	Fox		
Western Pluck	Art Accord	Universal	4207 feet	Feb. 6
What Happened to Jones	Reginald Denny	Universal	6700 feet	Dec. 19
When Loves Grows Cold	Mrs. Rudolph Valentino	F. B. O	7 reels	Feb. 13
Where the Worst Begins	Ruth Roland	Truart (S. R.)	5800 feet	Dec. 12
White Mice	Jacquelin Logan	Associated Exhib.	6 reels	Mar. 6
Without Orders	Leo Maloney	Clarion Photoplays	4900 feet	
Yankee Senor, The	Tom Mix	Fox	5 reels	Jan. 61

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Auction Block, The	Boardman-Ray	M-G-M	6239 feet	Feb. 27
Beautiful Cheat, The	Laura La Plante	Universal	6583 feet	Feb. 13
Behind The Front	W. Beery-Hatton	Paramount	6 reels	Feb. 20
Beyond the Rockies	"Bob" Custer	F. B. O	4851 feet	Feb. 20
Broadway Billy	Billy Sullivan	Rayart (S. R.)	5000 feet	
Broadway Boob, The	Glenn Hunter	Assoc. Exhib.		
Cave Man, The	Prevost-Moore	Warner Bros.	7 reels	Feb. 27
Cohens and the Kellys, The	Special Cast	Universal	7774 feet	Mar. 6
Count of Luxembourg	George Walsh	Chadwick	6300 feet	Dec. 26
Dancer of Paris, The	Special Cast	First National		
Danger Quest, The	Reed Howes	Rayart (S. R.)	5000 feet	
Dangers of a Great City	Special Cast	Fox		
Desperate Game, The	Pete Morrison	Universal	4450 feet	Dec. 12
Devil's Circus, The	Norma Shearer	M-G-M		
Double Fisted	Jack Perrin	Rayart (S. R.)	5000 feet	
Driftin' Thru	Harry Carey	Pathe	5 reels	Jan. 30
Far Cry, The	Sweet-Mulhall	First National	8 reels	Mar. 6
Fighting Cheat, The	Wally Wales	Artclass Pictures	4800 feet	
Grand Duchess and the Waiter	Menjou-Vidor	Paramount	6314 feet	Feb. 6
Half-Breed Hostler, The	Bob Custer	F. B. O.		
Heavy Odds	Leo Maloney	Clarion Photoplays	4900 feet	
Ibanez' Torrent	Garbo-Cortez	M-G-M	6769 feet	Mar. 6
Irene	Colleen Moore	First National	9 reels	Feb. 27
Johnstown Flood, The	Special Cast	Fox		
King of the Turf	Special Cast	F. B. O	6210 feet	Mar. 6
Ladies of Leisure	Elaine Hammerstein	Columbia (S. R.)		
Made for Love	Leatrice Joy	Prod. Dist. Corp	5700 feet	Feb. 13
Man Upstairs, The	Monte Blue	Warner Bros	7 reels	Feb. 13
Million Dollar Handicap, The	Vera Reynolds	Prod. Dist. Corp	6117 feet	Jan. 30
Miracle of Life, The	Busch-Marmont	Assoc. Exhib		
Moana		Paramount	7 reels	Jan. 30
Morganson's Finish	Special Cast	Tiffany (S. R.)	6500 feet	
My Own Pal	Tom Mix	Fox		
Night Cry, The	Rin-Tin-Tin	Warner Bros		
Night Watch, The	Special Cast	Truart (S. R.)		
Outside the Law	Dean-Chaney	Universal (re-issue)		
Palace of Pleasure	Special Cast	Fox	5467 feet	Jan. 23
Rainbow Riley	Johnny Hines	First National	7 reels	Feb. 20
Road to Glory, The	Special Cast	Fox	5600 feet	Feb. 20
Ship of Souls	B. Lytell-L. Rich	Assoc. Exhib	6800 feet	Feb. 6
Silent Witness, The	Louise Lorraine	Truart (S. R.)	5800 feet	
Sky High Corral	Art Acord	Universal		
Song and Dance Man, The	Tom Moore	Paramount	7 reels	Jan. 30
Speed Limit, The	Raymond McKee	Lumas Film	5940 feet	Feb. 20
Thrill Hunter, The	Special Cast	Columbia		
Tough Guy, The	Fred Thomson	F. B. O.	5455 feet	Feb. 27
Transcontinental Limited	Special Cast	Chadwick (S. R.)		
Trumpin' Trouble	Buffalo Bill, Jr	Artclass Pict. (S. R.)	4800 feet	
Two Can Play	Bow-MacDonald	Assoc. Exhib	6 reels	Mar. 6
Under Western Skies	Norman Kerry	Universal	7 reels	
Vanishing American, The	Dix-Wilson	Paramount	10063 feet	Nov. 7
Wanderer, The	William Collier, Jr.	Paramount	8173 feet	Sept. 12
Watch Your Wife	Virginia Valli	Universal	6980 feet	Feb. 27

MARCH

Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion		Truart (S. R.)	5800 feet	
Arizona Streak, The	Tom Tyler	F. B. O		
Bar C Mystery, The	Phillips-MacDonald	Pathe	5 reels	
Bat, The	Special Cast	United Artists		
Beverly of Graustark	Marion Davies	M-G-M		
Big Show, The	Lowell-Russell	Assoc. Exhib		
Blue Blazes	Pete Morrison	Universal	4659 feet	Jan. 23
Broken Hearts of Hollywood	Harlan-Miller	Warner Brothers		
Champion Lover, The		Prod. Dist. Corp		
Chip of the Flying U	Hoot Gibson	Universal	6596 feet	Mar. 6
Combat	House Peters	Universal	6714 feet	Feb. 20
Coming and Going	Buffalo Bill, Jr	Artclass Pictures	4800 feet	
Dancing Mothers	Special Cast	Paramount	8 reels	Feb. 27
Dixie Merchant, The	Special Cast	Fox		
Earth Woman, The	Alden-Bonner	Assoc. Exhib.		
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp		
Happiness	Special Cast	Film Book. Offices		
Hearts and Spangles	Wanda Hawley	Lumas Film	6200 feet	
Hell's Four Hundred	Margaret Livingston	Fox		
Highbinders, The	Tilden-Daw	Assoc. Exhib.		
High Steppers	Special Cast	First National		
Honeymoon Express, The	Special Cast	Warner Bros		
How to Train a Wife	Valli-O'Brien	Assoc. Exhib.		
Little Irish Girl, The	Special Cast	Warner Bros		
Love Toy, The	Lowell Sherman	Warner Bros		
Man Four Square	Buck Jones	Fox		
Manhood	Special Cast	Fox		
Man in the Saddle, The	Hoot Gibson	Universal	5738 feet	
Marriage	Special Cast	Fox		
M'lle Modiste	Corinne Griffith	First National		
Monte Carlo	Special Cast	M-G-M		
My Old Dutch	Special Cast	Universal		
Night Patrol, The	Richard Talmadge	F. B. O		
Non-Stop Flight, The		F. B. O		
Nutcracker, The	E. E. Horton	Assoc. Exhib		
Oh, What a Nurse	Syd Chaplin	Warner Brothers	6930 feet	Mar. 6
Other Women's Husbands	Blue-Prevost	Warner Bros		
Partners Again	Sidney-Carr	United Artists	5562 feet	Feb. 27
Red Dice	Rod La Rocque	Prod. Dist. Corp		
Sap, The	M. Moore-D. Devore	Warner Bros.		
Second Chance, Her	Nilsson-Frazer	First National		
Secret Orders	Evelyn Brent	F. B. O		
Siberia	Special Cast	Fox		
Six Shooting Romance	Jack Hoxie	Universal	4837 feet	Jan. 30
Tangled Herds	Buddy Roosevelt	Artclass Pictures	4800 feet	
Test of Donald Norton	George Walsh	Chadwick		
Tramp, Tramp, Tramp	Harry Langdon	First National		
Vanishing Hoofs	Wally Wales	Artclass Pictures	4800 feet	
Why Girls Go Back Home	Marie Prevost	Warner Brothers		
Winning the Futurity	Special Cast	Chadwick (S. R.)		
Yellow Fingers	Olive Borden	Fox		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts	Special Cast	Fox		
Among Those Present	Lloyd Davis	Assoc. Exhib.		
Bells, The	Lionel Barrymore	Chadwick Pictures		
Border Sheriff, The	Jack Hoxie	Universal		
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
Flame	Valli O'Brien	Assoc. Exhib.		
Hidden Way, The	Mary Carr	Assoc. Exhib.		
Isle of Retribution, The	Special Cast	Film Book. Offices		
Kiki	Norma Talmadge	First National		
Play Safe	Banks-Corbin	Assoc. Exhib.		
Racing Blood		Lumas Film (S. R.)		
Rustlers Ranch	Art Acord	Universal		
Silken Shackles	Irene Rich	Warner Bros.		
Skinner's Dress Suit	Reginald Denny	Universal	6887 feet	Dec. 26
Streets of Sin		Fox		
Twin Triggers	Buddy Roosevelt	Artclass Pict. (S. R.)	4800 feet	

MAY

Feature	Star	Distributed by	Length	Reviewed
Bride of the Storm	Costello-Harron	Warner Bros.		
Chasing Trouble	Pete Morrison	Universal		
Footloose Widow, The	Irene Rich	Warner Bros		
Gentle Cyclone, The	Buck Jones	Fox		
Hell Bent for Heaven	Monte Blue	Warner Bros		
Honeymoon Express, The	M. Moore-D. Devore	Warner Bros		
Looking for Trouble	Jack Hoxie	Universal		
Love Thief, The	Norman Kerry	Universal		
Sally in our Alley	Mary Philbin	Universal		
Sign of the Claw	Thunder (dog)	Lumas Film	5925 feet	
Silent Simpson	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	
Three Weeks in Paris	Moore-Devore	Warner Bros	6050 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Gilded Highway, The	Dorothy Devore	Warner Bros		
Hero of the Big Snows, A	Rin Tin Tin (dog)	Warner Bros		
Passionate Quest, The	Marie Prevost	Warner Bros		
Rolling Home	Reginald Denny	Universal		
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5
Social Highwayman, The	Harlan-Miller	Warner Bros		
Still Alarm, The	Chadwick-Russell	Universal	7207 feet	Jan. 16
Yellow Contraband	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	

Comedy Releases

Feature	Star	Distributed by	Length	Reviewed
Absentminded	Neely Edwards	Universal	1 reel	
Accidents Can Happen	Al Alt	Universal	2 reels	Feb. 20
Account of Monte Cristo		Bischoff, Inc.	2 reels	
Air Cooled	" Aesop Fable "	Pathe	1 reel	
Alice Blues	Alice Ardell	F. B. O	2 reels	
Alice Plays Cupid		Winkler (S. R.)	2 reels	
Alice the Jail Bird		Winkler (S. R.)	2 reels	
All Abroad	" Helen & Warren "	Fox	2 reels	Dec. 19
Al's Trouble	Al Alt	Universal	2 reels	
Are Golfers Cuckoo?		Tennek Film Corp		
Bachelor's Babies	Special Cast	Educational	2 reels	Dec. 12
Back to Nature	Charles Puffy	Universal	1 reel	
Badly Broke	Charles Puffy	Universal	1 reel	Jan. 30
Bad Man, The	" Dinky Doodle "	F. B. O.	1 reel	
Bankrupt Honeymoon, A	Special Cast	Fox	2 reels	Feb. 13
Barnyard Follies	" Aesop Fable "	Pathe	1 reel	Sept. 5
Beauty Parlor, A	" Fat Men "	F. B. O		
Be Careful	Jimmie Adams	Educational	2 reels	Aug. 22
Be Careful Dearie		Educational	1 reel	Jan. 30
Better Movies	" Our Gang "	Pathe	2 reels	Nov. 7
Between Meals		Pathe	1 reel	
Beware of Your Relatives	Neely Edwards	Universal	1 reel	
Big City, The	Edna Marian	Universal	2 reel	Feb. 13
Big Kick, The	Mohan-Engle	Pathe	1 reel	Oct. 10
Bombs and Bums	Hal Hodes		1 reel	Feb. 20
Bonehead Age, The	" Aesop Fable "	Pathe	1 reel	
Brainstorm, The	Smith-Bennett	Fox	2 reels	
Brotherly Love		Educational	1 reel	Jan. 23
Buried Treasure	" Our Gang "	Pathe	2 reels	Feb. 20
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster's Bust Up	Trimble-Turner	Universal	2 reels	Jan. 23
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Nightmare	Trimble-Turner	Universal	2 reels	
Buster's Nose Dive	Arthur Trimble	Universal	2 reels	
By the Sea	Chas. Puffy	Universal	1 reel	Oct. 10
California Here We Come	" The Gumps "	Universal	2 reels	
Camel's Hump		Film Book. Offices	1 reel	
Captain Suds	Eddie Gordon	Universal	2 reels	Dec. 19
Careful Please	Lloyd Hamilton	Educational	2 reels	Feb. 20
Caretaker's Daughter, The	Charley Chase	Pathe	2 reels	Oct. 10
Cat's Whiskers, The	Neely Edwards	Universal	1 reel	
Charley My Boy	Charles Chase	Pathe	2 reels	Jan. 30
Cheap Skates	Lige Conley	Educational	2 reels	Dec. 12
Cheaper to Move	"Helen and Warren"	Fox	2 reels	
Chester's Donkey Party	Joe Murphy	Universal	2 reels	
Circus Today	Special Cast	Pathe	2 reels	
Cleaning Up	Johnny Arthur	Educational	2 reels	Nov. 14
Closer Than a Brother	" Aesop Fable "	Pathe	1 reel	
Cloudy Romance	Special Cast	Fox	2 reels	Oct. 10
Constant Simp, The	Alberta Vaughn	F. B. O.	2 reels	
Control Yourself	Smith-Bennett	Fox	2 reels	Nov. 28
Crashing Through	Cliff Bowers	Educaitonal	1 reel	
Criss-Cross Cruise, A	" Hodge-Podge "	Educational	1 reel	
Crowning the Count	Eddie Gordon	Universal	2 reels	
Cuckoo Love	Glenn Tryon	Pathe	2 reels	Oct. 17
Cupid a La Carte	Florence Gilbert	Fox	2 reels	Dec. 26
Cupid's Victory	Wanda Wiley	Universal	2 reels	
Cured Hams	Jack Richardson	Bischoff, Inc	2 reels	Oct. 31
Custard's Last Wallop		Tennek Film Corp		
Dancing Daddy	Jack Duffy	Educational	2 reels	
Dangerous Curves Behind	Mack Sennett	Pathe	2 reels	Nov. 7
Day's Outing, A	" Aesop Fable "	Pathe	1 reel	
Day's Pleasure, A	Charles Chaplin	Pathe	2 reels	
Dinky Doodle at the Circus		Film Book. Offices	1 reel	
Dinky Doodle in the Hunt		Film Book. Offices	1 reel	
Dizzy Daddies		Pathe	2 reels	
Dog Daze	Bowes-Marlowe	Educational	1 reel	
Dog's Life, A	Charles Chaplin	Pathe	3 reels	
Don't Stop	Cliff Bowes	Educational	1 reel	
Don't Butt In		Pathe	1 reel	
Do Your Duty	" Snub " Pollard	Pathe	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
East Side, West Side		Fox	2 reels	Dec. 12
Ebony Clean Up		L. B. Cornwell (S.R.)	1 reel	
Educating Buster	Trimble-Turner	Universal	2 reels	Aug. 29
Eighteen Carat	Edna Marian	Universal	2 reels	
Elsie in New York	Special Cast	Fox	2 reels	Mar. 6
English Channel Swim, The	" Aesop Fable "	Pathe	1 reel	Dec. 26
Failure	Special Cast	Fox	2 reels	Nov. 21
Faint Heart	Charles Puffy	Universal	1 reel	Nov. 28
Fair But Foolish	Jimmie Adams	Educational	2 reels	Nov. 21
Fair Warning	Al St. John	Educational	2 reels	Sept. 26
Felix the Cat Busts Into Business	" Cartoon "	Educational	1 reel	
Felix the Cat in Blunderland	" Cartoon "	Educational	1 reel	Mar. 6
Felix the Cat in Eats Are Wets	" Cartoon "	Educational	1 reel	Nov. 21
Felix the Cat in The Cold Rush	" Cartoon "	Educational	1 reel	
Felix the Cat on the Farm	" Cartoon "	Educational	1 reel	
Felix the Cat Fans the Flames	" Cartoon "	Educational	1 reel	
Felix the Cat Flirts with Fate	" Cartoon "	Educational	1 reel	Feb. 13
Felix the Cat Kept on Walking		Educational	1 reel	Jan. 23
Felix the Cat on the Job	" Cartoon "	Educational	1 reel	
Felix the Cat Laughs It Off	" Cartoon "	Educational	1 reel	
Felix the Cat Spots the Spooks	" Cartoon "	Educational	1 reel	Jan. 30
Felix the Cat Tries the Trades	" Cartoon "	Educational	1 reel	
Felix the Cat Trips Thru Toyland	" Cartoon "	Educational	1 reel	
Felix the Cat Weathers the Weather	" Cartoon "	Educational	1 reel	
Fighting Dude, The	Lupino Lane	Educational	2 reels	Dec. 5
Fighting Tailor, A		Fox	2 reels	Jan. 23
Fire Away	Al St. John	Educational	2 reels	Nov. 7
Fire Fighters, The	" Aesop's Fable "	Pathe	1 reel	
Flaming Affair, A	Special Cast	Fox	2 reels	Jan. 30
Flivver Vacation, A	Eddie Gordon	Universal	2 reels	
Flyin' Fool	Sid Smith	Fox	2 reels	Dec. 26
Flying Wheels	Wanda Wiley	Universal	2 reels	Mar. 6
Fly Time	" Aesop Fable "	Pathe	1 reel	
Fool's Luck	Lupino Lane	Educational	2 reels	
For Sadie's Sake	Jimmie Adams	Educational	2 reels	Jan. 30
Framed	Lloyd Hamilton	Educational	2 reels	Nov. 28
Fraternity Mixup, A	Alice Ardell	F. B. O		
Free Ride, A	Arthur Lake	Universal	1 reel	
Fresh Paint	Neeley Edwards	Universal	1 reel	
From the Cabby's Seat	" O. Henry "	Fox		
From Rags to Britches	Billy Bevan	Pathe	2 reels	Dec. 19
Funnymooners	Ralph Graves	Pathe	1 reel	Feb. 13
Going Good	Wanda Wiley	Universal	2 reels	
Gold Rush, The	" Aesop Fable "	Pathe	1 reel	
Good Cheer	" Our Gang "	Pathe	2 reels	Jan 30
Good Morning Madam	Ralph Graves	Pathe	2 reels	Oct. 17
Goofy Gob, A	Billy Dooley	Educational	2 reels	Oct. 31
Gooseland	Alice Day	Pathe	2 reels	Feb. 20
Gosh Darn Mortgage, The		Pathe	2 reels	
Great Open Spaces, The	" Aesop Fable "	Pathe	1 reel	
Green-Eyed Monster, The	Arthur Lake	Universal	1 reel	
Half Fare	Arthur Lake	Universal	1 reel	
Happy Go Lucky	Neeley Edwards	Universal	1 reel	Dec. 5
Hard to Hold		Tennek Film Corp		
Has Anybody Here Seen Kelly	" Ko Ko "	Red Seal	1 reel	Mar. 6
Haunted House, The	" Aesop Fable "	Pathe	1 reel	
Heart Breaker, The	Special Cast	Fox	2 reels	Oct. 24
Heavy Love	" Fat Men "	F. B. O		
Helpful Al	Al Alt	Universal	2 reels	Feb. 6
Her Lucky Leap	Wanda Wiley	Universal	2 reels	Jan. 30
Hero Wins, The	" Aesop Fable "	Pathe	1 reel	
Hired and Fired	Paul Parrott	Pathe	1 reel	
His Own Lawyer	Perry-Cooley	Fox	2 reels	Dec. 26
His Wooden Wedding	Charlie Chase	Pathe	2 reels	
Hollywouldn't	Johnny Sinclair	Bischoff, Inc	2 reels	Sept. 12
Hold Everybody	Perry-Cooley	Fox	2 reels	
Hold Everything	Special Cast	Pathe	1 reel	Dec. 12
Hold Tight	Alice Ardell	F. B. O	2 reels	
Hold Your Hat	Al. St. John	Educational	2 reels	Mar. 6
Home Cured	Johnny Arthur	Educational	2 reels	
Honeymoon Hotel, The	Neeley Edwards	Universal	1 reel	
Honeymoon Squabble, The	Edna Marian	Universal	2 reels	Jan. 23
Honor System, The	" Aesop Fable "	Pathe	1 reel	Nov. 21
Horse Laugh	Chas. Puffy	Universal	1 reel	
Hot Cakes for Two	Alice Day	Pathe	2 reels	Jan. 23
Hot Dog	Arthur Lake	Universal	1 reel	Jan. 23
Hot Doggie	Walter Hiers	Educational	2 reels	Nov. 14
Hot Feet	Cliff Bowes	Educational	1 reel	Nov. 14
Hotsy Totsy	Alice Day	Pathe	2 reels	Dec. 26
How the Bear Got His Short Tail		Film Book. Offices	1 reel	
How the Elephant Got His Trunk		F. B. O.	1 reel	
Hug Bug, The	Glenn Tryon	Pathe	2 reel	
Humming Birds, The	Buddy Messinger	B'way Dist. Corp	2 reels	
Hungry Hounds	" Aesop Fable "	Pathe	1 reel	
Hunting in 1950	" Aesop's Fable "	Pathe		
Hurry, Doctor	Ralph Graves	Pathe	2 reels	
In Deep	Cliff Bowes	Educational	1 reel	Oct 10
Inventors, The		Tennek Film Corp		
Isn't Love Cuckoo	Raymond McKee	Pathe	2 reels	Dec. 5
Jiminy Crickets	Neeley Edwards	Universal	1 reel	
June Bride, A	" Aesop's Fable "	Pathe	1 reel	Feb. 13
Just Spooks	" Dinky Doodle "	F. B. O.	1 reel	
Keep Trying	Cliff Bowes	Educational	1 reel	Feb. 27
Kick Me Again	Charles Puffy	Universal	1 reel	
Klynick, The	" Hey Fellas "	Davis Dist.	2 reels	Sept. 5
Ko Ko Baffles the Bulls	Cartoon	Red Seal	1 reel	Feb. 27
Ko-Ko Nuts	" Cartoon "	Red Seal	1 reel	Sept. 5
Ko-Ko Packs 'Em In	" Cartoon "	Red Seal	1 reel	Nov 14
Ko-Ko Steps Out	" Cartoon "	Red Seal	1 reel	Jan. 23
Ko-Ko on the Run (Out-of-Inkwell)		Red Seal Pict	1 reel	Oct. 3
Lame Brains	Alice Ardell	F. B. O.	2 reels	
Laughing Ladies	Special Cast	Pathe	2 reels	Dec. 5
Lickety Split	Lige Conley	Educational	2 reels	Feb. 6
Light Housekeeping	Lige Conley	Educational	2 reels	
Lighter Than Air	"Aesop's Fables "	Pathe	1 reel	Jan. 30
Lion and the Monkey, The	" Aesop Fables "	Pathe	1 reel	Oct. 10
Little Brown Jug, The	" Aesop's Fables "	Pathe	1 reel	Feb. 13
Little Red Riding Hood	Baby Peggy	Universal	2 reels	
Live Cowards		Educational	2 reels	
Long Pants	Glenn Tryon	Pathe	2 reels	Feb. 13
Love and Kisses	Alice Day	Pathe	2 reels	Oct. 3
Love and Lions	Special Cast	Fox	2 reels	
Love My Dog	Arthur Lake	Universal	1 reel	Dec. 19
Mad Racer, The	" Van Bibber "	Fox	2 reels	
Maid in Morocco	Lupino Lane	Educational	2 reels	Oct. 17
Mail Coach, The	" Aesop's Fables "	Pathe	1 reel	Mar. 6
Maizie Won't Tell	Alberta Vaughn	F. B. O.	2 reels	
Mamma Behave	Ralph Graves	Pathe	2 reels	Mar. 6
Meet My Girl	Ralph Graves	Pathe	2 reels	
Merchant of Weenies	Charles Delaney	Bischoff, Inc.	2 reels	Sept. 12
Min's Away	" The Gumps "	Universal		
Min's Home on the Cliff	Joe Murphy	Universal	2 reels	
Min Walks In Her Sleep	" The Gumps "	Universal	2 reels	
Misfit Sailor, A	Billy Dooley	Educational	2 reels	Oct. 3
Monkey Business	" Krazy Kat "	Winkler (S. R.)	1 reel	
Monkey Business	" Our Gang "	Pathe	2 reels	

Feature	Star	Distributed by	Length	Reviewed
Moonlight and Noses	Clyde Cook	Pathe	2 reels	Oct. 3
More Mice Than Brains	" Aesop Fable "	Pathe	1 reel	
Mortgaged Again	Arthur Lake	Universal	1 reel	
Movies, The	Lloyd Hamilton	Educational	2 reels	Oct. 3
Moving Day	Cooley-Perry	Fox	2 reels	Mar. 6
Muddled Up	Charles Puffy	Universal	1 reel	
My Stars		Educational	2 reels	Jan. 23
My Swedie	Neal Burns	Educational	2 reels	
No Father to Guide Him	Charles Chase	Pathe	2 reels	Sept. 5
Number One Society, A	"East Side, West Side"	Fox		
Nursery Troubles	Edna Marian	Universal	2 reels	Oct. 24
Nuts and Squirrels	" Aesop Fable "	Pathe	1 reel	
Off His Beat	Walter Hiers	Educational	2 reels	Sept. 12
Officer No. 13	Eddie Gordon	Universal	1 reel	
Officer of the Day	Special Cast	Fox	2 reels	Feb. 13
Oh Buster	Arthur Trimble	Universal	2 reels	Nov. 7
On Edge	Lige Conley	Educational	2 reels	
On the Links	" Fat Men "	F. B. O.	2 reels	
On Thin Ice	" Mutt & Jeff "	Hal Hodes	1 reel	Mar. 6
One Wild Night	Neely Edwards	Universal	1 reel	
One Wild Ride	" Our Gang "	Pathe	2 reels	Dec. 12
Only Son, The	Paul Parrott	Pathe		
Oo-La-La	Bobby Vernon	Educational	2 reels	
Or What Have You	Alberta Vaughn	F. B. O.	2 reels	
Over There-Abouts	Mack Sennett	Pathe	2 reels	
Page Me	Special Cast	Educational	2 reels	Feb. 27
Papa, Be Good!	Glenn Tryon	Pathe	2 reels	Dec. 5
Parisian Knight, A	Earle Foxe	Fox	2 reels	Dec. 19
Pawnshop Politics	" East Side "	Fox		
Pay the Cashier	Paul Parrott	Pathe	1 reel	Feb. 20
Peacemakers, The	" Helen & Warren "	Fox	2 reels	Nov. 7
Peggy in a Pinch	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Heroes	"Sheiks and Shebas"	Davis Dist.	2 reels	Oct. 10
Peggy's Pests	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Putters	"Sheiks and Shebas"	Davis Dist.	2 reels	
Perfect Lie, The	Neely Edwards	Universal	1 reel	
Phoney Express, The	Charles Puffy	Universal	1 reel	
Pie Eyed Pie	" Krazy Kat "	Winkler (S. R.)	1 reel	
Pike's Pique	Alberta Vaughn	Film Book. Offices	2 reels	
Piping Hot	Al Alt	Universal	2 reels	Oct. 10
Pleasure Bent	Charles Puffy	Universal	1 reel	
Pleasure Bound	Lige Conley	Educational	2 reels	Aug. 22
Prep School	Arthur Lake	Universal	1 reel	
Punch in the Nose, A	Special Cast	Pathe	2 reels	Oct. 31
Quick Service	Cliff Bowes	Educational	1 reel	
Rainbow's End, The	" Felix the Cat "	Educational	1 reel	Dec. 19
Rainy Knight, A		Pathe	2 reels	
Raisin' Trouble		Arrow	2 reels	
Reporter, The	" Van Bibbers "	Fox		
Roomers Afloat	Jack Cooper	Bischoff (S. R.)	2 reels	Oct. 31
Run Tin Can	Burns-Steadman	Educational	2 reels	Feb. 20
Salty Sap, A	Billy Dooley	Educational	2 reels	
Salute	Alice Ardell	Film Book. Offices	2 reels	
Saturday Afternoon	Harry Langdon	Pathe	3 reels	Feb. 6
Saving a Safe	Jimmy Aubrey	F. B. O.	2 reels	
Scandal Hunters	Al Alt	Universal	2 reels	
Scrambled Eggs	Special Cast	Educational	1 reel	Oct. 17
Sea Scamps	Big Boy	Educational	2 reels	Feb. 13
Shoes	Special Cast	Fox	2 reels	Aug. 29
Should Sailors Marry	Clyde Cook	Pathe	2 reels	Nov. 14
Sky Bound	Al. St. John	Educational	2 reels	
Sky Hooks		Educational	1 reel	
Sky Jumper, The	Earle Foxe	Fox	2 reels	
Slippery Feet	Bobby Vernon	Educational	2 reels	Oct. 31
Slow Down	Cliff Bowes	Educational	1 reel	Nov. 28
Smash Up, The	" The Gumps "	Universal	2 reels	
Soapsuds Lady, The	Alice Day	Pathe	2 reels	Nov. 28
Social Triangle, A	" O. Henry "	Fox		
Soft Pedal	Charles Parrott	Pathe	1 reel	Feb. 13
Solid Ivory	Mohan-Engle	Pathe	1 reel	Oct. 17
So Long Bill	Billy West	Arrow	2 reels	
Some Baby	Kerr King	Cantor & Brandell		
Somewhere in Somewhere	Special Cast	Pathe	2 reels	Sept. 26
So's Your Old Man	Alberta Vaughn	Film. Book. Offices	2 reels	
So This is Paris	Neeley Edwards	Universal	1 reel	
Spanish Love	" Aesop Fable "	Pathe	1 reel	
Spanking Breezes	Alice Day	Pathe	1 reel	
Speedy Marriage, The	Wanda Wiley	Universal	2 reels	Nov. 14
Spooky Spooks		Bischoff (S. R.)	2 reels	Sept. 12
Spot Light	Lige Conley	Educational	2 reels	Oct. 24
Starvation Blues	Clyde Cook	Pathe	2 reels	Dec. 19
Stranded	Edna Marian	Universal	2 reels	Sept. 5
Strong for Love	Special Cast	Fox	2 reels	
Sweet and Pretty	Bowes-Marlowe	Educational	1 reel	
Sweet Marie	Special Cast	Fox	2 reels	Aug. 29
Sweet Pickle, A	Alice Day	Pathe	2 reels	Oct. 24
Tailoring	" Fat Men "	F. B. O.	2 reels	
Take Your Time	Ralph Graves	Pathe	2 reels	Nov. 21
Taxi War, A	Eddie Gordon	Universal	2 reels	Oct. 31
Tea for Love		B'way Dist. Corp.	2 reels	
There He Goes	Harry Langdon	Pathe	3 reels	
Three Blind Mice	"Aesop's Fables "	Pathe	1 reel	Jan. 23
Tight Cargo	Charles Puffy	Universal	1 reel	Jan. 30
Time Flies	Lupino Lane	Educational	2 reels	Feb. 6
Too Many Relations	"Helen and Warren"	Fox	2 reels	
Three Wise Goofs	" Fat Men "	F. B. O.	2 reels	
Too Much Mother-in-Law	Constance Darling	Universal	2 reels	Sept. 12
Tourist, The	Johnny Arthur	Educational	2 reels	Aug. 15
Transients in Arcadia	Special Cast	Fox	2 reels	Oct. 31
Trimmed in Gold	Special Cast	Pathe	2 reels	Feb. 20
Tune Up	Charles Puffy	Universal	1 reel	Mar. 6
Ugly Duckling, The	" Aesop Fable "	Pathe	1 reel	Sept. 26
Uncle Tom's Gal	Edna Marian	Universal	2 reels	Oct. 3
Understudy, The	Arthur Lake	Universal	1 reel	
Uneasy Three, The	Charles Chase	Pathe	2 reels	Nov. 21
Unfriendly Enemies	Jas. Finlayson	Pathe	1 reel	
Up in the Air	" Aesop Fable "	Pathe	1 reel	
Wandering Papas	Clyde Cook	Pathe	2 reels	
Wandering Willies		Pathe	2 reels	
Watch Out	Bobby Vernon	Educational	2 reels	Aug. 29
Weak But Willing	Walter Hiers	Educational	2 reels	Dec. 13
Westward Ho	Chas. Puffy	Universal	1 reel	Oct. 9
What's the World Coming To	Clyde Cook	Pathe	2 reels	Jan. 23
What's Up	Cliff Bowes	Educational	1 reel	Dec. 12
When Hell Froze Over	Hal Hodes		1 reel	Feb. 20
Whispering Whispers		Pathe	2 reels	Jan. 30
Whistling Lions	Parrott-Ralston	Pathe	1 reel	
Whoa Emma	Jimmie Adams	Educational	2 reels	
Who's Which	Cliff Bowes	Educational	1 reel	Oct. 10
Wicked City, The	" Aesop Fable "	Pathe	1 reel	Feb. 27
Wide Open Faces	Ralph Graves	Pathe	2 reels	Jan. 23
Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	
Wildcats of Paris	" Aesop Fable "	Pathe	1 reel	Nov. 21
Windjammers, The	"Aesop Fable "	Pathe	1 reel	Feb. 20
Window Dummy, The	Ralph Graves	Pathe	2 reels	Dec. 19
Winning Pair, A	Wanda Wiley	Universal	2 reels	Oct. 24
Wireless Lizzie	Walter Hiers	Educational	2 reels	
Woman of Letters, A	" Helen and Warren "	Fox	2 reels	Mar. 6
Working for the Rest	Johnny Sinclair	Bischoff (S. R.)	2 reels	Oct. 31
Wrestler, The	Earle Foxe	Fox	2 reels	Aug. 29
Yearning for Love	Wanda Wiley	Universal	2 reels	
Yes, Yes, Babette	Bobby Vernon	Educational	2 reels	Dec. 19
Your Husband's Past	Special Cast	Pathe	2 reels	Feb. 13
Your Own Back Yard	" Our Gang "	Pathe	2 reels	Oct. 3

Short Subjects

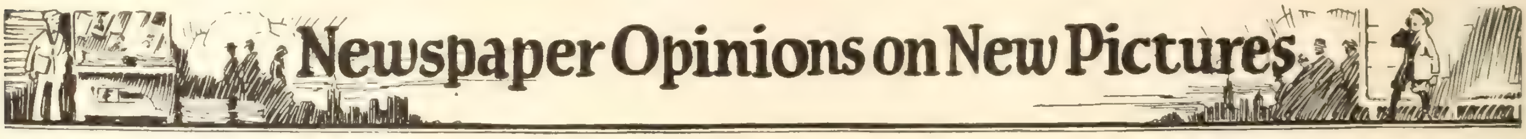
Feature		Distributed by	Length	Reviewed
Ace of Spades (Serial)	William Desmond	Universal	10 episodes	Oct. 24
All Astride (Sportlight)		Pathe	1 reel	Jan. 30
All for a Girl	Buddy Messinger	B'way Dist. Co.	2 reels	
All for a Queen	Hal Hodes		1 reel	Feb. 20
All Tied Up	" Fat Men "	Film Book. Offices	2 reels	
All Wool	Mohan-Engle	Pathe	1 reel	Oct. 31
Amazing Mazie	Alberta Vaughn	F. B. O.	2 reels	Oct. 24
Amundsen Polar Flight, The		Pathe	3 reels	Nov. 21
Angelus, The		Cranfield & Clarke (S. R.)	1 reel	
Animated Hair Cartoons (Series)		Red Seal Pict	1 reel	Jan. 30
Animated Hair Cartoon No. 4		Red Seal	1 reel	Feb. 27
Are Parents Pickles?	Parrott-Ralston	Pathe	1 reel	
At Home	" Our Gang "	Pathe	2 reels	
Baby Be Good	" Juvenile "	Educational	3 reels	Oct. 24
Bar-G Mystery (Serial)		Pathe		
Barrier Busters (Sportlight)		Pathe	1 reel	Sept. 12
Bed Time Stories		Sierra Pictures	2000 feet	
Big Game (Mustang)		Universal	2 reels	Feb. 20
Boundary Line, The (Mustang Series)		Universal	2 reels	Oct. 31
Breakin' Loose (Mustang Series)		Universal	2 reels	Dec. 5
Burmah Blues	Hal Hodes		1 reel	Feb. 27
Call of Hazard, The (Fred Humes)		Universal	2 reels	
Casey of the Coast Guard (O'Hara-Ferguson)		Pathe	Serial	Feb. 20
Clever Feet (Sportlight)		Pathe	1 reel	
Colorful Fashions From Paris (Novelty)		Educational	1 reel	Mar. 6
Crook Buster, The (Mustang)		Universal	2 reels	
Cuba Steps Out (Variety)		Fox	1 reel	
Dixie Doodle (Sportlight)		Pathe	1 reel	
Egypt Today		Fox	1 reel	Feb. 13
Fight Within, The	George Larkin	Universal	2 reels	
Film Facts (Series No. 1)		Red Seal Pict	1 reel	Jan. 30
Fish for Two		Red Seal	1 reel	Feb. 27
Flame Fighter, The (Serial)	Herbert Rawlinson	Rayart	10 episodes	
Flaming West, The (Mustang Series)		Universal	2 reels	
Flashes of the Past		Pathe	2 reels	
Flirting With Death		Red Seal Pict.	2 reels	Sept. 26
Giraffe's Long Neck, The		F. B. O	1 reel	
Gold Trap, The (Mustang Series)		Universal	2 reels	Oct. 10
Great Arena, The (Sportlight)		Pathe	1 reel	Mar. 6
Green Archer, The (Serial)	Ray-Miller	Pathe	10 episodes	Dec. 5
Grinning Fists (Fred Humes)		Universal	2 reels	
Gunless Bad Man, The		Universal	2 reels	
Hearts of the West	Edmund Cobb	Universal	2 reels	Feb. 6
Her First Night in Philadelphia		Cranfield & Clarke	2 reels	
Hero of Piperock	Corbett-Holmes	Universal	2 reels	Jan. 30
His Pal		Chesterfield M. P. Co. (S. R.)	2 reels	
In a China Shop (Variety)		Fox	1 reel	
I Remember		Short Films Syn.	2 reels	Sept. 26
Iron Trail Around (Variety)		Fox	1 reel	Dec. 26
Just Cowboys (Mustang Series)		Universal	2 reels	Oct. 10
Knickknacks of Knowledge (Hodge Podge)		Educational	1 reel	Nov. 14
Leaps and Bounds (Sportlight)		Pathe	1 reel	
Life's Greatest Thrills		Universal	2 reels	Sept. 26
Lightning Hutch (Serial)		Arrow		
Lightnin' Strikes		Tennek Film Corp	2 reels	
Magic Hour, The		Cranfield & Clark	1 reel	Dec. 19
Magical Movies (Hodge Podge)		Educational	1 reel	
Man With a Scar, The (Fred Humes)		Universal	2 reels	Jan. 30
Marionettes (Hope Hampton)		Educational	1 reel	Dec. 5
Marvels of Motion (Series)		Red Seal Pict.	1 reel	Sept. 5
Montana of the Range	Josie Sedgwick	Universal	2 reels	Feb. 6
Mother Goose's Movies (Hodge Podge)		Educational	1 reel	Feb. 6
Mountain Molly O (Mustang)		Universal	2 reels	
My Bonnie (Ko-Ko Series)		Red Seal Pict.	1 reel	Oct. 3
My Own Carolina (Variety)		Fox	1 reel	Aug. 29
Neptune's Domain		Educational	1 reel	
No Woman's Land	Hal Hodes		1 reel	Feb. 27
One Wild Time (Corbett & Holmes)		Universal	2 reels	
Outings For All (Sportlight)		Pathe	1 reel	
Parisian Modes in Color		Educational	1 reel	Jan. 30
Perils of the Wild (Serial)		Universal	10 episodes	
Queen of the Hills	Josie Sedgwick	Universal	2 reels	
Raid, The (Mustang Series)		Universal	2 reels	Oct. 16
Range Law (Mustang Series)		Universal	2 reels	Nov. 23
Rider of the Pass (Mustang Series)		Universal	2 reels	
River Nile, The (Variety)		Fox	1 reel	Nov. 28
Road From Latigo, The (Mustang Series)		Universal	2 reels	Oct. 17
Runaway Taxi, A (Stereoscopik)		Pathe	1 reel	Oct. 3
Rustlers of Boulder Canyon, The (Mustang Series)		Universal	2 reels	Nov. 21
Rustler's Secret The (Mustang)		Universal	2 reels	
Rustlin' Kid, The (Mustang Series)		Universal	2 reels	
Scarlet Streak, The (Serial)	Jack Daugherty	Universal	10 episodes	
Searchlight (Issue C)		Red Seal	1 reel	Mar. 6
Shadows of the Tiger		Tennek Film Corp	2 reels	
Shakespeare (Gems of the Screen)		Red Seal	1 reel	
Shooting at Time (Sportlight)		Pathe	1 reel	
Shootin' Wild (Mustang Series)		Universal	2 reels	Oct. 24
Silvery Art		Red Seal	2 reels	Sept. 26
Sky Skidder, The		Bischoff	10 episodes	
Sky Tribe, The (Variety)		Fox	1 reel	
Songs of Ireland (Music Film)		Pathe	1 reel	
Songs of Scotland (Music Film)		Pathe	1 reel	
Soul of the Cypress		Red Seal	1 reel	Feb. 27
Starting an Argument (Sportlight)		Pathe	1 reel	
Story Teller, The (Hodge Podge)		Educational	1 reel	Oct. 3
Strenuous Life, The (Sportlight)		Pathe	1 reel	Feb. 20
Taking Chances (Mustang Series)		Universal	2 reels	
Then and Now (Sportlight)		Pathe	1 reel	
Tiger Hunt, The	Hal Hodes		1 reel	Feb. 20
Toiling for Rest (Variety)		Fox	1 reel	
Too Many Bucks (Mustang Series)		Universal	2 reels	Nov. 21

Feature	Distributed by	Length	Reviewed
Top Hand (Edmund Cobb)	Universal	2 reels	Dec. 19
Tricked (Mustang Series)	Universal	2 reels	Sept. 12
Uncle Tom's Cabin	F. B. O	1 reel	
Uprising Generation (Sportlight)	Pathe	1 reel	Feb. 6
Vanishing Millions	Sierra Pictures	Serial	
Walloping Wonders (Sportlight)	Pathe	1 reel	
What Price Touchdown (Sportlight)	Pathe	1 reel	
Whirlpool, The (Variety)	Fox	1 reel	
White Paper (Variety)	Fox	1 reel	
With Pencil, Brush and Chisel (Variety)	Fox	1 reel	
Wild Beasts of Borneo	Educational	2 reels	Sept. 12
Wild West (Serial) Ferguson-Mulhall	Pathe	10 episodes	Sept. 12
Winged Rider, The ...... Edmund Cobb	Pathe	2 reels	Feb. 13
Winking Idol, The (Serial) Desmond-Sedgwick	Universal	10 episodes	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
30 Below Zero	Buck Jones	Fox		
Accused	Special Cast	Inde. Films	5000 feet	Jan. 16
Aloma of the South Seas	Gilda Gray	Paramount		
Altars of Desire	Special Cast	M-G-M		
Amateur Gentleman, The	Richard Barthelmess	First National		
Apache Princess	Wilson-Gerber	Davis Dist.-Vital		
Ancient Mariner, The	Special Cast	Fox	5548 feet	Jan. 30
Aristocrat, The	Special Cast	B. P. Schulberg (S. R.)		
Atlantis		First National		
Back Slapper, The	Special Cast	M-G-M		
Bad Habits	Special Cast	Astor Dist. (S. R.)		
Barriers of Fire	Monte Blue	Warner Bros.		
Bat, The	Special Cast	United Artists		
Battling Butler	Buster Keaton	M-G-M		
Beau Geste		Paramount		
Beauty	Special Cast	M-G-M		
Behind the Screen	Special Cast	M-G-M		
Bellamy the Magnificent	Special Cast	M-G-M		
Ben Hur	Special Cast	M-G-M	12000 feet	Jan. 16
Big Night, The	Laura La Plante	Universal		
Big Parade, The	John Gilbert	Metro-Goldwyn	12550 feet	Nov. 23
Black Pirate, The	Douglas Fairbanks	United Artists		
Blind Goddess, The	Special Cast	Paramount		
Border, Intrigue	Franklyn Farnum	Inde. Pict. (S. R.)	5 reels	June 6
Border Women	Special Cast	Phil Goldstone (S.R.)	5000 feet	
Born to Battle	Tom Tyler	F. B. O	5100 feet	Feb. 13
Borrowed Plumes	Daw-Welch	Arrow		
Broken Homes	Lake-Glass	Astor Dist		
Brooding Eyes	Lionel Barrymore	Ginsberg Dis. Corp. (S. R.)		
Brown of Harvard	Jack Pickford	Metro-Goldwyn		
Call in the Night, A		Truart (S. R.)		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Charity Ball, The		Metro-Goldwyn		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Cleaner Flame, The		Arrow		
College Widow, The	Syd Chaplin	Warner Brothers		
Coney Island	Special Cast	M-G-M		
Courage of Captain Plumb	Special Cast	Davis Dist.-Vital		
Crashing Through	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Crashing Timbers	Harlan-Dana	Universal		
Crown of Lies, The	Pola Negri	Paramount		
Cyclone Bob	Bob Reeves	Anchor Film Dist		
Cyrano de Bergerac	Special Cast	Atlas Dist. (S. R.)	9500 feet	July 18
Danger Line, The	Special Cast	Astor Dist. (S. R.)		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Daughter of the Sioux, A	Wilson-Gerber	Davis Dist.-Vital	5 reels	Oct. 24
Dead Command, The	Special Cast	M-G-M		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9
Demon Rider, The	Ken Maynard	Davis Dist.-Vital	5000 feet	Aug. 2
Desert Gold	Holt-Dove	Paramount		
Desert Healer	Stone-Bedford	First National		
Detour		Prod. Dist. Corp		
Devil Horse, The	Rex (horse)	Pathe		
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O		
Don Juan	John Barrymore	Warner Bros		
Don X	Bruce Gordon	B. A. Goodman (S.R.)	5000 feet	Feb. 13
Door Mat, The		Warner Bros.		
Dumb Head		Tiffany (S. R.)	6500 feet	
Early to Wed	M. Moore-K. Perry	Fox		
East of the Setting Sun	Constance Talmadge	First National		
Eden's Fruit		B. P. Schulberg (S.R.)		
Ella Cinders	Colleen Moore	First National		
Ermine and Rhinestone		H. F. Jans (S. R.)		
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp		
Fangs of Fate	Bill Patton	Chesterfield (S.R.)	5000 fet	Feb. 13
False Pride		Astor Dist		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford (S. R.)		
Fighting Buckaroo, The	Buck Jones	Fox		
Fighter's Paradise, The	Rex Baker	Phil Goldstone	5000 feet	
Fighting Courage	Ken Maynard	Davis Dist.-Vital	5 reels	July 11
Fighting Fate	Billy Sullivan	Rayart (S. R.)	4991 feet	Feb. 6
Fighting Heart, The	Frank Merrill	Bud Barsky Prod. (S. R.)	5000 feet	
Fighting Smile, The	Bill Cody	Inde. Pict. Corp.(S.R.)	4630 feet	
Fighting Thorobreds	Billy Sullivan	Rayart (S. R.)	5000 feet	
Fig Leaves		Fox		
Fine Manners	Gloria Swanson	Paramount		
Flames	Special Cast	M-G-M		
Flaming Forest, The		M-G-M		
Flaming Frontier, The	Special Cast	Universal		
Flashing Steeds	Bill Patton	Chesterfield (S. R.)	5000 feet	Feb. 27
Fleet Foot	Marilyn Mills	Davis Dist.-Vital		
Flight to the Hills, The		Paramount		
Flyin' Thru	Al Wilson	Davis Dist.-Vital		Nov. 7
Flying Fool, The	Dick Jones	Sunset Prod. (S. R.)		
Forest of Destiny, The		Gotham Prod. (S. R.)		
Forever After	Corinne Griffith	First National		
For Heaven's Sake	Harold Lloyd	Paramount		
Fort Frayne	Ben Wilson	Davis Dist	5000 feet	Aug. 29
Four Stragglers, The	Special Cast	M-G-M		
Friends	Special Cast	Vitagraph		
Frisco Sal	Special Cast	M-G-M		
Frivolity		B. P. Schulberg (S.R.)		
Galloping Dude, The	Franklyn Farnum	Inde. Pict. Corp.(S.R.)	4700 feet	
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Get Off the Earth	Raymond Griffith	Paramount		
Glorifying the American Girl		Paramount		
Gold Hunters, The	David Butler	Davis Dist.-Vital	6500 feet	Nov. 7
Good Luck	Conway Tearle	First National		
Goose Man, The	Special Cast	M-G-M		
Greatest Show on Earth		Paramount		
Great Jewel Robbery	Herbert Rawlinson	Dependable Films	4800 feet	Jan. 9
Grey Vulture, The	Ken Maynard	Davis Dist.-Vital		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hard Boiled	Tom Mix	Fox		
Harem Girl, The	Special Cast	Astor Dist. (S. R.)		
Haunted Range, The	Ken Maynard	Davis Dist.-Vital		Sept. 26
Haven, The	Special Cast	M-G-M		
Her Big Adventure	Special Cast	Kerman (S. R.)	4800 feet	Jan. 16
Her Honor, The Governor		F. B. O		
Here He Comes	Earle Douglas	Sierra Pictures	5000 feet	
His Woman	Special Cast	Whitman Bennett	7 reels	
Horses and Women		B. P. Schulberg		
Human Mill, The	Special Cast	M-G-M		
Hurricane, The	Special Cast	Truart (S. R.)		
I Can Do It	Special Cast	M-G-M		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Inevitable Millionaires, The	M. Moore-Devore	Warner Bros		
In His Arms	Special Cast	M-G-M		
In Praise of James Carabine	Special Cast	M-G-M		
In to Her Kingdom	Corinne Griffith	First National		
Jason	Special Cast	M-G-M		
Justice of the Far North		C. B. C. (S. R.)	5500 feet	
Kid Boots	Eddie Cantor	Paramount		
Kid Gloves	Johnny Hines	First National		
Killer, The	Marilyn Mills	Davis Dist.-Vital		
La Boheme	Gish-Gilbert	Metro-Goldwyn		
Lady of the Harem, The	Special Cast	Paramount		
Lady of Leisure	Special Cast	M-G-M		
Lawful Cheater, The	Bow-McKee	B. P. Schulberg	4946 feet	Jan. 9
Lawless Love	Al Ferguson	Davis Dist.-Vital		
Lawless Trails	Bruce Gordon	B.A.Goodman (S.R.)	5000 feet	Feb. 20
Law or Loyalty	Lawson Harris	Davis Dist. Div	4800 feet	Nov. 14
Lena Rivers	Special Cast	Arrow	6521 feet	
Les Miserables		Universal		
Let's Get Married	Richard Dix	Paramount		
Life of a Woman		Truart (S. R.)	6500 feet	
Lightnin'		Tiffany (S. R.)	6500 feet	
Lightning Jack	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Lightning Passes, The	Al Ferguson	Fleming Prod. (S. R.)		
Lights of Mojave, The	Ken Maynard	Davis Dist.-Vital		
Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 12
Long Odds	Marilyn Mills	Davis Dist. Div		
Lover's Oath, A	Ramon Novarro	Astor (S. R.)	5800 feet	Oct. 17
Love's Blindness	Starke-Moreno	M-G-M		
Love Thief, A	Kerry-Nissen	Universal		
Lovey Mary	Bessie Love	M-G-M		
Loyalties	Special Cast	Fox		
Lunatic at Large, The	Leon Errol	First National		
Lying Wives	Special Cast	Ivan Abramson (S.R.)	7 reels	May 2
Man and the Moment		Metro-Goldwyn		
Man With a Thousand Faces	Special Cast	M-G-M		
Mare Nostrum	Special Cast	M-G-M	11000 feet	Feb. 27
Married Cheats		Fox		
Memories	Ramon Novarro	M-G-M		
Men of Steel	Milton Sills	First National		
Message to Garcia, A	Special Cast	M-G-M		
Midnight Flames		Columbia Pict. (S. R.)		
Midnight Special		Truart (S. R.)		
Miss Brewster's Millions	Bebe Daniels	Paramount		
Million Dollar Doll		Assoc. Exhib		
Millionaire Policemen	Special Cast	Ginsberg Dist. (S. R.)		
Mismates	Doris Kenyon	First National		
Miss 318	Special Cast	M-G-M		
Miss Nobody	Special Cast	First National		
Modern Musketeer, A	Gene Corrado	Bud Barsky (S.R.)	5000 feet	
Molasses		First National		
Money Talks	Special Cast	M-G-M		
Mr. Battling Butler	Buster Keaton	M-G-M		
My Lady of Whims	Clara Bow	Arrow	6089 feet	Jan. 23
My Neighbor's Wife	Herbert Rawlinson	Davis Dist.-Vital		
Mystery Club, The	Matt Moore	Universal		
Mysterious Island	Special Cast	M-G-M		
Mystery Lady, The	Special Cast	M-G-M		
Nell Gwyn	Dorothy Gish	Paramount	9 reels	Feb. 6
Nervous Wreck, The		Prod. Dist. Corp		
New Klondike, The	Thomas Meighan	Paramount		
Nine and 3-5 Seconds	Charles W. Paddock	A. G. Steen, Inc	5600 feet	Nov. 12
Nocturne	Special Cast	M-G-M		
North of Nome	Special Cast	Arrow	5491 feet	
Oh! Baby	Little Billy	Universal		
Old Army Game, The	W. C. Fields	Paramount		
Old Ironsides		Paramount		
Old Soak, The	Jean Hersholt	Universal		
Open Book	Special Cast	M-G-M		
Ordeal, The	Special Cast	M-G-M		
Padlocked	Special Cast	Paramount		
Palace of Pleasure		Fox		
Palm Beach Girl, The	Bebe Daniels	Fox		
Pals First		First National		
Paris	Charles Ray-E.Boardman	Metro-Goldwyn		
Paris at Midnight	Special Cast	Prod. Dist. Corp		
Partners Again	Sidney-Carr	United Artists		
Passionate Youth	Special Cast	Truart (S. R.)	6 reels	July 11
Peggy Takes a Chance	Peggy O'Day	Davis Dist.-Vital		
Peggy in Chinatown	Peggy O'Day	Davis Dist.-Vital		
Peggy in Danger	Peggy O'Day	Davis Dist.-Vital		
Peggy From Headquarters	Peggy O'Day	Davis Dist.-Vital		
Peggy on the Job	Peggy O'Day	Davis Dist.-Vital		
Peggy of the Secret Service	Peggy O'Day	Davis Dist.-Vital		
Peggy Scores a Victory	Peggy O'Day	Davis Dist.-Vital		
Peggy Under Orders	Peggy O'Day	Davis Dist.-Vital		
Perch of the Devil		Universal		
Perils of the Coast Guard	Special Cast	Rayart		
Plumes	Special Cast	M-G-M		
Poker Faces	Special Cast	Universal		
Poor Girl's Romance, A	Special Cast	Film Book. Offices		
Prince of Pilsen	Special Cast	Prod. Dist. Corp		
Prisoners of the Storm	House Peters	Universal		
Prowlers of the Night	Fred Humes	Universal		
Puppets	Milton Sills	First National		
Pursued	Dorothy Drew	Dependable (S. R.)	5000 feet	Nov. 14
Quality Street		Metro-Goldwyn		

Feature	Star	Distributed by	Length	Reviewed
Quo Vadis	Emil Jannings	First National		Nov. 28
Rainmaker, The	Wm. Collier, Jr.-G. Hale	M-G-M		
Red Clay	William Desmond	Universal		
Red Kimona, The	Mrs. Wallace Reid	Davis Dist.-Vital		Jan. 2
Red Mill, The	Marion Davies	M-G-M		
Rise and Fall of Jesse James		J. S. Woody		
Return of a Soldier	Special Cast	Metro-Goldwyn		
Road That Led Home, The		Vitagraph		
Rogue's Riches	Special Cast	Astor Dist. (S. R.)		
Rolling Home	Reginald Denny	Universal		
Romance a la Carte	Richard Dix	Paramount		
Romance of an Actress		Chadwick		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rust	Special Cast	M-G-M		
Rustling for Cupid	G. O'Brien-A. Stewart	Fox		
Sagebrush Lady, The	Eileen Sedgwick	Chesterfield M.P. Corp.	5000 feet	Feb. 6
Sailors' Wives		First National		
Salvage		Truart (S. R.)	5800 feet	
Sandy	Madge Bellamy	Fox		
Savage, The	Ben Lyon	First National		
Scarlet Letter, The	Lillian Gish	M-G-M		
Sea Horses	Special Cast	Paramount	7 reels	Feb. 27
Sea Wolf, The	Ralph Ince	Ralph Ince Prod	7500 feet	Dec. 19
Self Defense	Aileen Percy	Arrow Film Corp		
Separate Rooms	Special Cast	Fox		
Seventh Heaven	Special Cast	Fox		
Seward's Folly	Special Cast	M-G-M		
Shadow of the Mosque	Odette Taylor	Cranfield & Clarke (S. R.)	6200 feet	
Shadow of the Mosque	Stewart Rome	Ufa	5750 feet	Dec. 26
Shamrock Handicap, The	Special Cast	Fox		
Share and Share Alike	Jane Novak	Arrow	5569 feet	
Shenandoah		B. P. Schulberg (S. R.)		
Shipwrecked	Owen-Schildkraut	Prod. Dist. Corp		
Shootin' Square	Jack Perrin	Ambassador Pict.(S.R.)	5000 feet	
Siegfried		Ufa		Sept. 12
Silence	H. B. Warner	Prod. Dist. Corp.		
Silken Shackles	Irene Rich	Warner Bros		
Silky Anne	Constance Talmadge	First National		
Silver Lanterns	Special Cast	Arrow		
Silver Treasure, The	Special Cast	Fox		
Sky Rocket The	Peggy Hopkins Joyce	Assoc. Exhib.		
Smith of Cornell	George Walsh	Chadwick		
Somebody's Mother	Mary Carr	Rayart	6000 feet	
Son of the Sheik, The	Rudolph Valentino	United Artists		
Sorrows of Satan	Special Cast	Paramount		
Sparrows	Mary Pickford	United Artists		
Starlight Ranch	Wilson-Gerber	Davis Dist.-Vital		
Star Maker, The	Philbin-Bushman	Universal		
Strange Bedfellows		Metro-Goldwyn		
Sunshine of Paradise Alley	Special Cast	Chadwick Pict.		
Sweet Rosie O'Grady		Columbia Pict		
Take a Chance	Richard Dix	Paramount		
Tale of a Vanishing People		Tiffany (S. R.)	6500 feet	
Taxi Mystery, The	Roberts-Agnew	Ginsberg (S. R.)		
Temptress, The	Garbo-Moreno	M-G-M		
Tentacles of the North	Special Cast	Davis Dist.-Vital		
Ten to Midnight		Prod. Dist. Corp.		
Texan's Oath, The	Ken Maynard	Davis Dis.-Vital		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9
That's My Baby	Douglas MacLean	Assoc. Exhib		
Thoroughbred, The	Special Cast	Truart	5481 feet	Sept. 19
Three Bad Men		Fox		
Three Pals	Marilyn Mills	Davis Dist. Vital	4987 feet	Dec. 5
Timber Wolves	Ken Maynard	Davis Dist.-Vital		
Toilers of the Sea	Special Cast	M-G-M		
Tony Runs Wild	Tom Mix	Fox		
Tongo	Special Cast	M-G-M		
Tonio, Son of the Sierras	Wilson-Gerber	Davis Dist.-Vital	5000 feet	Dec. 19
Toto	Lew Cody	M-G-M		
Trailing Shadows	Edmond Lowe	Fox Film		
Trapped	Elinor Faire	Sierra Pictures	5000 feet	
Travelin' Fast	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Travis Coup, The		Tiffany (S. R.)	6500 feet	
Tricks	Marilyn Mills	Davis Dist. Div.	5 reels	Sept. 15
True North, The	Special Cast	C. C. Griffin Prod.	7000 feet	Dec. 19
Unknown Lover, The	Elsie Ferguson	Vitagraph	6895 feet	Nov. 23
Unknown Soldier, The		P. D. C		
Up and At 'Em	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Vengeance of Durand, The	Irene Rich	Warner Bros.		
Viennese Medley	Special Cast	First National		
Volcano, The	Bebe Daniels	Paramount		
Volga Boatman, The	Elinor Fair	Prod. Dist. Corp.		
Warrior Gap	Wilson-Gerber	Davis Dist.	4900 feet	Aug. 22
Way of an Eagle, The	Special Cast	M-G-M		
Web, The	Eileen Sedgwick	Chesterfield (S. R.)	5000 feet	Feb. 20
Wedding March, The		Paramount		
Wet Paint	Raymond Griffith	Paramount		
What Will People Say		Metro-Goldwyn		
What Price Glory?		Fox		
When We Were Twenty-One	Special Cast	M-G-M		
Whispering Canyon	J. Novak-R. Ellis	Ginsberg Dist. Corp. (S. R.)		
Whispering Smith	Special Cast	P. D. C		
White Chief, The	Monte Blue	Warner Brothers		
White Fury	Marilyn Mills	Davis Dist.-Vital		
White Heat	Special Cast	M-G-M		
Whole Town's Talking, The	Ed. Horton	Universal		
Wide Open	Dick Jones	Sunset Prod. (S. R.)		
Wife, The	Special Cast	M-G-M		
Wild Oats Lane	Dana-Agnew	Prod. Dist. Corp.		
Wilderness Woman, The	Special Cast	First Natinal		
Winner, The	Charles Ray	Chadwick (S. R.)		
Winning of Barbara Worth		Samuel Goldwyn		
Wise Guy, The	James Kirkwood	First National		
With Kit Carson Over the Great Divide	Special Cast	Sunset Prod. (S. R.)		
Wives at Auction	Special Cast	Astor Dist. (S. R.)		
Wives of the Prophet	Special Cast	Lee-Bradford (S.R.)	6600 feet	Jan. 9
Wolf Hunters, The	Special Cast	Davis Dist. Div.		
Woman Who Did Not Care		Gotham (S. R.)		
Women and Wives		Metro-Goldwyn		
World's Illusion, The		Metro-Goldwyn		
Worst Man of the Troop	Wilson-Gerber	Davis Dist. Div.		
Worst Woman, The	Special Cast	B. P. Schulberg (S. R.)		
Yoke, The	Special Cast	Warner Brothers		
You Too	Special Cast	M-G-M		



Newspaper Opinions on New Pictures

"Ibanez' Torrent"—M-G-M., Capitol, N. Y.

Evening World: "An all around excellent production—beautifully conceived and executed. The humor is sly and mildly satirical. The characters are real people. The action is natural and sincere. Monta Bell again proves his right to list well toward the top of the directors. Greta Garbo justifies her choice by Louis B. Mayer. She plays highly emotional scenes with restraint and sincerity. The photography was exceptionally good and the titles in good taste."

Herald Tribune: "Pictorially it is lavish, tasteful and always beautiful. Dramatically, it is effective and succeeds in capturing to a considerable degree a half tearful romantic spirit that is appealing. Greta Garbo seems an excellent and attractive actress."

Daily News: "A pictorial treat. It is all too seldom that we are served such movie fare. Monta Bell deserves more praise added to that already sung in his name. Greta Garbo, a Swedish movie star makes her debut and fortunately, she is on the screen most of the time. We feel confident she will meet with a generous reception from the American public."

The Sun: "A Spanish love tale, a tracing of the lives of sweethearts who were not destined for one another. The audience obviously enjoyed it. Greta Garbo is a personable, wistful and intensely feminine young woman. This is her debut, and it is undoubtedly a successful one."

N. Y. Times: "Greta Garbo makes her screen bow to American audiences. The new Swedish actress has an undeniable prepossessing apearance. There is, as one might expect, a flood in this production. It is singularly well done."

Evening Journal: "A new star, Greta Garbo, joins the Hollywood constellation, and in signing her up, Metro-Goldwyn-Mayer has the prize of the year. The combination of star, story and director, is an excellent one. Ricardo Cortez does unusually good work. Monta Bell, the director, has given some deft touches to the photoplay, and the settings are spectacularly effective."

American: "Beautifully and effectively filmed. The picture always rings true. Perfectly cast. Greta Garbo is a valuable addition to the American screen. Ricardo Cortez does his best work in the Cosmopolitan Production. It is a sincere picture. Greta Garbo's eyes are her most vivid feature, her beauty is foreign and sophisticated. It fits her perfectly to the starring role."

Daily Mirror: "In Greta Garbo, Swedish actress, the screen welcomes a graceful, slender girl who captivates with her youth, allure and vitality. Admirers of Ibanez' works will revel in this vivid drama of life."

Morning Telegraph: "The story shimmers with beauty, intelligence, skill, and at all times is a pleasure to contemplate."

Evening Telegram: "An honest, conscientious piece of work that affords scope for more than mere optical exertion on the part of the audience."

"Stella Dallas"—United Artists, Tivoli, London, Eng.

Observer: "'Stella Dallas,' the master epic of the silver sheet. 'Stella Dallas,' the mother with the heart of gold. Two thousand sobs will be swallowed in two thousand throats. Two thousand noses will dip, snivelling, into a nearly equal number of pocket-handkerchiefs. 'Stella Dallas' is certainly a good picture."

Film Renter: "The acting in this picture is literally a revelation. Lois Moran contributes a magnificent performance. 'Stella Dallas' takes its place amongst the really great pictures, for a more appealing story of mother love has seldom been witnessed on the screen. The film is so full of human emotion that any audience is likely to be dissolved into tears. The picture has heart appeal. There has seldom been a greater sob stuff picture than this, and its appeal to women is tremendous. As a box-office proposition, 'Stella Dallas' has undoubtedly been made for showmen."

Bioscope: "Should prove an unusually good box-office attraction at most houses. Women will love it. As an entertainment 'Stella Dallas' will undoubtedly prove a big box-office success, especially with women, on account of the unerring fidelity of the characterization and the emotional, if melodramatic, situations of the concluding episodes."

Cinema: "This adaptation of a story by Olive Higgins Prouty provides powerful emotional entertainment, and will, without doubt, find an immediate response from the greater part of the public, especially the feminine portion."

Kinematograph Weekly: "Henry King's direction is admirable. There is no padding, and every incident is relevant. It is excellent mother love booking for any audience. The picture is noteworthy for the acting of a newcomer to the screen, Lois Moran, who plays the daughter in three stages, at ten, thirteen and twenty. She is a revelation of unsophisticated charm and sweetness. Her performance before the camera is perfectly natural, and very clever acting indeed. Henry King's direction is admirable."

Herald: "This is a very fine picture, quite the best that America has turned out for a long time."

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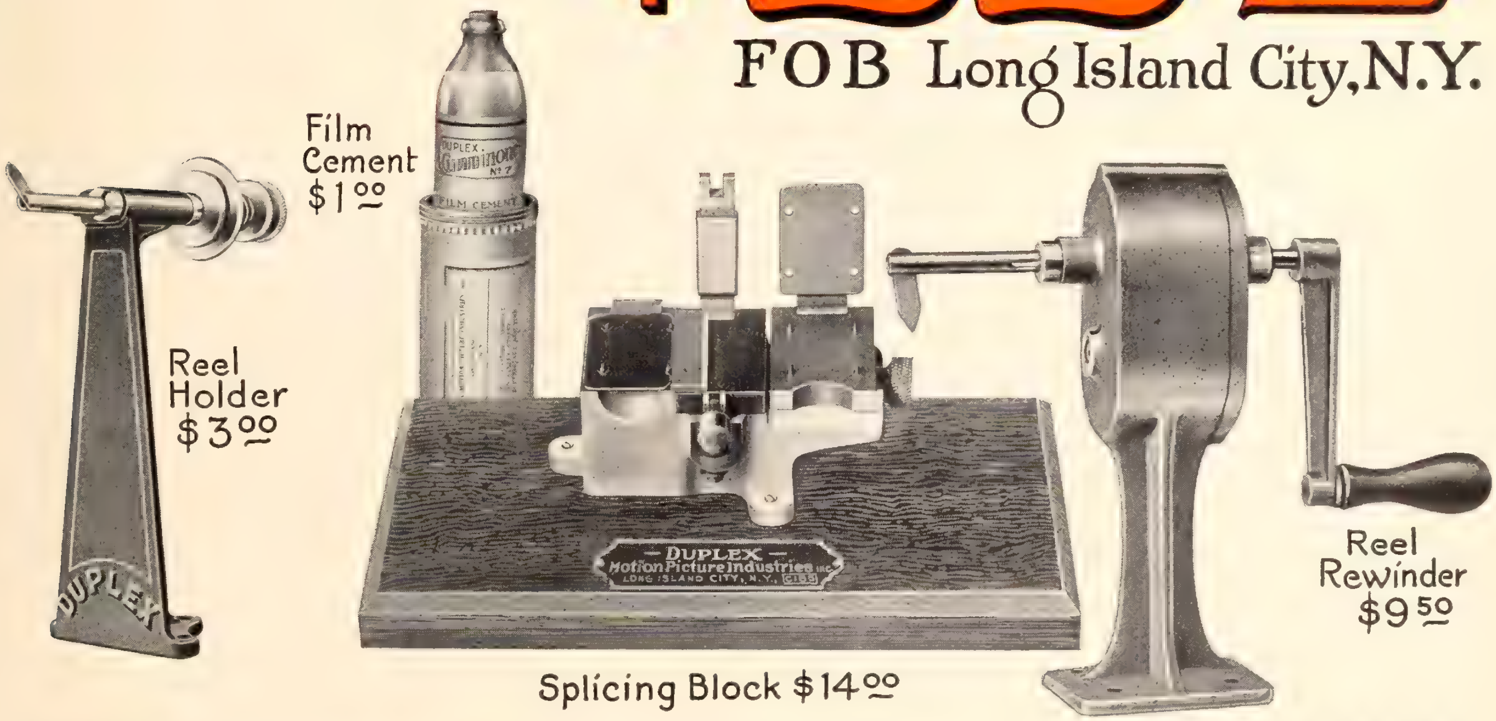
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Robert Kane presents Michael Arlen's, ***"The Dancer of Paris"*** With Conway Tearle and Miss Dorothy Mackaill. Robert M. Haas, Art director. Joseph C. Boyle, Production manager. Ernest Haller, Photographer. The cast includes Robert Cain, Henry Vibart, Paul Ellis, Thomas Cameron and Frances Grant. An Alfred Santell Production. *A First National Picture.* ***Rothacker Prints and Service.***

Dorothy Mackaill
and
Conway Tearle
in
"The Dancer of Paris"

Rothacker
FILM MFG. CO. CHICAGO. U.S.A.
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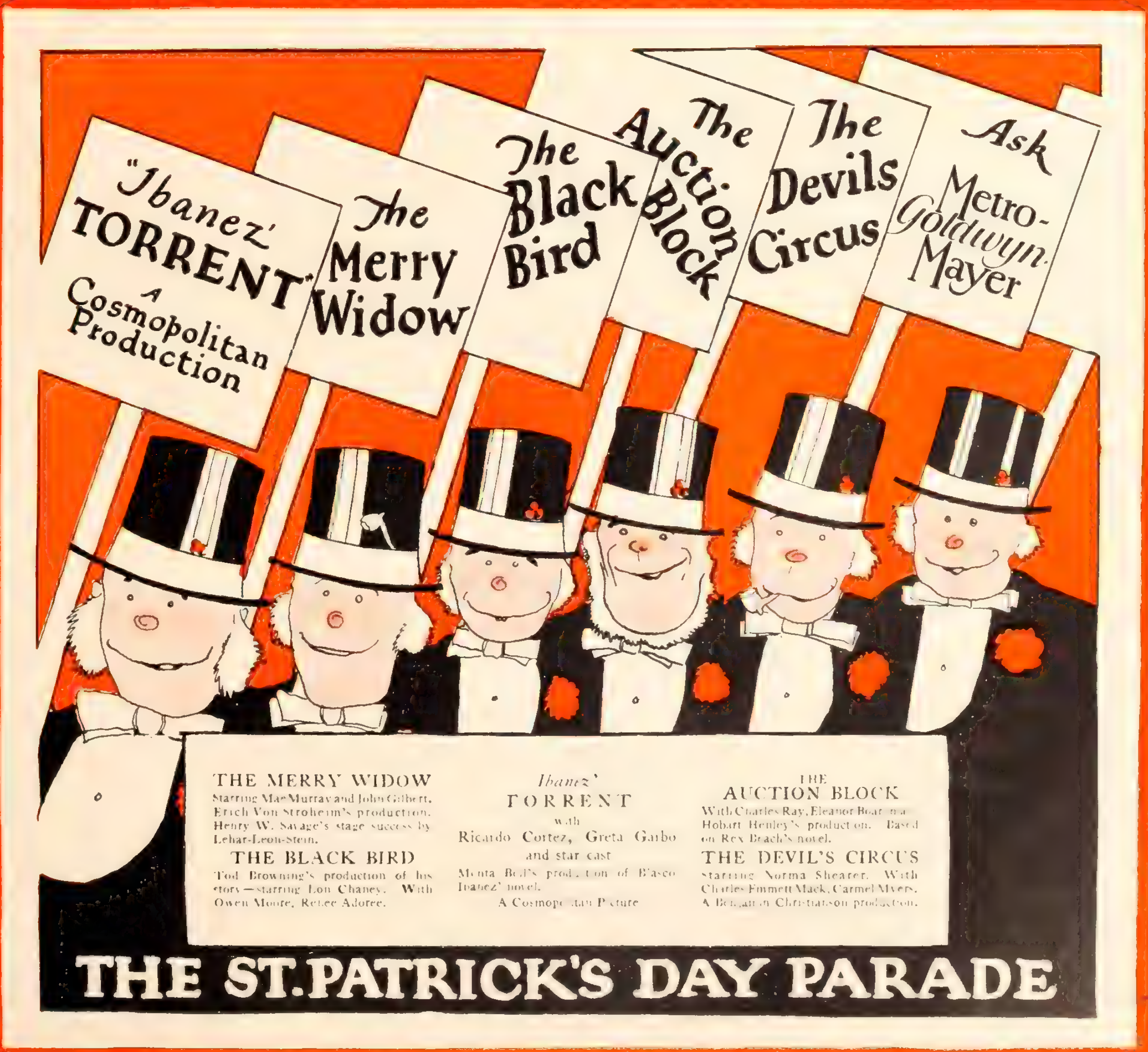
Look Better—
Wear Longer!

Founded 1910
by
Watterson R. Rothacker

March 20, 1926

Motion Picture News

Reg. U. S. Patent Office


"Ibanez' TORRENT" A Cosmopolitan Production
The Merry Widow
The Black Bird
The Auction Block
The Devils Circus
Ask Metro-Goldwyn-Mayer
THE ST. PATRICK'S DAY PARADE

THE MERRY WIDOW
Starring Mae Murray and John Gilbert. Erich Von Stroheim's production. Henry W. Savage's stage success by Lehar-Leon-Stein.

THE BLACK BIRD
Tod Browning's production of his story—starring Lon Chaney. With Owen Moore, Renee Adoree.

Ibanez'
TORRENT
with
Ricardo Cortez, Greta Garbo
and star cast
Monta Bell's production of Blasco Ibanez' novel.
A Cosmopolitan Picture

THE
AUCTION BLOCK
With Charles Ray, Eleanor Boardman. A Hobart Henley's production. Based on Rex Beach's novel.

THE DEVIL'S CIRCUS
starring Norma Shearer. With Charles Emmett Mack, Carmel Myers. A Benjamin Christianson production.

Entered as second-class matter January 31, 1925, at the Post Office at Albany, New York, under act of March 3, 1879

Vol. XXXIII **No. 12**

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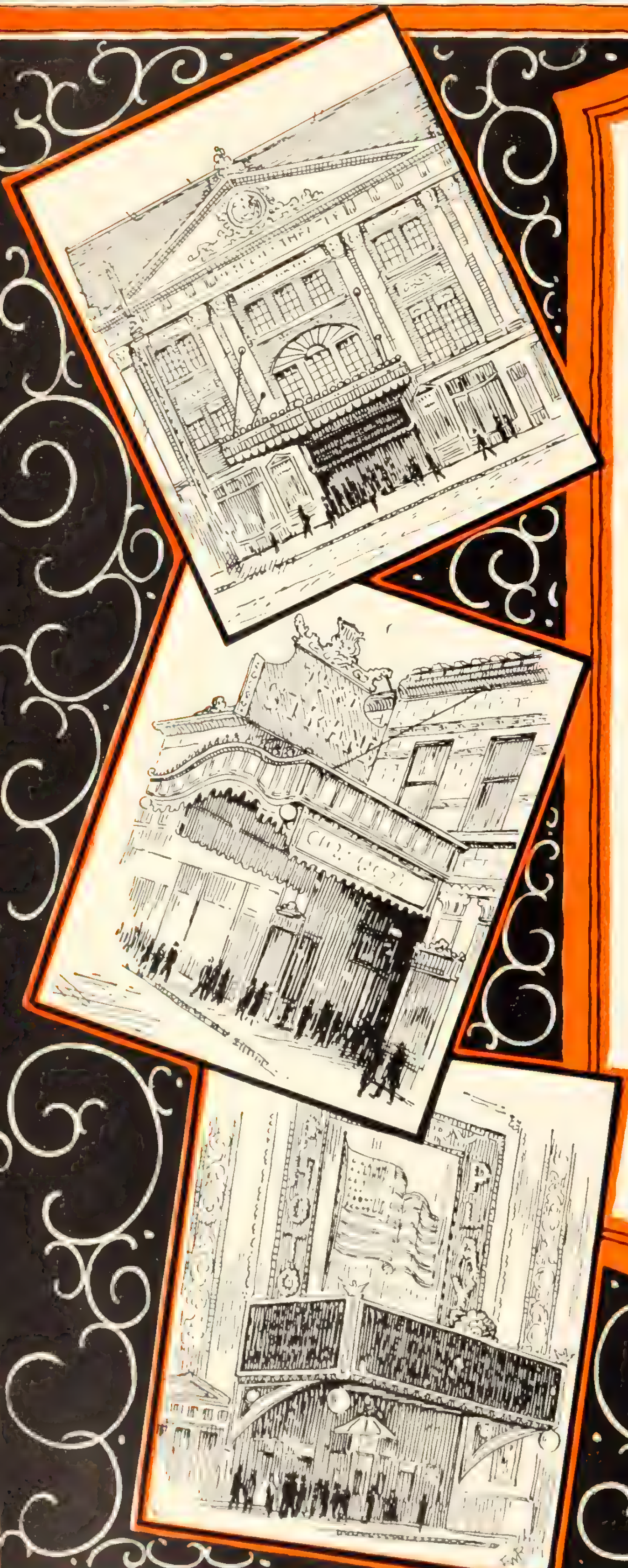
Albany — *Los Angeles* — *New York* *Chicago*

WURLITZER



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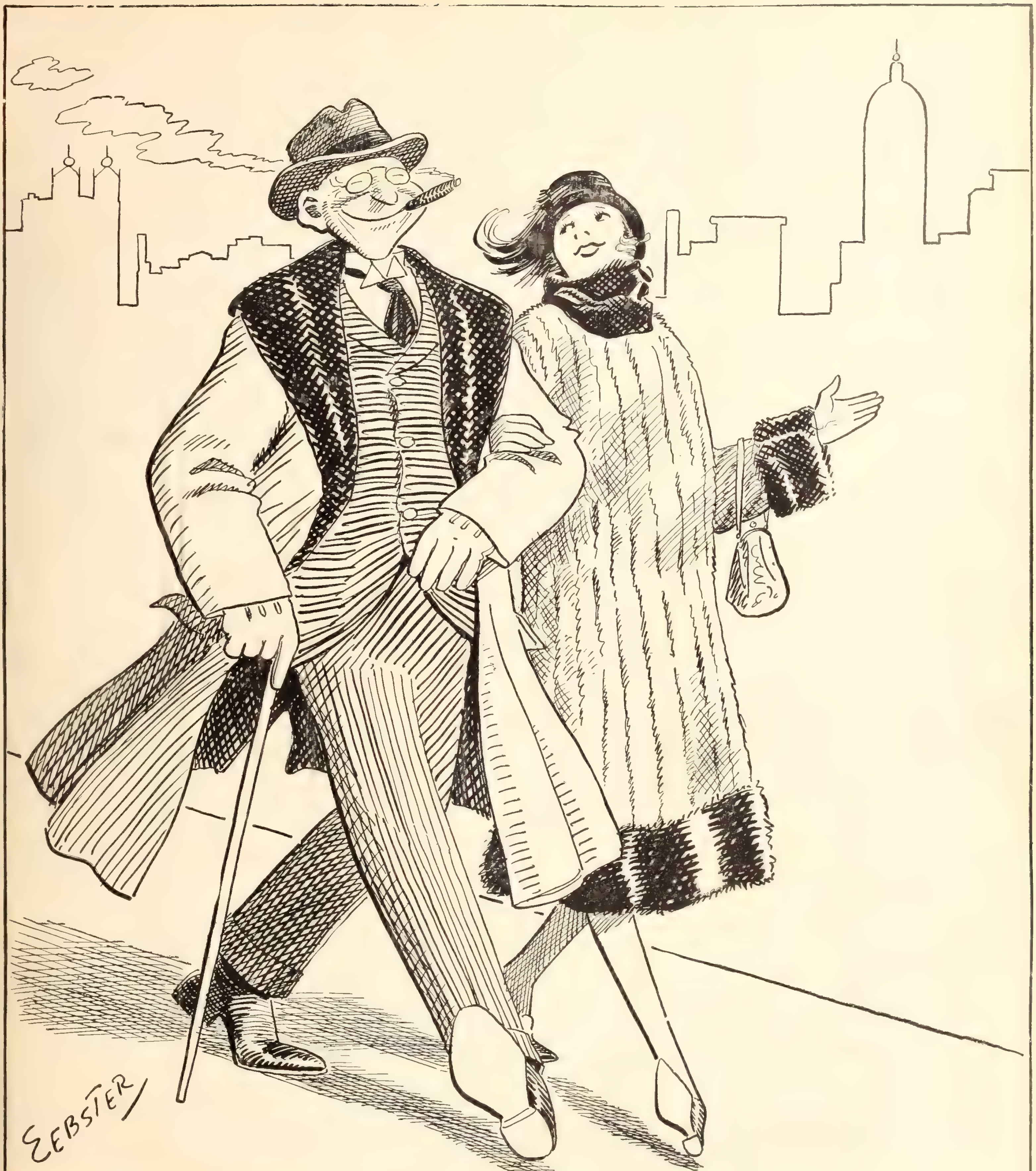

MRS. EXHIBITOR: "WHY SO GAY AND FESTIVE, JOHN? YOU BOUGHT ME THIS NEW FUR COAT - AND THE CAR - AND ---- "

MR. EXHIBITOR: "THAT'S ALL RIGHT, MARY. WE'RE SITTING PRETTY NOW AND ALL MY BUSINESS WORRIES ARE OVER - *I'VE BOOKED PARAMOUNT!*"

THE GLORIA SWANSON picture you've all been waiting for!

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A FRANK TUTTLE PRODUCTION

A Paramount Picture

FROM THE STORY BY FANNIE HURST
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PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

Deluxe fashion show comedy just before Easter!

Bebe Daniels

in "MISS BREWSTER'S MILLIONS"

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY
A CLARENCE BADGER PRODUCTION
WITH
WARNER BAXTER, FORD STERLING

ADAPTED BY MONTY BRICE - FROM "BREWSTER'S MILLIONS" - BY GEORGE BARR McCUTCHEON AND PLAY BY WINCHELL SMITH •• SCREEN PLAY BY HAROLD SHUMATE AND LLOYD CORRIGAN

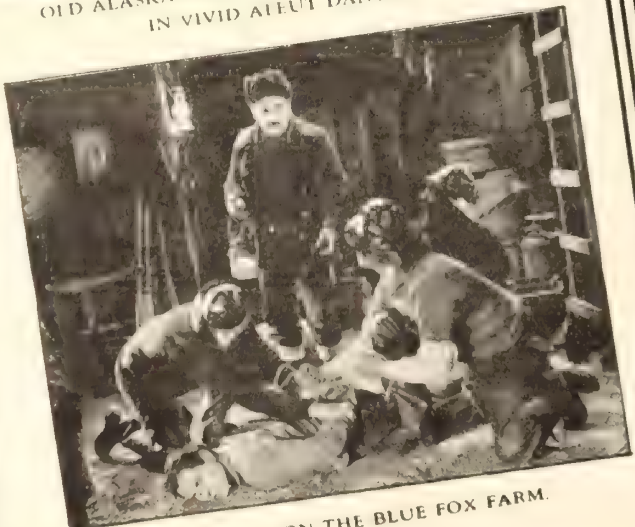
a Paramount Picture

BIG HITS NOW from Paramount.

THE UNSCRUPULOUS TRADER MAKES LOVE TO SOYA THE BEAUTIFUL INDIAN GIRL.

A GLIMPSE OF THE WORLD-FAMOUS BLUE FOX FARM IN ALASKA.

OLD ALASKAN INDIAN RITES ARE OBSERVED IN VIVID ALEUT DANCES



THE RAID ON THE BLUE FOX FARM.

JOHN
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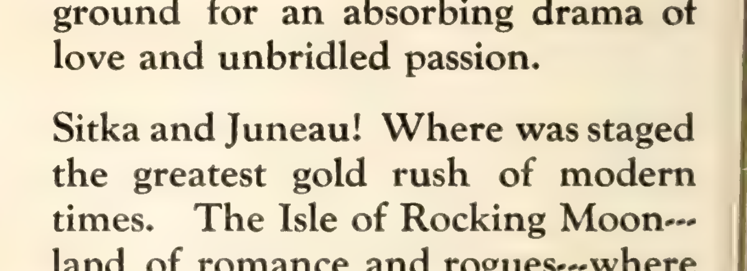
ALASKA as it has never been shown on the screen! A picturization of the sensational "best seller" that has thrilled hundreds of thousands of readers.

A powerfully graphic story of the North, revealing the primitive rites of the famous Aleut Indians as background for an absorbing drama of love and unbridled passion.

Sitka and Juneau! Where was staged the greatest gold rush of modern times. The Isle of Rocking Moon---land of romance and rogues---where men battled in the age-old way for a woman's love!

A Picture of the Golden North That Will Fill Your Box Office With Golden Nuggets!

A METROPOLITAN PRODUCTION



RELEASED BY

PRODUCERS

CKING MOON"

with
LILYAN TASHMAN
JOHN BOWERS
ROCKCLIFFE FELLOWES
and LASKA WINTER

adapted by
JACK CUNNINGHAM
and ELLIOTT J. CLAWSON
from the novel
by BARRETT WILLOUGHBY
Directed by
GEORGE MELFORD

The
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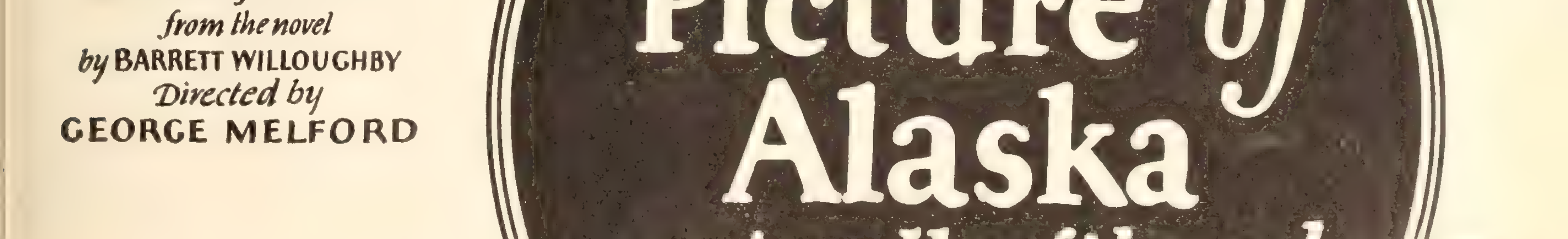
Picture *of*
Alaska
actually filmed
in the **ARCTIC**



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RICHARD TALMADGE

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The NIGHT PATROL

Let DR. F. B. O. jazz up your Box Office with stiff shots of Dick's melodramatic sunshine!

Now available to splash your screen with big gobs of happiness: "THE WALL STREET WHIZ," "PRINCE OF PEP" and "THE BLUE STREAK," all presenting Mr. Talmadge at his agile best!

A Richard Talmadge Production
Presented by A. Carlos
Story by Frank Howard Clark
Directed by Mason Noel

Distributed by
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New York City, N. Y.

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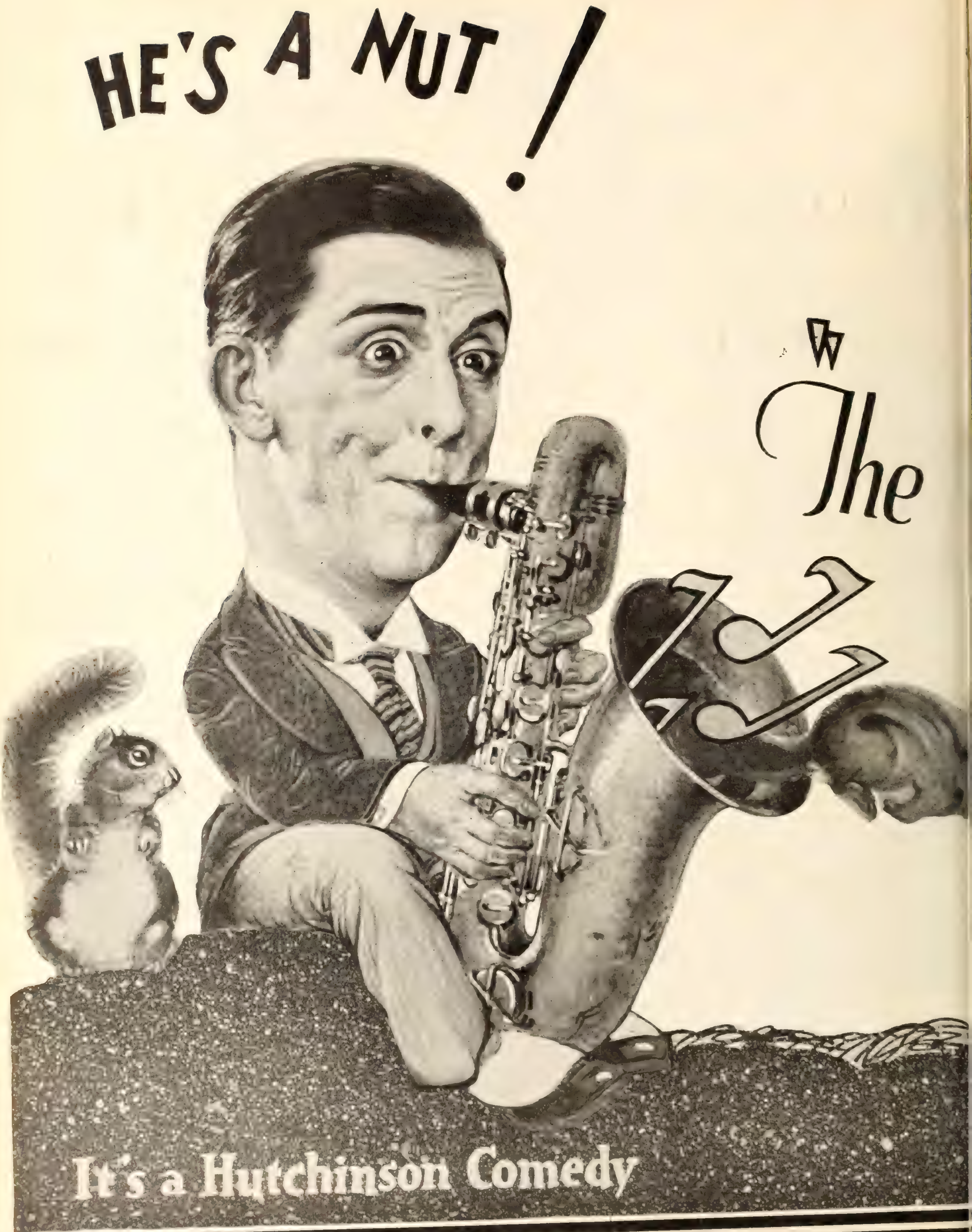
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The
It's a Hutchinson Comedy

A Comedy SPECIAL!

Samuel S. Hutchinson
presents

EDWARD EVERETT HORTON

in

"NUT-CRACKER"

with

MAE BUSCH

From the Popular Novel by
Frederick S. Isham –
Directed by Lloyd Ingraham

Of Course, it's from
ASSOCIATED EXHIBITORS *Inc.*
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EVERY PICTURE We have released has

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THE EMBLEM OF CONSISTENTLY GOOD PICTURES

PLAY THESE for the sake of your Box-Office!

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THE POLICE PATROL

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HIS MASTERS VOICE

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THE PART TIME WIFE

* * *

ONE OF THE BRAVEST

* * *

THE SHADOW ON THE WALL

* * *

THE PHANTOM OF THE FOREST

* * *

THE SPEED LIMIT

* * *

HEARTS AND SPANGLES

* * *

THE SIGN OF THE CLAW

* * *

RACING BLOOD

M.P. NEWS

The Speed Limit

(Gotham-Lumas—5940 Feet)

(Reviewed by George T. Pardy)

THIS is the sort of picture an exhibitor can ballyhoo briskly [illegible] going to much expense, and expect good box office [illegible], especially in communities where [illegible] auto [illegible] and there are many of the latter. When [illegible] picture hinges on gasoline track events, it's ten to one [illegible] a wonder of originality, and "The Speed Limit" [illegible] within certain defined limits. But it goes over with [illegible] force, the action fairly sizzles throughout, the box and [illegible] and the comedy values are played up and handled [illegible] judgment by director Frank O'Connor, and no matter [illegible] you have witnessed dare devil driving, you will not fail [illegible] "kick" administered in that headlong [illegible] Raymond McKee is a clean cut, [illegible] type, Ethel Shannon cutely alluring as Bess Stanton, [illegible] Conley and Inez Ramney are a laughing hit.

THEME. Comedy drama. Tommy, garage mechanic, loves cashier Bess, has invented new tires, gets chance to try them in big race, wins event and girl.

PRODUCTION HIGHLIGHTS. Comedy shots, Conley and Ramney characterizations; rapid action, thrills, romance. Raymond McKee's and Ethel Shannon's work. Big race.

EXPLOITATION ANGLES. Safe to boost this as a combined comedy and thrill riot. Stress the tricks of the garage folk, most everybody believes them pirates anyhow. Play up the loves of Bess and Tommy, go strong on the whirlwind race.

DRAWING POWER. Has general audience appeal, a good program picture.

SUMMARY. Will please a large fan majority. The old auto-racing stuff, but very well done, and enough bright comedy jammed in to balance the sensational punches. Big track event a whopper of whirling action. Acting uniformly good.

THE CAST

Tom Milburn	Raymond McKee
Bess Stanton	Ethel Shannon
Claude Rosewell	Bruce Gordon
Henry Berger	George Chapman
Eight Ball Jackson	James Conley
Biff Garrison	E. W. Borman
Muriel Hodge	Rona Lee
Charles Benson	Paul Weigle

Author, James T. Tynan. Director, Frank O'Connor. Photographed by Ray June

SYNOPSIS. Tommy Milburn, garage mechanic, is in love with cashier Bess Stanton. A rival appears in the person of Ross Stanton, wealthy sport. Tommy and his pal have invented new tires which they expect to prove a racing success. Tommy enters in a big auto race, finds a chance to utilize his tires and wins, despite foul play on Rosewell's part. The latter is arrested. Tommy and Bess tie up for life

---

M.P. NEWS MID-WEEK

The Shadow on the Wall. (Lumas Films. *Cast: Eileen Percy, Creighton Hale,* [illegible] *Jack Curtis,* [illegible] *William V. Mong.*)

If your patrons like crook stuff with liberal suspense and thrill trimmings, you will make no mistake in booking this one. The plot is altogether out of the ordinary, maybe it strains the probabilities some, but that's a matter of small concern so long as the picture entertains; and it's a safe bet this production will hold 'em once it gets started. The characterizations are uniformly good, a vivid contrast is obtained between the underworld atmosphere and upper society strata. A surprise twist is deftly manipulated at the close, when the hero, still thinking he is an impostor, turns out to be the actual chap whose identity he has assumed. Too much praise cannot be awarded Creighton Hale for his fine performance in the leading role. Eileen Percy is a winsome heroine, Jack Curtis and William V. Mong are convincing villains, and the support is excellent.

THE *Film* DAILY

"Thunder" in

"The Phantom of the Forest"

Prod.. Gotham Prod.
Dist.. Lumas Film Corp.

HOLDS ITS OWN WITH OTHER DOG DRAMAS. GORGEOUS SETTING IN CALIFORNIA REDWOODS HELPS ALONG A RATHER RAGGED SCRIPT

Star.... This dog "Thunder" looks just like all the other canine stars. He may act better than some of them because his trainer knows his job better.

Cast... Betty Francisco scores every time she shows. Eddie [illegible] just another hero. James Mason the best in the cast, [illegible] plays the heavy with a fear [illegible]. Frank Davis, the dog's trainer, is a terrible actor—but he is only there to coach the dog, who acts for him.

Type of Story.... Melodrama, built to exploit the dog "Thunder." Of the last twenty dog pictures seen this one rates with the first five for novel stunts and thrills supplied by the canine. The story has plenty of action but the scenario falls down on continuity. It does not build steadily toward the big climax. Too choppy. But the dog's trainer wrote the story, so perhaps he's to blame. Training the dog star, acting in the picture, and writing it besides is a heavy assignment. Anybody who can put an animal through its paces as Frank Foster Davis does can afford to rest on his laurels. At that the tale has a big human interest appeal. It travels the well worn theme of the dog classics where the villain is trying to get possession of the girl's property, while the hero and the canine star fight him at every turn. It works up to quite a spectacular climax. This involves a forest fire, in which the scoundrel perishes. It was quite a relief to see the bad man die some other way than at, by or through the fangs of the four footed avenger. Here is a real novelty in this type of film. But "Thunder" has plenty of other opportunities to distinguish himself. He pulls a new one by throwing his man and pinning him to the ground. His trainer "doubles" for the fight scene between villain and dog. It is one of the best fights between a human and canine yet filmed. "White Fawn," a pure white police dog plays opposite "Thunder" very effectively.

Box Office Angle ...Good for any house where dog dramas bring them in. Fine scenic background.

Exploitation... Bill "Thunder" in a couple of new stunts no dog actor has done. Big forest fire.

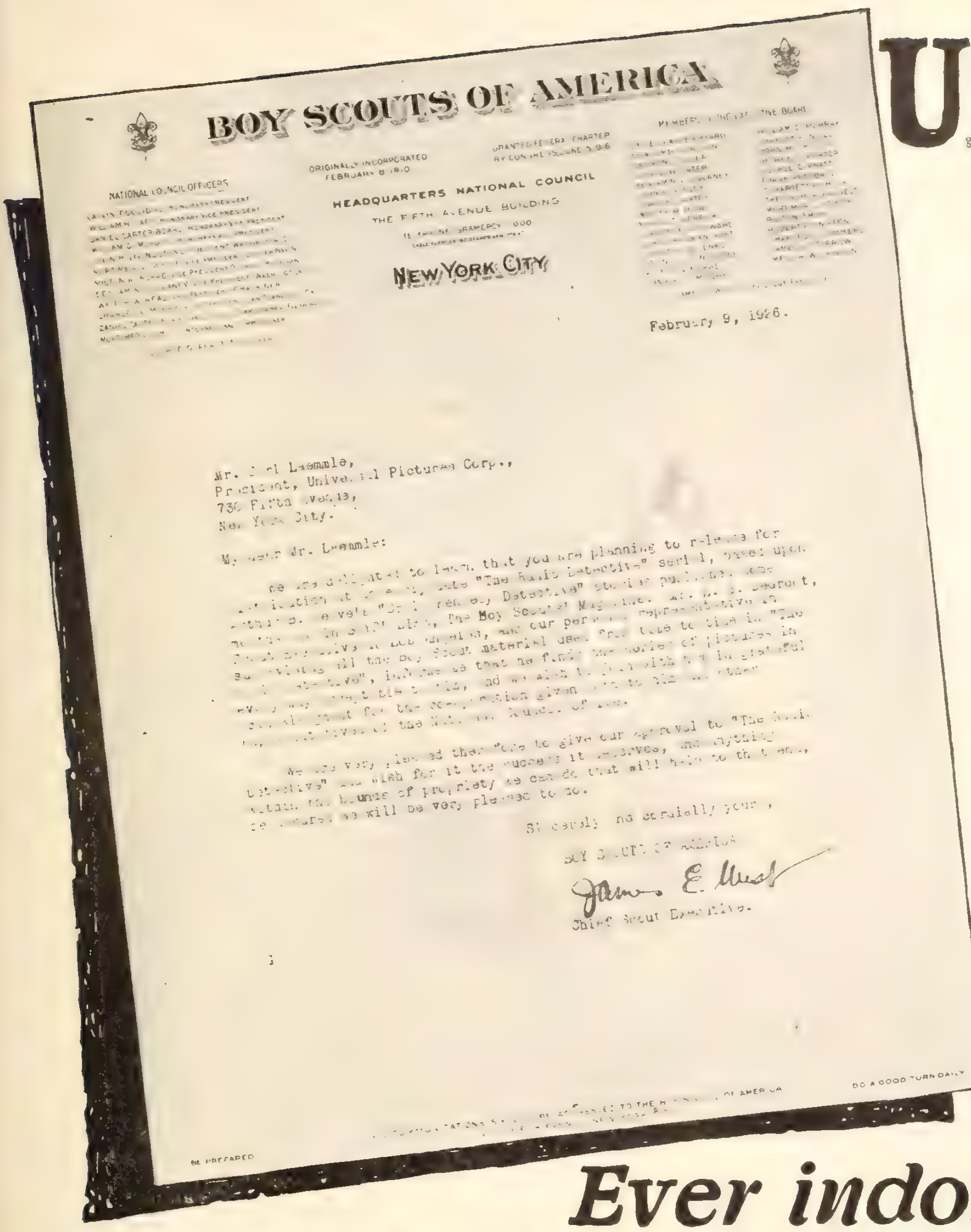
Direction ...Henry McCarty, fair
Author ...Frank Foster Davis
Scenario ....Jas. Tynan
Cameraman ....Ray June
Photography ....Above par
Locale ....California redwood
Length ......5,800 feet

"There's a Gotham Distributor Near You"

LUMAS FILM CORPORATION

Sam Sax, Pres.
1650 Broadway
New York City

Foreign Rights Controlled by INTEROCEAN FILM CORP., 218 W. 42nd St. New York City



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NEW YORK CITY

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February 9, 1926.

Mr. Carl Laemmle,
President, Universal Pictures Corp.,
730 Fifth Avenue,
New York City.

My dear Mr. Laemmle:

Sincerely and cordially yours,

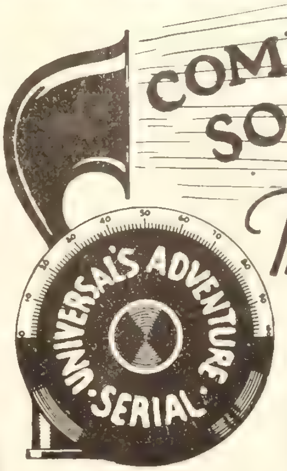
BOY SCOUTS OF AMERICA

James E. West
Chief Scout Executive.

BE PREPARED

DO A GOOD TURN DAILY

UNIVERSAL DOES IT ONCE MORE!



The FIRST AND ONLY SERIAL

Ever indorsed by the

BOY SCOUTS OF AMERICA

Arthur B. Reeves'

The RADIO DETECTIVE

directed by
Wm. Craft and
Wm. Crinley

starring

JACK DAUGHERTY

Thousands were we
The crowds screamed

Says the **DAILY NEWS**

WARNER BROS. PRODUCTION

The Picture That Made All Broadway Rock with Laughter!

It packed them in and stood them up during hilarious week at

STRAND THEATRE

CRITICS' PRAISE

Makes it greatest comedy hit of the year!

"The audience seemed to like it enormously. Dozens of good laughs! *N. Y. Evening World*

"They laughed loudly at the boisterous fun!" *N. Y. American*

"You take your hat off to Chaplin's splendid ability. The Strand should be turning them away all week!" *N. Y. Morning Telegraph*

"Boisterous comedy, provoking plenty of laughs. The comedy is fast and furious!" *N. Y. Evening Journal*

"Riotous and swift moving—moves its audience to delighted whoops and squeals of mirth!" *N. Y. World*

"Round after round of laughter!" *N. Y. Times*

"Amused a larged audience beyond shadow of doubt!" *N. Y. Eve. Post*

"Hurricane of laughter—Chaplins new funfest a farcical wow plus! - Whirlwind flights of broad humor! Be sure and go!" *N. Y. Mirror*

"Hilarious moments in elaborately plotted farce!" *N. Y. Tribune*

"The impulse from start to finish is to laugh. Unquestionably funny!" *N. Y. Eve. Telegram*

"Audience shrieked with laughter—they surely got their money's worth of fun. Screamingly funny!" *N. Y. Graphic*

NOW BOOKING!

Sweet Profits! Another Great Cle

ak from laughing!
and rolled in their seats!

SYD CHAPLIN

in

"Oh! What a Nurse!"

with PATSY RUTH MILLER

DIRECTED BY
CHARLES REISNER

an-up from WARNER BROTHERS!

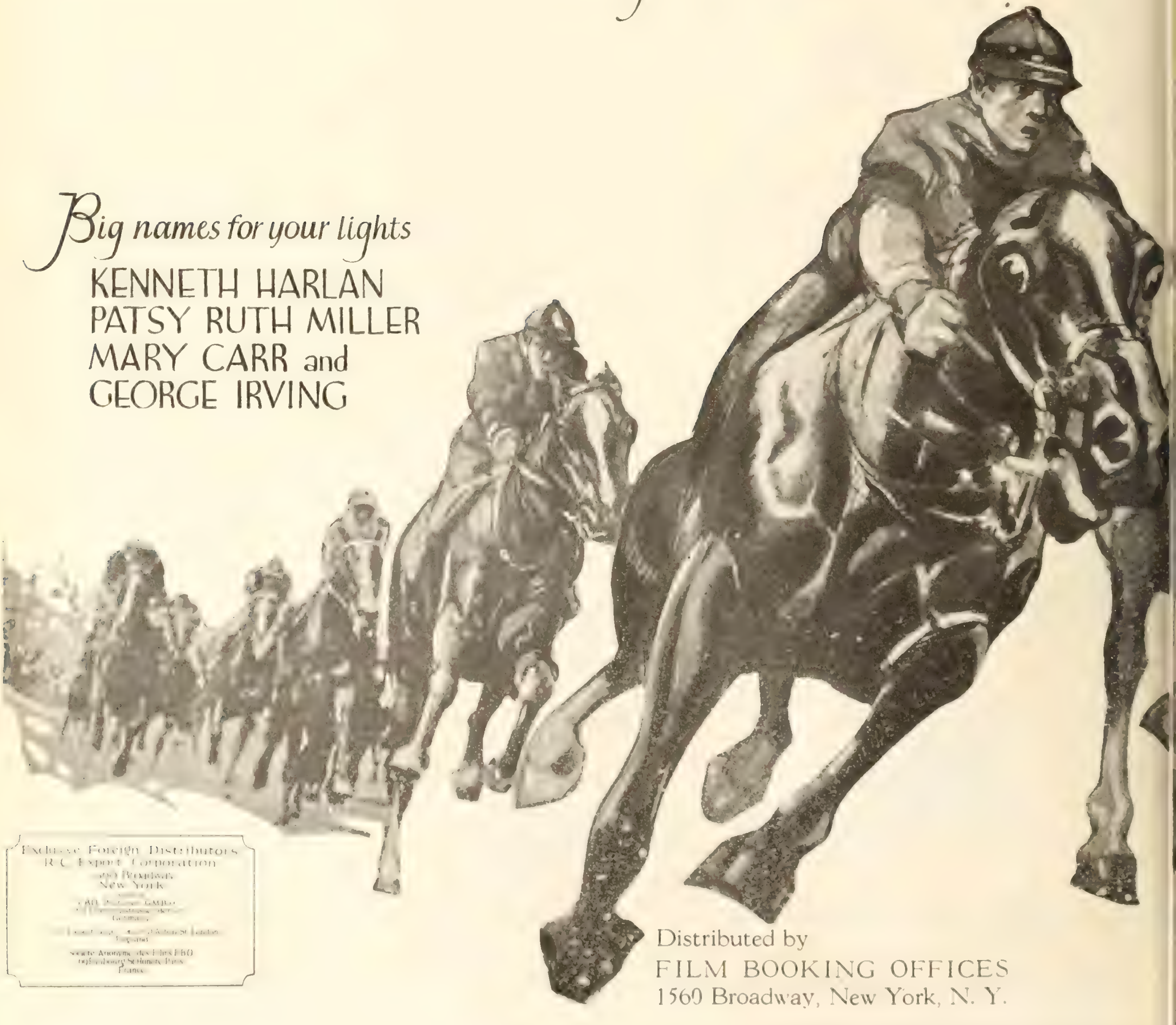
PERFORMA

They're still cheering in Jackson, Tennessee - - -

*A Showman's Natural - - - -
clicking everywhere to the tune
of pounding hoofs and shrieking
throngs -*

Big names for your lights

KENNETH HARLAN
PATSY RUTH MILLER
MARY CARR and
GEORGE IRVING



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1560 Broadway, New York, N. Y.

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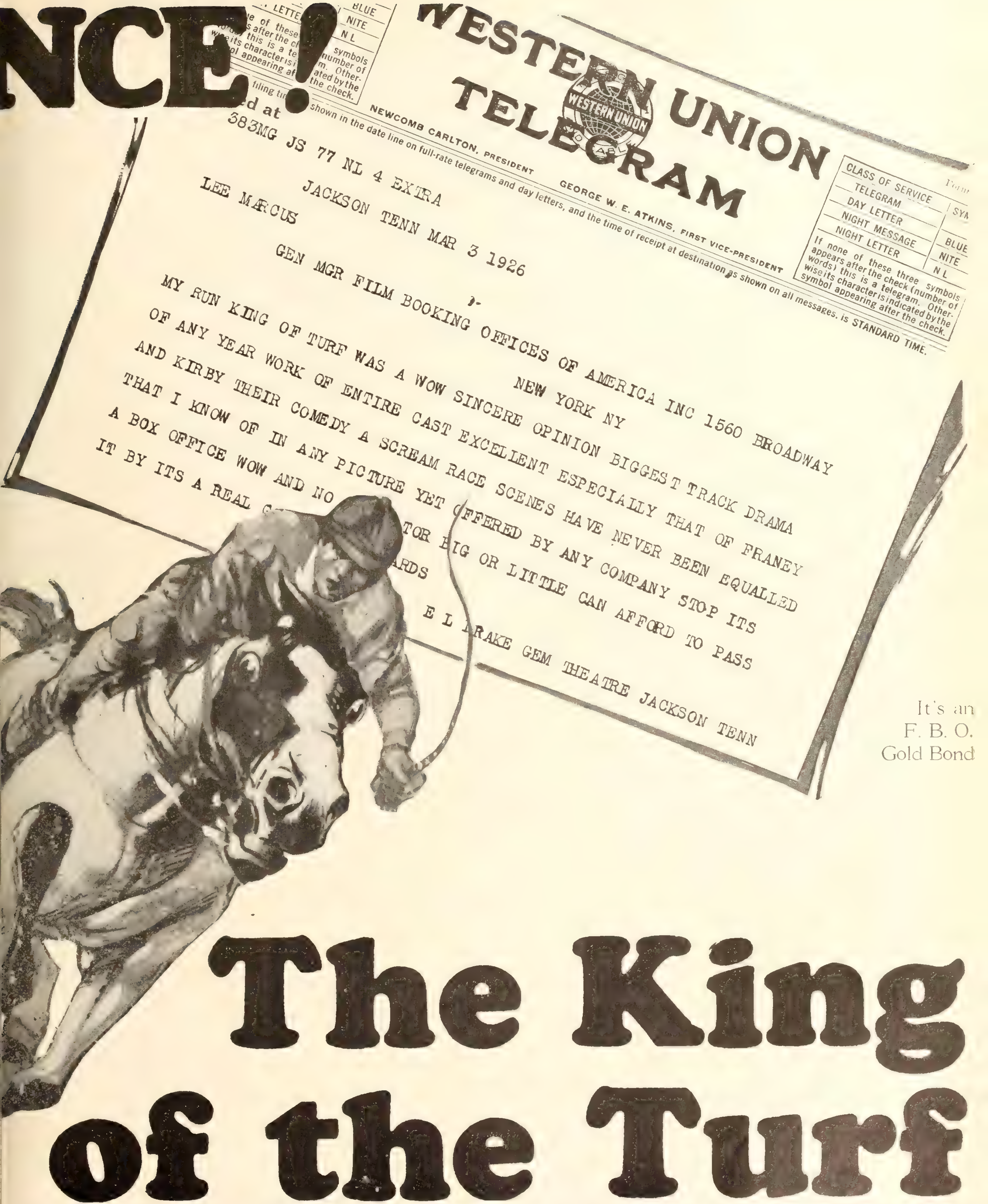

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JACKSON TENN MAR 3 1926

LEE MARCUS

GEN MGR FILM BOOKING OFFICES OF AMERICA INC 1560 BROADWAY

NEW YORK NY

MY RUN KING OF TURF WAS A WOW SINCERE OPINION BIGGEST TRACK DRAMA OF ANY YEAR WORK OF ENTIRE CAST EXCELLENT ESPECIALLY THAT OF FRANEY AND KIRBY THEIR COMEDY A SCREAM RACE SCENES HAVE NEVER BEEN EQUALLED THAT I KNOW OF IN ANY PICTURE YET OFFERED BY ANY COMPANY STOP ITS A BOX OFFICE WOW AND NO TOR BIG OR LITTLE CAN AFFORD TO PASS IT BY ITS A REAL C ARDS

E L DRAKE GEM THEATRE JACKSON TENN

It's an
F. B. O.
Gold Bond

The King of the Turf

Story by Louis Joseph Vance   Adaptation by John C. Brownell   Directed by James Hogan

Do They Use The Check-Up?

Read what the manager of the Star Theatre, Goldendale, Wash., says:

"The best service I get out of your paper is the percentage check-up on pictures. It is very reliable and the best thing I know of for small theatres to depend upon for buying pictures. It also helps as an aid for advertising the best pictures. I quote the Honor Roll frequently in advertising them."

They're all talking about Arlen—

and on the crest of the most phenomenal publicity ever given an author, comes Robert Kane's scoop production

Michael Arlen's "The DANCER OF PARIS"

Every town in the world wants to see Arlen's Stories on the scree

The [illegible] Wasters—one of the most lavish scenes [illegible]

Only Arlen could describe [illegible] Tearle and Dorothy Mackaill could live it.

Dancing heels that [illegible] heart beat of first love.

Play it first in your field

Michael Arlen's "The DANCER of PARIS"

starring CONWAY TEARLE
supported by DOROTHY MACKAILL
An ALFRED SANTELL PRODUCTION -

The whole wide world is your audience!

FIRST NATIONAL PICTURES

A FIRST NATIONAL PICTURE

For Season 1926 – 1927

William Fox presents

No.
18

A MILK WHITE FLAG

ANOTHER CHARLES H. HOYT STAGE SUCCESS

Here is another gem from the pen of America's foremost writer of farce-comedy

Considered by many to be the most beautiful and finest example of the marvelous ability of Charles Hoyt for creating successful stage productions. It's sure-fire box-office! Another great link for that new-season powerful chain of FOX money makers.

Next Week
No.
19

Fox Film Corporation

Ibanez'
TORR

A BIG CAST!

Ricardo Cortez

Greta Garbo

Gertrude Olmstead
Edward Connelly
Tully Marshall
Mack Swain
Arthur E. Carew
Lucien Littlefield
Martha Mattox
Lucy Beaumont
Mario Carillo
Lillian Leighton

Scenario by Dorothy Farnum
from Vicente Blasco Ibanez' novel.
Titles by Katherine Hilliker and
H. H. Caldwell

A MONTA BELL
Production

A Cosmopolitan Production

Metro

ENT

A GREAT NEW PRODUCTION ARRIVES

Not since
"Enemies of Women"
Has Cosmopolitan
Given exhibitors
A more positive hit
Than "*Ibanez*' TORRENT"
A great production
Of a powerful story
With a money cast
Of 12 Big Names
Backed by nationwide
Cosmopolitan promotion
We are proud
To add this picture
To M-G-M's big hits

GREAT NEWS: "*Ibanez*' Torrent," following a week of tremendous business at its Capitol (N. Y.) Premiere, was held over for a second big week. First two days' business $27,750.38, Monday setting new matinee record for the house. From Los Angeles comes word that State Theatre attendance record has been broken! It has just been announced that "*Ibanez*' Torrent," has been booked into the Roosevelt Theatre, Chicago, for a long run commencing March 15th. The Quality 52 scores again!

Goldwyn-Mayer

He's sitting on

from Maine to 'Frisco *from* North to South
wherever the sun shines

C.C. BURR *presents*

Johnny Hines

lines 'em and
lines 'em over
again at the
box offices *in*

RAINBOW RILEY

His biggest to date--chock full of laughs and thrills---made to order for any audience anywhere---It's got a silver lining---and so much silver means just so much gold for you.

From THOMPSON BUCHANAN'S "*The* CUB"
Directed by . . . . CHARLES HINES

Photography by CHARLES E. GILSON, AL WETZEL,
WILLIAM WALLACE *Titles by* JOHN W. KRAFFT

top of the world

First National Pictures

A First National Picture

Now the truth

One year in the making to bring for the glory of the screen the most amazing drama of all time---proudly *First National* announces its tremendous secret special

The GREATER

Presented by . . . RICHARD A. ROWLAND
Written for the screen by . . . JUNE MATHIS
From EDITH O'SHAUGHNESSY'S *novel*
"VIENNESE MEDLEY"

with **CONWAY TEARLE**
and **ANNA Q. NILSSON**
and a cast including MAY ALLISON, IAN KEITH
JEAN HERSHOLT *and* LUCY BEAUMONT

First National Pictures

A **JUNE MATHIS** . . . . *Production*
Directed by . . . . CURT REHFELD

can be told!

GLORY

Soon it will be seen--already it is the talk of the industry.

A First National Picture

First National Pictures

Norma Talmadge's greatest acting role
Her biggest show

JOSEPH M. SCHENCK presents

Norma Talmadge
in
"KIKI"
with
RONALD COLMAN

Screen story by . . . . . HANS KRALY
Based on the stage play "KIKI" Written by ANDRE PICARD and adapted by DAVID BELASCO
a CLARENCE BROWN Prod

Motion Picture News

Volume XXXIII ALBANY, N. Y., AND NEW YORK CITY, March 20, 1926 No. 12

New Faces

LUNCHEONS to the trade press come and go: but now and then one stands out in interest. Such was the one given to Cecil De Mille this week.

We shall have more to say later about what Mr. De Mille has been doing for the past twelve months and what he proposes to do this year.

Just now I want to convey to exhibitors what he said about the all-important subject of new faces on the screen. His words carry weight. De Mille and Griffith have brought from obscurity the very best of our screen technicians, names that today are household words the world over. The ability to select such rare material from the mass of screen aspirants, to mould patiently and eventually bring out stellar brilliancy — this is the craftsmanship to which the box-office owes its highest respect and deepest gratitude.

The sameness of pictures today is their damning fault. We are all aware of that fact. But generally we don't appreciate the infinite skill and endless labor of unearthing new stories and creating new faces for the popular favor; and that this is a job for the whole industry, not merely for the producers.

The situation is serious — has always been.

Mr. De Mille makes the statement that a new producing company today, whatever its other resources, could not start work with one leading man and one leading woman. They are not to be had; they have got to be made.

That, we are inclined to say, is the producer's problem — his job.

But not altogether — by any means.

The exhibitor takes the stand that excessive salaries cause high rentals. Yet, as we have pointed out before, while he is declaiming with one hand with the other he is putting out a poster telling the public that the following personalities are in his picture. He buys pictures on the basis of the cast.

The number of popular leads still remains alarmingly few. Producing competition, on the other hand, is strenuous. So contracts at high prices are the inevitable result. Players who choose to remain "free lances" work in several pictures at once when production is at its peak. They appear in too many pictures.

A few years ago the producers endeavored to reduce costs by loaning contract players back and forth. But the exhibitor objected; he didn't want players whom he regarded as his own advertised in pictures at a rival theatre.

And so the problem is the exhibitor's also; his to solve. He wants new faces because the public wants them. He is opposed to excessive salaries. Then, he must help build the new personalities.

The hopes of the studios — in the way of new talent — should be the hopes of the exhibitor. If a producer is willing to devote himself and his organization to the still hunt for talent, and it takes devotion; then to gamble time and money in the development stage — and it is gamble enough; — assuredly it is up to the exhibitor to help him get the new find to the public attention.

These new personalities are selected and trained for a specific selling purpose — a new Wallace Reid, or Gloria Swanson, or Elsie Ferguson, etc. In other words, there's a genuine reason, a selling motive, back of the effort. It is the exhibitor's opportunity, then, to sell them to the public in his own advertising.

Perhaps the producer does not bring these new "bets" specifically enough to the exhibitor's attention. I know that, in my own case, it is necessary for me to go to Hollywood to get the real facts; and I find, then, it is the most interesting thing I can write about.

Perhaps, again, the new hopes may not be accepted by the public. But the invitation to the public to give its opinion isn't going to hurt the exhibitor.

W A Johnston

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Editorially Speaking

WILL H. HAYS on March 5th began his fifth year in the motion picture industry, quietly and with no more fuss than marked that day in 1922 when he first entered upon his duties. There were scoffers aplenty then—but what a change has come about! Mr. Hays, they said, was a politician (whatever that meant) and could bring nothing constructive to the industry.

As a matter of fact, looking back over the four years, it seems patent that General Hays' political experience was his most valuable single asset—for practical politics taught him that progress is a matter of compromise and give-and-take. He knew that there was always a middle ground on which contending parties could meet, and he sought to find that ground. Where others might have "stood pat" until they went down to defeat, Mr. Hays has arrived at practical solutions and workable compromises.

There is no need to review again here his action in bringing together the exhibitor leaders and settling, over the luncheon table, the contract issue which seemed (and might have been) so threatening.

But these things, after all, are details within the industry—mighty important, to be sure, but not so important, in the long run, as the factor on which the future of this business depends—Public Confidence. An unimpassioned comparison of conditions four years ago and now will startlingly reveal the improvement he has wrought. We are having—perhaps always will have—our share of Blue Law and censorship troubles, but now, instead of being left to the over-zealous reformers, unmet by concerted action, they are being quietly and effectively dealt with.

Will Hays is not a miracle man—he would be the last to claim it—but the confidence and co-operation which he has begotten within this industry and outside of it during his first four years are, everything considered, little short of miraculous. MOTION PICTURE NEWS is happy to join in the flood of congratulations being showered upon him on the eve of his fifth year as the Little General of the producers and distributors of American motion pictures.

* * *

WHICH is an appropriate point at which to quote some of his remarks before the Federal Council of Churches of Christ in America at the dinner on March 3rd at the Waldorf-Astoria, New York City. He said, in part:

"Make no mistake as to the importance of amusements. The cynical Juvenal said sneeringly of the Roman populace of his day, 'All they care for is their bread and their games.' He need not have sneered. They did care for their bread and their games—for Life and relaxation from Life. It has been the demand always and will always be required. It is natural, it is right. To combat it is to oppose nature. The constructive, intelligent way is to meet it with that knowledge and to direct it sympathetically to higher levels always. Do not forget that just as you serve the leisure hours of the masses, so do you rivet the girders of society.

"Sympathetic co-operation has been offered by the industry and has been accepted by the Federal Council of Churches. The whole church will of course co-operate, as now it can, with this great influence for good—an influence that reaches 20,000,000 people every day. The Church cannot refuse, the Industry cannot refuse. It is the formula which commands our support. It is the one method to bring about better and still better pictures. Political censorship of any method of expression, whether pulpit, press or pictures, is as utterly un-American in its conception as it is absolutely ineffective in execution. Sympathetic co-operation, such as is proposed, is the one and only way. There never before has been a time when the organized church could influence any organized business as right now it can help guide motion pictures—and motion pictures are the answer to everything that man yearns for in his demand for relaxation. The motion picture is unprecedented in the history of all amusement. The truth is that no picture will be made by members of our association which will not square with the proprieties as interpreted under all the circumstances by this Committee on Drama of the Federal Council of Churches. We stand at attention to that which these men think is right."

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PICTURES AND PEOPLE

Johnny Hines and company set sail for Florida to start "The Brown Derby" (First National), suitably derbied. The girls are Diana Kane and Ruth Dwyer.

Marion Davies, Cosmopolitan star, arrives in New York for a brief rest after finishing "Beverly of Graustark" for Metro-Goldwyn-Mayer release.

DISABILITIES

EDWARD SUTHERLAND, down at Ocala, Fla., with W. C. Fields for "The Old Army Game," is directing with his arm in a sling for a week or two, as the result of a motor boat accident. The motor boat he was in was inadvertently started full speed toward another craft loaded with passengers. Sutherland warded off a serious collision with his arm, but sprained and bruised it in the doing. Hence the sling.

Lya de Putti, Hungarian film actress who arrived here recently and who has been cast for "The Sorrows of Satan," was operated on this week for appendicitis after an illness of several days in her apartment at the Hotel Buckingham. She is at The Harbor, 61st street and Madison avenue, New York.

Hal Roach, the Pathe comedy producer, is working at the studio despite a broken collarbone and several bruises received while playing polo at the Midwicke Country club a few days ago.

PERSIA'S IDEAL

RICARDO EDELSTEIN, consul-general of Persia, visited the "Sandy" Company the other day at the Fox West Coast studio, and paid Madge Bellamy, playing the name role, a deep compliment. "I think," he told her, "that you may well consider yourself exactly what the people of the old world regard as the ideal American girl. In America, you possess a freedom unknown in Europe or Asia. This freedom gives you a bearing and frankness that is nothing less than ideal."

JOINS FOX PUBLICITY

HORTENSE SCHORR, who was for a year and a half in charge of fan publicity for Pathe, has transferred her activities to Fox Films, where she will aid in publicizing the imposing line-up of productions being turned out these days by that organization.

Dorothy Dwan, leading lady to Larry Semon in Pathe's "Stop, Look and Listen" in a costume and pose appropriate to St. Patrick's Day.

Myrna Loy, Warner Bros.' blonde vamp, in one of the exotic creations which she wears in "Why Girls Go Back Home." This dress is certainly not the reason.

Pauline Frederick, between scenes of "The Nest," (Excellent) shows Ramon Romeo, her publicity man, the bag presented her by the Prince of Wales in Australia.

The Pathe Bowling team which has won first position to date in the Motion Picture Bowling league; left to right, back row: I. Wormser, C. Christensen, Pat Campbell, Lou Dismond, L. McCarron, F. Hagetter; front row: John Level and Ed Kraemer.

Larry Kent in a "racy" pose from an episode of "Fighting Hearts," the F. B. O. sport-comedy series now being completed.

Ethlyne Clair, selected by Stern Bros. to play the feminine lead in "The Newlyweds and their Baby," from the George McManus cartoons, snapped just before leaving for the Coast with a group of writers and publicists, including Nat G. Rothstein (extreme right), Chester J. Smith of the News, Charles Hastings, "Burney," and Henry Clay Bate. (Photo by Underwood & Underwood.)

RECOMMENDED FILMS

TWO features received the little asterisk denoting merit this week from the National Board of Review—one a light comedy drama and the other stark tragedy. The first was Paramount's "Miss Brewster's Millions," while the other was "Mare Nostrum," Rex Ingram's vivid picturization of the Ibanez sea tale. A Pathe single-reeler, "The Inside Dope," was also decorated for merit.

Films commended by the National Motion Picture League as suitable for family audiences during January and February include "Just Suppose," "A Kiss for Cinderella" and "Memory Lane," as well as a long list of short subjects.

"ASHES" AND THE COUNTESS

THE announcement that Countess Vera Cathcart is to appear in a play of her own composition entitled "Ashes" presents some interesting complications. A play of this title by Reginald Goode played on Broadway some time ago, with Florence Reed starred, and E. M. Asher purchased the screen rights for Corinne Griffith. Preparations have already been made for filming, and Asher announces that he will take every step necessary to protect his rights to the title "Ashes."

ON THE RADIO

SEVERAL radio talks of unusual importance have been made recently by leading lights of the film world. One was that referred to last week, by Cecil B. De Mille from station WEAF on "Star Picking." Some of the highlights were:

"The kind announcer has alluded to me as 'A Maker of Stars,' I am not a star maker—it is you who are the star makers. My only gift in the matter is to be able to sense whom you are going to like—and being one of you, the impression that a personality makes on me is usually the same impression that it makes on you. . . Stars, like diamonds, are easily recognized after they have been polished and presented in suitable settings. But the problem of the motion picture producer is to find stars in the rough. . . You may ask: 'How were they made stars?' There is no secret formula. It is the entree to all success—work, untiring, incessant work. Then you may ask: 'Why doesn't everyone who works that way become a star?' My answer is that the crux of the whole thing is—Personality—that intangible thing that is stronger than beauty—more fascinating than color—greater even than knowledge."

Last Saturday night, Douglas Fairbanks made one of his infrequent radio appearances, this time through stations WJZ, WRC and WGY. Doug was interviewed for ten minutes before the "mike," after which Mortimer Wilson, the composer, explained the music score of "The Black Pirate" as several selections were played under his direction.

And, lastly, we may mention that our contemporary, Mike L. Simmons of the Daily Review, takes the air this week in the first of a series of picture talks from station WBPI, New York City.

ENTERTAINING THE AMPAS

THE A. M. P. A. luncheon of last week was featured by an extensive entertainment of negro selections put on by a group which included the Southern Jubilee Singers, Clarence E. Bradley, Lawrence Lomax, Peter E. Brown, Jack Moore and others. The Ampas were so delighted with the program that they are planning to engage these musicians for the Naked Truth Dinner of next year. Meanwhile, as a return courtesy, they are trying to line up bookings in first run houses around New York City for the performers.

OUT OF THE HOSPITAL

OSCAR COOPER, managing editor of *Motion Picture News*, who was for two weeks confined to Roosevelt hospital, New York City, with pneumonia, was so far recovered on Monday of this week that it was possible to move him to his home. It is hoped that he will be able to return to his desk at the *News* within a comparatively short time.

Graduation exercises of the Paramount Pictures' School at the Ritz-Carl ton last week, accompanied by the screening of "Fascinating Youth," with the Paramount Junior Stars. At the speakers' table may be seen the Junior Stars themselves, and Adolph Zukor, Jesse L. Lasky, S. R. Kent, Will H. Hays, Walter Wanger, Richard Dix, Lois Wilson, Adolphe Men jou and Chester Conklin. The Junior Stars include Marion Ivy Harris, Iris Grey, Josephine Dunn, Mona Palma, Thelma Todd, Thelda Kenvin, Jeanne Morgan, Dorothy Nourse, Walter Goss, Greg Blackton, Charles Rogers Jack Luden, Claud Buchanan, Irving Hartley, Robert Andrewsand Charles Brokaw, class president.

DOUG'S COLORFUL OPUS

THE premiere of "The Black Pirate" at the Selwyn theatre, New York City, on Monday night was a real gala affair. The opening of a Fairbanks picture is always a genuine event in Manhattan, without the film colony as well as within, and this was no exception. The sidewalk was packed by a dense mass of anxious fans awaiting a glimpse of their favorites. Those within the theatre refused to be seated, and crowded the foyer and aisles.

That the picture registered a smashing hit was obvious. Spontaneous bursts of applause frequently drowned out the nautical music score written by Mortimer Wilson and played under his direction. The color obtained in the picture came in for particular praise from all sides, it being generally agreed that here, for perhaps the first time, was color that carried its message of prismatic charm minus the eyestrain or distraction of brilliant hues.

Doug and Mary occupied the lower left box, and came in for no little attention. Among others sighted in the audience were Hiram Abrams, Paul Lazarus, E. A. Eschmann and other United Artists executives, Adolph Zukor, Jesse L. Lasky, Walter Wanger, Samuel Goldwyn and Mrs. Goldwyn, Colvin W. Brown, Adolphe Menjou, Lois Wilson, May McAvoy, Marion Ivy Harris, Paul Bern, Sam Katz, Harold Franklin, Mayor James J. Walker, Mae Murray, Jules E. Brulatour, Hope Hampton, and many, many others.

Carl Laemmle, president of Universal snapped in Chicago, en route to the Coast, with Andre Mattoni, new European screen find, and Louis Laemmle, brother of the Universal chief.

IN AND OUT OF TOWN

THE staff that produced "Fascinating Youth," which marked the screen debut of the Paramount Junior Stars, this week returned to the Coast. Sam Wood, director, Byron Morgan, author, and Harry Sweet, comedy constructor, were the departing functionaries. Mrs. Morgan and their two children, as well as Mrs. Monte M. Katterjohn, were in the party.

Estelle Taylor returned to the Coast on Monday, after a trip around the country which, since she left Los Angeles, has included Denver, Richmond, Memphis, Miami, Havana, Palm Beach, New Orleans, Kansas City, Tampa, Philadelphia, Wilmington and New York.

Harry Langdon is en route to New York, for the first time in four years, bringing with him a print of "Tramp, Tramp, Tramp," his first feature comedy for First National. Due in Sunday. His next is tentatively titled "The Yes Man."

Harold Lloyd and party is another cross country traveler of the moment, bringing with him "For Heaven's Sake," his first for Paramount release. In the party is Sam Taylor, director, who is severing connections with the bespectacled comedian. It will be Taylor's first visit to the metropolis in six years.

Judges in the "Do Clothes Make the Girl?" contest conducted by First National in connection with "Irene." Left to right, they are Neysa McMein, Conde Nast, Mary Nash, Mrs. Oliver Harriman and Hewitt Howland.

The Twentieth Century arriving in New York on Thursday morning was expected to bring Jeanie Macpherson and Barrett C. Kiesling, scenarist and publicity director respectively of the De Mille studio, arriving for conferences on the production line-up for next year.

Walter Hiers is coming to be known as a traveling comedian. Having finished the last of his current series at Christie for Educational, he has packed his bag and started on a personal appearance tour that will take in Milwaukee, Chicago, Boston, Reading, Harrisburg and Nashville. Mrs. Hiers is with him.

SPORT EVENTS

LOIS WILSON, the always charming Paramount player, leaped into prominence in a new field on March 4th, when she dropped the puck that started the hockey game between the Ottawa Canadians and the New York Americans at Madison Square Garden.

Tom Tyler, F. B. O. western star and something of an athlete himself, officiated last Saturday at the Thompson High School Track meet, incidentally showing the contestants a thing or two about the weight events. Tyler was holder of the American amateur weight lifting records in three events, and a star shot put and hammer throwing man before entering pictures.

Members of N. Y. Newspaper Women's club invade the First National studio to invite Milton Sills and George Archainbaud to serve as chairmen of the Motion Picture Entertainment committee at the ball at the Kitz-Carlon on March 12th; left to right, Nellie Revell, Jane Grant, Sills, Beulah Livingstone, Irene Thirer and Archainbaud.

Members of the San Carlo Opera company were entertained at Universal City at lunch recently. Among the Universalites in the group are Raymond Cannon, Jean Hersholt, William A. Seiter, Edward Sloman and Henry McRae.

PEP CLUB'S 5TH RECEPTION

ON Friday night of last week the Paramount Pep club, comprised of home office employes of Famous Players-Lasky, held its fifth annual reception in the grand ballroom of the Hotel Astor. More than a thousand persons were in attendance. An unexcelled program of entertainment was presented by prominent Broadway theatrical stars, arranged under the supervision of President Palmer Hall Stilson by Harry Lenetska, Abe Meyer and Earl Sanders. A feature of the evening was the introduction of the fifteen hostesses chosen at a recent club election. They were: Agnes F. Mengel, chairman, Julia Jordan, Sadie Spitzer, Helen Winston, Irene Scott, Adelaide Miller, Helen Swayne, Belle Goldstein, Lillian Stevens, Sally Wood, Marguerite Bourdette, Evelyn O'Connell, Marie O'Hagen, Daisy Weiss and Tess Aronstamm.

AN ODD "SISTER ACT"

TWO sisters appearing on the screen at the same time is not uncommon, but the Nixon family was the scene of a curious coincidence the other day. Marion Nixon, a Universal contract player, was notified that she had been cast for the feminine starring role in "Spangles," a story of the big top. Then, the very next day, Chaplin engaged her sister, Linda, for a part in "The Circus," his current production.

Well, would you ever! Here's our old friend Jack Hoxie, minus spurs and chaps, rigged out like a sheik, or Zuka, the Man Who Sees All, Knows All, Tells All, in a sequence of "The Fighting Three" (Universal).

ROUND TABLE A SUCCESS

RAY ROCKETT, studio manager for First National's Eastern production units, declares that the studio Round Table luncheons for department heads have proved an unqualified success after three months trial.

"You see," he explains, "everyone is so busy around a place of this kind that they hate to break in on the studio manager with what they think is a mere trifle. Many times this trifle proves to be something of the greatest importance. After a hearty lunch when all the department heads sit back for a friendly chat many of these 'trifles' are spoken of and I have found many excellent ideas coming in this way."

THE VERSATILE MISS JOY

LEATRICE JOY is being called upon these days for one of the most difficult "dual" roles imaginable. By day she is working at the De Mille studio under the direction of Paul Sloane in "Eve's Leaves," a rollicking comedy in which she plays a tom-boy in trousers, while by night she appears at the Potboiler Art theatre in Los Angeles as a very feminine girl of Asia Minor in "The Candle," a highly emotional stage piece of tragic tone. Robert Ames, another De Mille contract player, appears with her in the little theatre play.

An enticing southern sport scene from "Dixie Doodle," the new Grantland Rice Sportlight for Pathe release, showing winter sports activities in north and south.

A TRUE VETERAN

PAUL NICHOLSON, now appearing in "Bachelor Brides" at the De Mille studio, may well claim to be one of the real veterans of the shadow screen, for his career dates back to 1897 with the American Mutascope and Biograph Company. Pictures of fire engines and wind blown trees had grown monotonous, so incidents with real actors were attempted. The roof of the old Hackett, Carhart Co., clothiers, at 13th and Broadway, New York City, serves as the studio. The scenery was at first borrowed from a nearby theatre, as was Nicholson, then a legitimate actor. Several hours would be spent in rehearsing and about five minutes in shooting. One a day was the output, and the ~~film~~ used was about three inches wide.

ONCE AN EXHIBITOR

WALLACE MacDONALD, now appearing with Dorothy Phillips in "The Bar-C Mystery" for Pathe, came into pictures through one of the most unusual routes on record. He was once owner and manager of a tiny cinema palace in Los Angeles. By working 20 hours a day as janitor, ticket seller, usher, songster and what-not, he showed a small profit. Then, to increase the income, he visited a local studio and struck up a bargain with the struggling producer, agreeing to show all of his pictures at his house, providing he was allowed to act in them. This he did, and with the passing of years MacDonald has won himself a sure place on the screen to which he came through so novel a route.

"Danny," Editor of Film Daily, Dead

Joseph Dannenberg Passes Away At Hospital In New York Following Operation—His Death Shock To Industry

Joseph Dannenberg

JOSEPH DANNENBERG, affectionately known throughout the picture industry as "Danny" because of his editorials "By Danny" in *Film Daily*, of which he was the editor, died Wednesday morning March 10 at Post Graduate Hospital, New York City, to which he was removed from his home at 77 Park Avenue, last Saturday night following an acute attack of appendicitis. Mr. Dannenberg underwent an operation Saturday night. Complications made necessary a second operation on Wednesday morning, but the efforts of physicians and surgeons failed, and Mr. Dannenberg succumbed at about 9:45 A. M. that day.

Mr. Dannenberg was born in Baltimore on July 9, 1878. He is survived by his widow, Pearl Dannenberg, and two sisters, Mrs. Edna Sussman and Miss Addie Dannenberg, of Baltimore. Funeral services were held at the Universal Funeral Chapel, 52nd St. and Lexington Ave., New York, Thursday afternoon, and interment was at Baltimore Friday.

Since his entry into the picture industry in 1918, in association with Wid Gunning and Jack Alicoate in the publication of *Wid's Daily*, Dannenberg's rise to prominence in this field was rapid. At the time of his death, "Danny" occupied a position of great prominence and through his editorials exercised a powerful influence in matters affecting the industry.

The publication of which he was the editor became the *Film Daily* on July 1, 1922. Control of the paper passed to Dannenberg and Jack Alicoate when Wid Gunning left the then *Wid's Daily* to engage in picture production and distribution. Under the guidance of Dannenberg, as editor, and Alicoate, the business manager, *Film Daily* has steadily advanced in scope and influence.

"Danny" numbered his acquaintances and friends in the picture industry by the thousands. To his journalistic gifts and abilities he brought an engaging personality, a warmth and amiability which made his acquaintances through business contacts, his personal friends, while the individualistic style of his editorials By Danny and his tireless efforts to advance the interests of any movement which in his judgment would contribute to the progress and good of the industry, won him the confidence and respect of a large following of readers in all branches of the industry.

He started his newspaper career in his native Baltimore. Among many newspaper connections which he had there was the position of dramatic editor of the Baltimore World. Dannenberg went to New York to cover special assignments for Baltimore papers. Later he joined the Fairchild Publishing Company, and when that company launched *Women's Wear*, now one of the leading trade dailies in the country, catering to the textile and dry goods trade, "Danny" took an active part in shaping the organization and course of the paper. He served as managing editor and advertising manager of *Women's Wear*, and made a wide acquaintance among the large cloak and suit manufacturers of New York. It was through these acquaintances that Dannenberg was attracted to the motion picture business when A. E. Lefcourt, wealthy manufacturer and now a large real estate operater in New York, became interested in pictures and later started the Pioneer Film Corporation.

Dannenberg's passing was a great shock to the industry in general and came as a severe blow to his many personal friends in the business. He was a prominent figure at the important gatherings of exhibitors, producers, and studio personages. The news of his sudden death threw a pall of grief over the film circles of New York and Hollywood, where sadness over the untimely event was expressed by men and women whose names are known wherever pictures are shown.

A veritable flood of telegrams and letters bearing the signatures of famous stars, directors and production executives were sent to him at the Post Graduate Hospital and great numbers of flowers supplemented these as expressions of good wishes for a speedy recovery for "Danny."

Resolutions extending condolences and expressing the grief of their members were sent the widow by the leading producing and distributing organizations.

"Danny" was a prominent social as well as business figure in the industry. He was the organizer of the annual Film Golf Tournaments, which have come to be one of the outstanding social events in the industry. Since the launching of these sports frolics, attended and participated in by prominent men in all branches of the industry, Dannenberg worked with the greatest energy to promote their success and imbued them with a spirit of good fellowship which has made them distinctive among affairs of their kind.

Following is a resolution, passed by the Board of Directors of United Artists Corporation, and expressive of the esteem and affection in which "Danny" was held by those who knew him:

WHEREAS—The Board of Directors of United Artists Corporation Mary Pickford, Charles Chaplin, Douglas Fairbanks and D. W. Griffith; Joseph M. Schenck, Chairman of the Board, and Hiram Abrams, President, learn with deepest regret of the sudden and untimely demise of Joseph Dannenberg, editor and publisher of the *Film Daily*, therefore

BE IT RESOLVED—That the Board of Directors of United Artists Corporation and its members collectively and individually extend their sincerest and heartfelt sympathy to the stricken widow and grieving relatives; express their profound regret at the loss to the motion picture industry of the deceased as a MAN personally and as an influence that ever sought to point the way toward progress, harmony and advancement; a man and an influence that never faltered but always led in thought and in movement for greater achievement in all the manifold phases of photoplay production and presentation; a man and an influence which may never be replaced.

Mary Pickford
Charlie Chaplin
Douglas Fairbanks
Dennis F. O'Brien
Nathan Burkan
Joseph M. Schenck
Hiram Abrams

Other expressions of sympathy poured in from all quarters of the industry. Some of the first to be received were:

"I am shocked beyond words at 'Danny's' death."

—Colvin W. Brown

"I have enjoyed 'Danny's' acquaintance and friendship for a great many years, and always found him ready and willing to assist me in connection with any of my organization activities, identified with the motion picture industry. In his sudden demise I feel that I have lately suffered the loss of a good friend and adviser."

—Frederick H. Elliott, I. M. P. A.

(Continued on Next Page)

Joseph Dannenberg was a kindly and honorable man, an indefatigable worker, a trained and excellent editor, and gave the very best that was in him to the best that is in this industry. Probably he worked too hard, and it is sad indeed that a man who has so diligently and ably created for himself a respected and unique position must lose the fruits of his labor so early in life. And the industry, needless to say, suffers a genuine loss.

"Danny," as he was widely and always affectionately known, was "Danny." His place will not be filled; but like all well done tasks, his influence will go on. I have known him well since he began his journalistic career in this field and invariably found him a co-worker doing his own job with an exceptional and admirable fairness, courtesy and manliness.

WM. A. JOHNSTON.

"Mr. Dannenberg was a leader in trade journalism in America. His work for motion pictures was always constructive, always honest. Every man was his friend and he was a friend of all men. His death is a real loss to every one of us."

—Will H. Hays.

* * *

"One of the true mortals of the motion picture industry has passed on. 'Danny' was always a powerful factor for fair play on the screen and his loss will be felt by all."

—Sidney R. Kent.

* * *

"'Danny! Danny, who has been so much a part of the motion picture business, who has been so much a part of its growth—his death is a sincere loss. I have known 'Danny' for many years. His death was a distinct shock to me. I cannot express in words the sorrow which his 'departure' has caused."

—Jesse L. Lasky.

* * *

"The death of Mr. Dannenberg is a distressing blow to the picture industry!' His conservatism and the rightness and righteousness of his viewpoint about this industry will make it difficult to replace his influence. I am deeply distressed at his passing."

—Marcus Loew.

* * *

"I am inexpressibly shocked at the sudden loss of Joseph Dannenberg. He was one of the most unusual types in the motion picture industry and he will be greatly missed."

—Edward A. McManus.

* * *

"Close friendship with Danny makes it difficult to put in words the thoughts that come to mind at a moment like this. Danny and I entered the motion picture industry about the same time. I am proud to feel that he considered me a friend ever since that time. We cut our eye teeth together in the industry, we talked and argued friendlily over its problems. I don't think anyone understood the industry's problems better than he did—and I am pround to acknowledge his friendship, aid and helpful advice. He will be missed in the industry and—well, the word" doesn't say it all—and I will miss him."

—Oscar Price.

* * *

"The industry has suffered an irreparable loss in the death of 'Danny.' During the eight years that he has been a part of the motion picture business, he has won the esteem and the friendship of all with whom he came in contact. His vital personality found expression through a forceful publication always keenly alive to the problems of the moment.

"It is doubtful if the industry possessed a keener or more analytical student of the motion picture industry in all its phases. And 'Danny' always tried to be fair to all sides. As a frank, fearless and inspiring editor and as a man whose friends are numbered in the hundreds, he will be sadly missed."

—Richard A. Rowland.

* * *

"I cannot tell you how unutterably shocked was the personnel of Film Booking Offices of America to learn of Mr. Dannenberg's untimely passing away stop to us he represented one of the truly vital forces of this industry and we know that his going is a loss the industry can very ill afford."

Major H. C. S. Thomson.

"The untimely death of Joseph Dannenberg was a great shock indeed. 'Danny' had risen rapidly in the ranks of trade paper publishers and the industry will ever remember his unique style.

"We extend to Joseph Dannenberg's survivors and many friends our deepest sympathy in this hour of their bereavement."

Statement issued by Business Manager Joseph M. Seider in behalf of the Motion Picture Owners of America.

* * *

"The requiem is sounded and one of the princes of our industry is gone. As much as Joe Dannenberg has been a power in the past, just so much will he be missed in the years to come."

George W. Weeks.

* * *

"In the death of Mr. Dannenberg the motion picture industry has lost one of its fore most characters—a man who has held the screen in reverence, and who has fought persistently for its world recognition and for the high standard which it has attained. Every member of the motion picture industry shares alike the grief which his death has caused. His death has stunned me. His is a difficult gap to fill."

Adolph Zukor.

* * *

"Words fail us to express our regret. 'Danny' was the best fellow that ever lived and will be missed by us all."

—Warner Brothers.

Equity Assets Will Go at Auction

Chancellor Wolcott, sitting in Chancery Court in Wilmington, Del., has issued two orders affecting the sale of assets of the Equity Pictures Corporation of New York. Christopher L. Ward, Jr., of Wilmington and Wilson Lee Cannon of New York, receivers of the corporation have been ordered to sell at auction in New York within two months time the corporation's rights in 17 pictures and the twenty-five percent stock interest it owns in the Daniel Carson Goodman Corporation and Goodman Productions, Inc.

The other order directs the receivers to accept the offer of 1,000 pounds made by Cranfield and Clarke, Inc., of New York for the Great Britain and Ireland rights to "Week End Husbands."

Fire Hazards Negligible in Cleveland

Mrs. Georgia Moffett, secretary of the Film Board of Trade of Cleveland has given out the information that the fire hazards incurred through handling motion picture films, has been reduced to zero in the Cleveland Film Exchange Bldg. Mrs. Moffett states that between five and six tons of film are handled in the building every day. Some seven hundred exhibitors in northern Ohio are served daily.

And not a single fire has occurred in the building. The fire marshal makes a thorough inspection of the building every two weeks. Fire Chief George Erdmann springs a fire drill on the building inmates at the rate of two a week, and a close watch is kept on everything that might create any fire hazard.

Many New Charters Are Granted for N. Y. State

Companies incorporating in the motion picture business in New York state during the past week showed the following capitalization and directors, according to the charters granted by the secretary of state: N. W. Amusement Corporation, $5,000, Hyman Nadler, Samuel Wechsler, Reuben Nadler, New York city; Sunshine Plays, Inc., $10,000, Louis Sunshine, Samuel Samach, William A. Page, New York city; Enterprise Jerome, Inc., W. Russell Root, Wilbur C. Davidson, Dorothy A. Hecht, New York city.

United Protestant Motion Picture Society, Inc., $200,000, Erwin Ostermaier, William Spielter, Bernard L. Miller, New York city; Wafilms, Inc., $2,500, M. G. Cutler, Robert J. Scherer, Bronx, Gertrude Lasker, Brooklyn; Marwaldean Productions, Inc., capitaliaztion not stated, Ramsey Wallace, Frank Martins, E. C. Dean, New York city; Exhibitors Holding Corporation, Buffalo, capitalization not stated, Dewey Michaels, F. D. White, Henrietta Schoenfeld, Buffalo.

Martin Sampter, capitalization not stated, Martin Sampter, Clarence Cohen, A. P. Filbig, New York city; A. and G. Picture Corporation, $5,000, A. J. Spraul, Gertrude Spraul, P. A. Neff, New York city; G. and C. Enterprise Picture Corporation, $1,000, Loretta J. Cassidy, James A. Carroll, John C. Spallone, New York city; Karp Amusement Co., Inc., Syracuse, $50,000, Jacob, Elias and Leo Karp, New York city; Reade's Kingston Theatres Co., Inc., capitalization not stated, Richard M. Huber, Charles J. Bryan, William J. Marks, New York city.

The Sport of Kings Production, Inc., $10,000, Bessie Schrier, Anita Nunes, Edward Berkowitz, New York city; The Emerald Photo-Drama Studio, Inc., $200,000, Onofrio Rella, A. P. Rella, Nicholas Chiarchiaro, New York city; The First Jewish American Theatre, Inc., $25,000, O. M. Carter, E. A. Miller, Samuel H. Goldberg, New York city.

Detroit Names Committee on Uniform Zoning

Oscar Hanson, president of the Detroit Film Board of Trade has appointed the following committee on Uniform Zoning to consider the proposed changes in the Uniform Zoning Plan that have been submitted, to make a thorough investigation of each situation and to present a recommendation to the Film Board of any revision advisable at the earliest possible date: Otto W. Bolle, Fred E. North, Frank D. Drew, A. M. Elliot, and J. L. Saxe.

Cleveland Zoning System Committee Named

C. E. Almy, Cleveland Metro-Goldwyn exchange manager, Gradwell Sears, First National manager and Oscar Ruby, Pathe manager, have been appointed a committee of three to meet with Messrs. M. B. Horwitz, Allen Simmons and J. J. Harwood, a committee of exhibitors appointed by the M. P. T. O. of Ohio, to thrash out the dissatisfaction existing in this territory regarding the zoning system.

Schenck Favors Coast Home Office

Announces Addition of John Barrymore and Buster Keaton to United Artists; Constance Talmadge to Retire

JOSEPH M. SCHENCK chairman of the board of directors of United Artists, arrived in New York this week, enthusiastic over recent Coast productions under his guidance and with several important announcements to make. He stated, first of all, that he had reached the conclusion that the removal of the home office of United Artists to the West Coast would be a wise move, and that he hoped to persuade Hiram Abrams and the Eastern executives of the sagacity of this plan.

"The three thousand miles between production and the sales and publicity departments is a great handicap," he declared. "They need close contact with the studio to plan their activities, while we, in turn, need their counsel and guidance in lining up production.

"Perhaps Mr. Abrams or others here will have valid reasons why such a move is impractical, but if not I hope we can have the United Artists home offices located in Los Angeles by October."

Important new stellar acquisitions were also announced by Schenck.

"Just before leaving, I placed John Barrymore under contract for United Artists. He will be with us indefinitely, and will have his own production company, as have our other stars. He will make two pictures a year, perhaps appearing on the legitimate stage from time to time. He is definitely committed to pictures, however, and will be in them permanently. Our contract runs for as long as he chooses to remain in pictures.

"Buster Keaton will also be a United star. He has completed the last picture on his Metro-Goldwyn-Mayer contract and will start his first production for us shortly."

When questioned concerning the reports that Gloria Swanson would become a United Artists star following the completion of her present picture for Paramount, Schenck frankly stated that he could say nothing definite concerning that at present, but hoped to be able to within a fortnight.

Constance Talmadge, he explained, will not become a United Artists star, since she has definitely decided to retire at the completion of the three remaining pictures on her First National contract. This, he insisted, was no pretence for publicity purposes, adding that it had been her intention for some time to retire before marrying. Her suitor became so insistent, however, that she was recently married to him, but rather than take a honeymoon now she will rush work on her three remaining productions, the first of which is "The Duchess From Buffalo." After that, she will probably make her home in England, returning here from time to time.

The sale of the United Studio to Famous Players will probably mean the enlargement of the Pickford-Fairbanks studio to a sufficient size to care for all the units, the name to be changed to the United Artists Studio, he stated.

Commenting on recent reports to the effect that United Artists would go in for a greater volume of bookings, entering smaller towns than in the past, Schenck emphasized that this would mean no change in production policies.

Joseph M. Schenck, chairman of the board of directors of United Artists.

"We will never have more than 15 pictures a year, and none of those will be permitted to fall below the present quality. Each picture must have something big about it. If it does not have an outstanding star, it will be based on a tremendous stage success or book. Such a production, for instance, is 'The Bat.'

"In the past, with a small number of productions, United Artists could not afford to send salesmen into the smallest communities. Now, with 15 pictures, our salesmen can go to the smaller theatres as well. Each picture will be sold independently and individually, however. There will be no block booking. Any exhibitor who can pay a proper rental can have any United Artists picture, regardless of any affiliations or connections, and this goes for large cities as well as small. While we naturally favor our clients, our pictures are and will be sold on a free and competitive market.

"That same policy would have been adhered to, had the proposed distribution alliance between United Artists and Metro-Goldwyn-Mayer gone through—in fact, that was expressly stipulated in the contracts drawn up at that time.

"I firmly believe that had this alliance been made, Metro-Goldwyn-Mayer would likewise have sold its pictures on a free, competitive basis, without block booking. As matters stand now, a firm producing 40 or 50 pictures must sell in advance of production, or it will find exhibitors without playdates to give them. With the combined lineup of United Artists and Metro-Goldwyn-Mayer pictures, I believe exhibitors would have been virtually forced to hold open playdates for the many fine pictures they might expect from such an affiliation.

"However, though I still believe that everyone would have benefitted by such a move, exhibitors apparently felt otherwise, so the deal was definitely abandoned."

The probable line-up for next season, as outlined by Schenck, will include one each from Chaplin and Fairbanks, and two from Mary Pickford, Norma Talmadge, Rudolph Valentino, Buster Keaton and John Barrymore, and two or three from Samuel Goldwyn.

Theatre Given Time for Ticket Supply

Theatres having on hand a supply of tickets marked in accordance with the 1924 revenue act will be permitted to continue their use for a reasonable time after March 28, but such tickets must be sold at the established price of admission, it has been announced by the Treasury Department.

As an example of what is meant by the department, it is pointed out that tickets marked "established price 54 cents, tax paid 6 cents" must be sold at the established price of 54 cents and may not be sold at 60 cents.

The change in the admission tax exemption, whereby it is increased from 50 to 75 cents, will not necessitate the issuance of new regulations, the department announces, the only change necessary in the present regulations being the substitution of "75" for "50" in the section relating to exemptions.

Irish Censorship Shows a Footage Increase

The footage of films submitted to the Free State censorship authorities during 1925, reports Harold M. Collins, American Consul at Dublin, Ireland, was 5,451,326, this total being an increase of 507,526 feet over the 1924 figure. "Drama" films accounted for 5,066,409 feet, and "Interest" films for 384,917 feet.

The number of "dramas" submitted was 1,205, of which 115 were rejected and 172 cut. The number of "Interest" films passed was 552. Ninety-seven pictorial advertisements were rejected.

Adverse decisions by the censor resulted in 17 appeals. In nine of these the censor was upheld; in two he was reversed; and in the other six the films were passed with cuts.

United Artists to Extend Operations Abroad

Hiram Abrams, president of United Artists Corporation, has assigned Montford Steele, manager of the foreign offices, to a four months' trip to the Orient to make a survey of the branches with a view to enlarging the distribution of product. A number of new distribution points will probably be installed.

The headquarters of United Artists in the Orient are in Kobe, Japan, with subsidiary offices and shipping centers in China, India, the Straits Settlement and the Philippine Islands.

Sam Taylor

SAM TAYLOR PARTS WITH LLOYD

Becomes Independent Producer-Director

SAM TAYLOR, after five years' directorial association with Harold Lloyd, has severed his connection with the famous comedian. Taylor has just completed the direction of Harold Lloyd in "For Heaven's Sake" and will accompany the star East this week to attend the New York premiere of this first Harold Lloyd-Paramount production.

Lloyd and Taylor, who have worked together without a break over the entire period of Lloyd's activities as a feature comedian, are separating with the friendliest of feelings. Taylor's resignation was inspired by his desire to enter the ranks of independent director-producers, and he is leaving with the good wishes of the entire staff of Harold Lloyd Productions, where in the course of six years, he has evolved from "gag man" to directorial chief of "For Heaven's Sake."

In accompanying Lloyd from the Coast this week, Taylor is paying his first visit to New York in six years. He has heretofore spent the intervals between "shooting" in supervising the preparation of the next story to be filmed. His entry into the film world was made, however, in New York, when he started, in 1915, as a scenario writer for the old Kalem company.

Scores Exchangeman's Claim

Frederick H. Elliott, I. M. P. A. A. Manager, Issues Open Letter in Reply to Article

IN an open letter addressed to independent exchanges **Frederick H. Elliott,** general manager of the Independent Motion Picture Association of America, refutes a statement made by a New York exchangman in a current issue of a regional trade paper in which the writer is quoted as saying that a few years ago he paid as high as $15,000 for a picture in the New York territory and made money with it, and that during the past season he secured pictures at a very small advance and doubted if any exchange in the territory could make any money on such pictures.

Elliott in his letter says in part: The fact that this statement did not emanate from one of the larger and more active buying exchanges discounts a great deal of verity which such a statement might otherwise possess.

The exchanges cannot buy good pictures at poor picture prices, as production costs have increased tremendously during the past few years. Actors are getting more money than ever before, and to maintain a standard of quality production the producer must accordingly increase negative costs.

The past year has clearly proven that there is a market for good independent productions, while there is no place for pictures of a cheap or inferior grade. A survey of the independent market for the past year or so develops some interesting facts, from which conclusions can readily be drawn as to which branch of this market has suffered most.

The number of failures among producers and distributors has been very large, in comparison with the limited number of companies that were active during this period. The situation is radically different, however, in respect to the number of exchanges now operating.

What is most necessary is that the independent exchangemen should stand by and cooperate with the producers this year as never before. The creation of confidence is also essential and the representatives of these important units should work together in good faith if their respective investments and mutual interests are to be best safeguarded and protected.

Freiberg Bill is Reported Out of Committee

The Freiberg bill, which if passed, would admit children under sixteen years to motion picture theatres in New York State, under certain restrictions outlined in the bill, was reported out of Assembly Cities committee this week. The bill was reported out of committee without opposition and goes to a vote in the lower house probably within the next week.

The bill carries an announcement which was included at the request of the state conference of mayors, and affects those cities which have separate boards authorized to issue licenses. These licensing boards are given the power to issue the licenses applied for by theatres, the original bill delegating the duties to the city clerk. The licenses would cover the place segregated in the theatre for the children when admitted and the matron in charge of such section.

Exhibitor Actually Builds Own Theatre

Anton Schuster, owner of the Ridge Theatre, Allentown, Pa., which was informally opened last week, has the unique distinction of being the only exhibitor in that part of the country who actually built his own theatre, his only assistant being his boy. The Ridge is a 400-seat theatre and Mr. Schuster devoted four years to the construction of the building, the plumbing, lighting, painting and decorating all being done by his own hands.

Bill Ending Newsreel Censorship in N. Y. is Passed; 109 to 13 Vote

The bill calling for the elimination of newsreels from the provisions of motion picture censorship in New York State passed the Assembly by an overwhelming vote of 109 to 13 at Monday night's session. All Democrats in the lower house voted in favor of the bill, which had been introduced by a Republican member, F. Trubee Davison. An attempt by Assemblyman Hackenburg to amend the Davison bill proved futile, when Speaker McGinnies learned that the amendment would provide a clause calling for the abolishment of the Motion Picture Commission itself. The bill was passed without the amendment and attended by little or no discussion. The thirteen members voting against the bill were all Republicans, and included Assemblymen Boyle, Cheney, Cilano, Davis, Fake, Gedney, Lattin, Lewis, Lord, Lyon, VanCleaf, Whitcomb, and Witter.

A hearing will be held on the bill, introduced in the Senate by Senator J. Griswold Webb, on Tuesday, March 16. While the hearing was granted at the request of Canon Chase, of Brooklyn, it is not expected that the measure will meet with any opposition in the Upper House, and following its passage there will go to the Governor, who will undoubtedly approve and put an end to the censorship of news reels of current events.

Harding Likely Successor to Biechele

The name of David Harding, vice-president of the Capital Enterprises, Kansas City, controlling a large string of theatres in the Middle West, is being mentioned as successor to President R. R. Biechele of the M. P. T. O. Kansas-Missouri.

The annual convention of the association will be in Joplin, Mo., April 20 and 21. Mr. Harding has been in the foremost ranks in working for exhibitors' interests. During the Better Movie Season campaign he was a tireless worker.

Loew's New Orleans Theatre Opens Easter Sunday

Loew's New State theatre in New Orleans, La., will open Easter Sunday with probably Marcus Loew, E. A. Schiller and a party of stage notables in attendance.

War Department Shows Draw 4,800,000

MOTION picture shows operated by the War Department had a total attendance of over 4,800,000 during 1925, it is stated in a report on motion picture activities of the Army, just made public.

The Army circuit, which the department claims is the fourth largest in the world, embraces 94 theatres, covering the military posts and stations in the United States and eleven reservations in the Canal Zone. Only 35 of these theatres were operated at a profit, it is stated, but the surplus from those houses was sufficient to support the theatres at the smaller posts and to place the entire circuit on a self-sustaining basis.

Blue Law Advocates Active in Spots

Test Cases on Sunday Closing Being Forced; Book and Film Censorship Agitated; New Jersey Situation Troublesome

SUNDAY closing and other Blue Laws continued to be agitated in several communities this week. A Southern exhibitor is making a test case based on the Florida court ruling that "Sunday" ends at sundown on that date. An outstanding development of last week was the farcical proceeding in connection with the jailing of Walter Reade, New Jersey exhibitor, for Sunday shows at theatres which he positively denies ownership—with bail fixed at $15,000.

Reade is trying to bring the matter to the attention of Federal courts, and hence did not fight the action brought against him. He was released after officials decided that in view of his prominence and business interests he could easily be found when wanted.

The three separate indictments are in connection with Sunday shows in Perth Amboy, N. J., where there are three houses with a fourth under construction by Reade, who positively denies any connection with the others. However, since he had been fined on two previous occasions for Sunday shows, the agitators apparently decided to fasten the blame on him.

Now, Reade asserts, he will do his utmost to bring the matter to the attention of the Federal courts on the ground of "persecution." Sunday shows are permitted throughout half of New Jersey, he declares, while in other communities certain groups are determined to enforce a law of the vintage of 1790—which, if it were to be literally carried out, would prohibit any kind of a game, operation of trains and trolley cars, and even the playing of church organs and orchestras.

Walter Reade's theatre holdings include about twenty-five houses in all. These are the Cleveland Hippodrome, The Astor and Savoy theatres in New York City, two in Kingston, N. Y., two in New Brunswick, N. J., three in Plainfield, N. J., two in Long Branch, N. J., two in Red Bank, N. J., two in Freehold, N. J., three in Trenton, N. J., and five in Asbury Park. One is under construction in Perth Amboy—the cradle of the present trouble.

The Trenton *Times*, taking up cudgels in Reade's behalf, comments editorially:

"Arrest of Walter Reade for violating the Vice and Immorality act, passed more than a century ago, will serve to direct attention once more to the need of modifying that law to meet present-day conditions. Mr. Reade's offense is said to have consisted in keeping his motion picture theatres in Perth Amboy open on Sunday.

"The Legislature and the Legislature alone can afford relief; and it is but fair to say that at least four-fifths of the Senators and Assemblymen not only believe that the law should be modified, but personally violate one or more provisions of it every Sunday. End the hypocrisy and injustice by amending the act."

Sunday movies are a business aset, is the contention of merchants of Perry, Iowa, who are fighting to bring back the Sunday theatre after two years of proscription.

The town of Perry is rapidly dividing on the issue, and before settlement of the question is made one of the most active civic battles in the history of the community is foreseen.

Walter Reade, New Jersey and New York exhibitor, who is fighting a charge of Sunday show operation in Perth Amboy.

Against the re-introduction of the movies are aligned the Protesant churches of the town, all church subsidiary organizations, and the city administration, which, by present indications, will be antagonistic to the movie crusade.

For the movies are many of the prominent business men of the town. The theatre movement also is reported to have a wide support from the residential district of the city.

The issue of Sunday movies first came to the fore on March 3 with the circulation of petitions requesting the city council to call a special election for referendum vote on the matter.

More than 650 names were on the petitions early. The lists represent the business section of the town only. Canvassing of the residential districts were to begin.

A significant feature of the squabble lies in the fact that the owners of the two motion picture theatres are taking no personal part in the issue.

More Sunday closing legislation for the District of Columbia has been suggested to Congress, Representative Edwards of Georgia having introduced a bill to close all theatres or other amusements operated for secular or commercial purposes.

Violation of the law would be punishable by fines from $10 to $100 for the first offense and from $100 to $500 for subsequent offenses, which also might carry imprisonment for not exceeding six months. The police court of the District of Columbia would have jurisdiction over enforcement of the law.

Each year Missouri gets its share of "joker" blue laws, Jack Kennedy, an exhibitor of Howard County, Mo., is the latest victim. The court of appeals of his county has upheld a decision in which he was fined $25 for operating on Sunday. The first Missouri blue laws were passed in 1825 and have been in a more or less dormant state upon the statute books since, being wholly ignored in the larger cities. Under the law which Mr Kennedy was fined it would be illegal to operate railroad trains on Sunday, according to the opinions of Kansas City lawyers. Lawyers agree the only way the smaller exhibitors in rural communities can be freed from encroachments of the reformer is for the laws to be repealed. The legislature does not meet until January, 1927.

According to Rhoda Fox Graves, the only woman member of the New York State Legislature, the clean books bill, which is another form of censorship, is altogether too drastic. Attempts to have Mrs. Graves introduce the bill proved unavailing, and finally Assemblyman Garnjost, of Westchester county, sponsored the measure in so far as introducing the same. It is generally expected that the bill will die in committee, although a public hearing has been set for a later date.

The banning of several important publications by the Canadian Federal Censor at Ottawa, Ontario, has led to some discussion in official circles in the Canadian Capital as to whether the Dominion Governmnet would decide to place a Federal censorship on moving pictures entering the county. Two publications recently banned from Canada were *Liberty Magazine* and the *New York Daily Mirror*, and action was taken because of allleged objectionable matter appearing in the periodicals. Following the bannng orders, announcement was made by the Department of Customs and Excise regarding the legislative power held by the Department in prohibiting the entry of any publication, picture or any printed view from the country.

At present the censorship of moving pictures has been conducted within the various Provinces through the establishment of Provincial censor boards. At times, moving picture men have pressed for a Federal censorship board to pass upon all pictures once and for all for showing anywhere in Canada, thus saving delays, express charges, Provincial fees and other details. Federal film censorship has now become a discussed question again.

Film Censor Committee is Formed in Tunis

A decree instituting a motion picture film censoring committee which will meet at Tunis, is reported by Consul Leland L. Smith at Tunis to the Motion Picture Section of the Department of Commerce.

The committee will be composed of the following members: President, the Public Prosecutor or his representative members; the Vice President of the Municipality of Tunis, or his representative; The Chief of the "Surete" or his representative; An Inspector of the Department of Education; A Police Commissioner; A representative of the motion picture film agents of Tunis.

All films not visaed by the above committee are not to be allowed to be released in Tunisia.

Hatrick Issues Statement on Holding of Negative on Eiffel Tower Flight

EDGAR B. HATRICK, General Manager of International Newsreel, yesterday (Tuesday) issued the following statement on the holding up of the negative of the flight through an arch of Eiffel Tower by Leon Callot which resulted in the death of the aviator:

"The motion pictures of Lieut. Callot's flight through the Eiffel Tower were shipped to us by our French agents via the purser of the S. S. La France. When the France was at sea the newspapers published reports that the film was to be seized by the Captain on orders of, presumably, the French Government.

"When the France docked the International Newsreel Corporation made formal demand for the film. This was met with a denial by French Line officials that the film was on board the ship. A representative of the International Newsreel, however, had already examined the ship's manifest and confirmed thereon the fact that the film was aboard the France.

"The writ of replevin resulted. The Interntional Newsreel Corporation does not know that the French Government wishes to suppress the film for sentimental or any other reasons. The International Newsreel Corporation has received no request from the French Government to suppress the film. It only knows that the captain of a French steamship has seized motion picture film which is the property of the International Newsreel. It proposes to recover its property.

"If the film, on being recovered by the International, should prove to be objectionable, and therefor unfit to show to the American public, it will not be released. If the French Government wishes the film suppressed for sentimental reasons, the International Newsreel will give the utmost consideration to any such reqnest, but up to the present time the International Newsreel has not heard from the French Government.

"The International Newsreel is in the position of objecting to the high-handed methods of the French steamship captain—the unwarranted seizure of private property. It has asked the United States Court for aid in the recovery of its own property."

Charters Show Small Decline

January and February Drop Below December in Number of Corporations

JANUARY and February, 1926, showed a slight falling off in the number of charters issued in the film industry as compared with December, 1925, according to the survey made by Film Daily. In December 129 charters were issued, while in January there were 123 and in February 121.

The January charters showed a total capital listed of $19,177,000, while those in February totaled $9,726,100. In December the amazing total reached was $131,460,500.

Following is a resume for the past three months:

Month	No. of Cos. Chartered	Capital	Chartered Without Capital
December, 1925	129	$131,460,500	38
January, 1926	123	19,177,000	47
February	121	9,726,100	36

A comparison of incorporations chartered in January and February by states follows:

State	January	February
California	11	4
Colorado	..	1
Connecticut	3	4
Delaware	9	12
Florida	2	1
Illinois	14	10
Iowa	..	1
Louisiana	1	..
Massachusetts	3	2
Michigan	1	2
Missouri	..	2
New Jersey	8	7
New York	47	52
Ohio	1	8
Oregon	1	1
Texas	1	1
Utah	1	..
Washington	..	1
West Virginia	1	2
Wisconsin	1	2
Wyoming	..	1
Canada	..	1
England	18	8
Totals	123	121

Woodhull Stand Commended

M. P. T. O. President Praised for Attitude on Press-Made Celebrities

THAT during the past several years "the responsible heads of the motion picture industry have made commendable progress in the elevation of the moral and artistic standards of the screen" is one of the many observations recorded in telegrams and letters from national societies and prominent persons which have flooded National Headquarters of the Motion Picture Theatres Owners of America since President R. F. Woodhull made his stirring plea before the Associated Motion Picture Advertisers for a national screen devoid of notorious characters.

Outstanding among these messages, all of which are congratulatory, are these from the National Catholic Welfare Conference, Washington, D. C., and the Council of American Patriots. The former organization, which makes the observation of rising moral and artistic standards in the motion picture industry, gives the following as its reason for lauding President Woodhull's stand:

"The best asset which the screen, or any motion picture theatre, can have is its good name and the good-will of the public. To my mind, nothing would cause the public more quickly to lose faith in those who are directing the destinies of motion picture entertainment in this country than the lending of the screen to the exploitation of such persons as the Countess Cathcart."

The Council of American Patriots in its telegram states that the National Organization's stand, as voiced by its President, "will have the unqualified endorsement of all real Americans. Congratulations."

Another wire from a well-known New York woman credits the attitude of the Motion Picture Theatre Owners of America as being "magnificent" and that it will "have the effect of giving us plays of higher standards, for you have turned the tide of public opinion in the right direction, and will have the gratitude and support of all public spirited men and women. Heartiest congratulations for your fine American spirit." The latter telegram was signed by Georgiana Harriman Owen.

Scandinavian Film Congress to Hold Session

Representatives of Scandinavian film producers and moving picture theatres will meet at Copenhagen on May 20th for the purpose of discussing problems pertaining to the film industry and the moving picture theatres, according to a report to the Motion Picture Section, Department of Commerce from Commercial Attache Sorensen Copenhagen.

Among the problems which will be taken up are: Censorship of moving pictures, Taxation, Unfair competition in the film trade, Advertising in the film and moving picture theatre industry and The cultural influence of the moving pictures.

In addition to the above mentioned it is rumored that the question of combating the ever increasing dominance of American films in the North European countries will be discussed.

Construction Co. Sues Builders

A PETITION for a mechanic's lien and demand for an accounting on $109,679.15 alleged to be due for work on the new Ambassador Theatre and Office Building under construction at Seventh and Locust streets, St. Louis, Mo., was filed in the Circuit Court March 4 by the Lotz Construction Company against the Boaz-Kiel Construction Company and the Central Properties Corporation, owners of the building. The latter is a Skouras Brothers holding corporation. Boaz-Kiel are the general contractors for the structure.

The Lotz Construction Company had the sub-contract to do the wrecking, excavation, caisson work, concrete work and back filling between May 8, 1925, and December 10, 1925, the work done amounting to $258,043.81 of which but $148,364.67 has been paid the petition sets forth. The accounting is demanded of the general contractors.

The Boaz-Kiel Company in refusing to pay has held that certain items on the bill were too high. The petition claims priority over $4,500,000 of first mortgage bonds on the property, the deeds of trust for which were recorded May 2, 1925.

Coast Reservations Flood M.P.T.O.A.

Demand for Tickets to Los Angeles Convention Makes it Necessary to Enlarge Special Train

THE flood of reservations being made by Eastern Conventionees to the Los Angeles conclave has made it necessary for National Headquarters to enlarge the "Motion Picture Theatres Owners of America Special" leaving New York for the Coast on May 23rd. The transcontinental Exhibitor Flyer, according to the latest plans, will be a train comprised of thirteen cars. This number of cars is the maximum, according to George Stanton, passenger expert for the New York Central Railroad. There are sleeping accommodations for 135 individuals on this train.

Business Manager Joseph M. Seider of the National Organization makes known this week that if this demand for reservations continues within the next few weeks there may not be even standing room on this train. Already four of the sleeping cars have been completely booked. In other words, 90 persons at the time of this writing have made reservations. The train will be made up of four cars, each containing 6 compartments: 2 diners; one car containing two drawing rooms; three cars containing compartments and an observation room; one club car; four cars containing 7 drawing rooms, and one car to accommodate trunks.

It had been originally expected by the Business Manager that the majority of theatre owners using this special train for the Convention would be from the Eastern and Middle Atlantic states; at least, all within a convenient radius of New York. To the surprise of National Headquarters, however, and a further substantiation of the belief that there will probably be no more reservations to be had upon the expiration of the next several weeks, is the fact that theatre owners as far south as Virginia have already obtained their compartments on the New York Flyer.

In view of this situation, National Headquarters believes that the enthusiasm being evidenced at this early date will witness the exhibitor get together on the Coast as the largest and most significant of any Convention ever held by the National Organization. Business Manager Seider believes that not only enthusiasm over the Convention but the fact that accommodations for the 30 day trip may be secured at such a reasonable rate is inspiring the rush of early reservations.

The trip, which will include practically the entire United States, provides an individual with all the luxuries of a compartment and covers all expenses on the road for $585. The New York Central Railroad is not defraying the expenses in Los Angeles on June 1, 2, 3, 4, and 5, but the special rates also made by the Ambassador Hotel, where National Headquarters will be on those dates, makes a reasonable estimate of the time of the five days spent in Los Angeles as not exceeding $75 a couple. The latter figure includes a room for two persons and also meals during those five days.

When one considers that the only meal which may be paid for is breakfast at the hotel and that this breakfast is 75 cents, it may be readily gleaned why "Exhibitors Week" in Los Angeles will be so reasonable, financially.

The luncheons and dinners during the theatre owners' five day stay in the West Coast capital will be of the most elaborate kind, since theatre owners will be the guests of practically all of the leading producers in the motion picture industry. Should one desire to have luncheon or dinner at the Ambassador, the same may be obtained for $1.00 and $1.50, respectively, Business Manager Seider points out.

For those theatre owners travelling alone, the price per day for a room at the Ambassador is $7.00. A special scale assesses two persons in a luxurious room at $9.00 per day, while three individuals can occupy a room at a total of $11.00 a day.

First National Prizes Are Awarded

Total of $2,000 Distributed Among Exhibitors Who Participated in National Exploitation Contest

THE judges have selected the winners in the First National Month Exploitation Contest which attracted entries from exhibitors in all parts of the United States and Canada. Checks covering the amount of the awards have been mailed and those on the Honor Roll will receive parchment testimonials in recognition of their showmanship.

After careful consideration had been given the returns by the committee of judges comprising trade editors, the winners were announced as follows:

CLASS A—Theatres Above 1,500 Seating Capacity: First Prize—Most Complete Campaign, $250.00, Joel Levy, Capitol Theatre, Reading, Pa.: Second Prize—Most Complete Campaign, $150.00, Leroy V. Johnson, Liberty Theatre, Seattle, Wash.; Third Prize—Most Complete Campaign, $100.00, Pete Egan, Capitol Theatre, Calgary, Alberta, Canada; Best Newspaper Ad of Class A, $50.00, Frank Steffy, Coliseum Theatre, Seattle, Wash; Best Lobby—Class A, $50.00, David Schaefer, Central Theatre, Jersey City, N. J.; Most Original Stunt—Class A, $50.00, H. B. Wright, Loew's State Theatre, Los Angeles, Calif.

CLASS B—Theatres Seating from 1,000 to 1,500: First Prize—Most Complete Campaign, $250.00, Harry E. Brown, California Theatre, San Jose, Calif.; Second Prize—Most Complete Campaign, $150.00, A. S. Wieder, Rivoli Theatre, Portland, Ore.; Third Prize—Most Complete Campaign, $100.00, B. W. Bickert, Old Mill Theatre, Dallas, Tex.; Best Newspaper Ad of Class B, $50..00, A. S. Wieder, Rivoli Theatre, Portland, Ore; Best Lobby—Class B, $50.00; Harry E. Brown, California Theatre, San Jose, Cal.; Most Original Stunt—Class B, $50.00, M. W. Korach, New Broadway Theatre, Cleveland, Ohio.

CLASS C—Theatres Seating Under 1,000: First Prize—Most Complete Campaign, $250.00, R. S. Touney, Rialto Theatre, Fort Dodge, Ia.; Second Prize—Most Complete Campaign, $150.00. L. T. Lester, Jr., Ideal Theatre, Columbia, S. C.: Third Prize—Most Complete Campaign, $100.00, P. A. Boone, Broadway Theatre, Mt. Airy, N. C.: Best Newspaper Ad—Class C, $50.00, L. T. Lester, Jr, Ideal Theatre, Columbia, S. C.; Best Lobby—Class C, $50.00, John de Marce, Viking Theatre, Benson, Minn.; Most Original Stunt—Class C, $50.00, W. A. Lanagan, Palace Theatre, Beaumont, Tex.

Most Effective Newspaper Stunt of the Month for any class of theatre, $50.00, Leroy V. Johnson, Liberty Theatre, Seattle, Wash.

On the Honor Roll are:

Aubrey Keil, Palm Theatre, Pueblo, Colo.; J. Jones, Palace, San Angelo, Tex.; Don Alexander, Garrick, Duluth, Minn.; A. F. Battiston, Lyric, Yukon, Pa.; T. Miller Davidge, Queen & Liberty, Durant, Okla.; Bert Rakestraw, Electric, Galena, Kans.; John Scanton, Alhambra, Torrington, Conn.; Montague Salmon, Rialto, Macon, Ga.; O. F. Glass, Masonic Temple, McCook, Nebr.; Mr. Triller, New National, Winnipeg, Man., Can.; C. E. Wagner, Rex, Elk City, Okla.; Frank Newman, West Coast, Long Beach, Cal.; Dan Bergan Garden, Des Moines, Ia.; J. E. Newell, Sumter, York, Ala.; Jack Cross, Capitol, Carthage, Mo., Manager D & R, Aberdeen, Wash.

In the number of entries received and the quality of the contributions, this contest, covering the advertising, publicity and exploitation on First National Month (January), was one of the most successful ever conducted. The judges experienced considerable difficulty in selecting the best of the entries because so many of them displayed a high degree of showmanship. This was especially true in Class C, theatres of less than 1,000 seating capacity, which topped either of the other classes in number of contributions.

Appreciating that managers of smaller theatres had much to contend with in limited facilities and spending power, the judges took into consideration every angle that revealed enterprise and ingenuity. In some cases a similarity of ideas caused the decision to be made because of some relatively small point in a campaign, such as the advantageous use of a First National Month poster or herald.

The judges who awarded the prizes and selected the names for the Honor Roll are:

Joseph Dannenberg, Editor Film Daily; William A. Johnston, Editor Motion Picture News; Martin J. Quigley, Editor Exhibitors Herald; William J. Reilly, Editor Moving Picture World; Norbert Lusk, Morning Telegraph; and H. A. Linet, Exhibitors Trade Review.

Washington Sunday Closing Bill Up

Sub-Committee Will Likely Report Favorably on Measure to Close Up All Amusements on Sunday

HEARINGS lasting over a period of three days were held last week by a subcommittee of the House District Committee on a Sunday closing law for the District of Columbia.

Owing to the make up of the subcommittee, it is very probable that the measure will be favorably reported to the full committee by a vote of four to three. It is not considered likely, however, that the full committee will take the matter up, owing to the many religious aspects given the measure during the hearing.

This is not a religious bill, declared Representative Lankford of Georgia, author of the measure, in introducing the subject to the committee. However, every one of Mr. Lankford's witnesses in favor of the bill was a minister. Proponents of the measure described it as a Sunday rest bill, closing all amusements of a commercial nature, but leaving amateur sports, golf, joy-riding and certain other activities open. Under the bill, however, the sale of candy, cigars, magazines and all other articles not of a necessary character would be prohibited.

Representative McLeod of Michigan, chairman of the sub-committee, was considerably disturbed over the religious aspects of the legislation, and sought to elicit from witnesses some explanation of how the bill would affect creeds not observing Sunday, but got no satisfaction other than to learn that they would "simply have to be idle" two days a week.

No representatives of the motion picture or other amusement industries appeared before the committee, believing that this was a question to be settled by the people. However, the general public also was unrepresented, the fight being waged principally between the Lord's Day Alliance and the Seventh Day Adventists, of whom there are a large number in Washington.

It was declared that 47 of the States have Sunday laws of some kind. In most of the States, ministers declared, the laws are observed and the people are contented. However, Representative McLeod admitted that he had never known there was a Sunday law in his own State, and questioned whether there was active enforcement of these laws in all sections.

Representative Blanton, a member of the subcommittee, and Representative Bloom of New York, who appeared in opposition to the bill, lightened the tension of the hearing with an argument over the New York Sunday law. One of the witnesses had been asked whether New York did not have a law and whether the bill merely called for a similar law here, to which the reply was yes, whereupon Mr. Bloom pointed out that only theatres where costumes were used were closed, and Representative Blanton insisted that the town was closed tight.

Canon William S. Chase of New York, well known for previous efforts to secure restrictive legislation, asked that Congress "be given a chance to express itself in this matter." He pointed out that Sunday law in the District had twice been wiped out by court decisions holding them invalid, one of the laws dating back to 1696. Those who did not agree with him on this question, the Canon classified as "ignorant." This is a move to protect labor, he declared, but could not say that any of the unions were in favor of it.

The constitutionality of the law was questioned repeatedly by Representative McLeod. Both sides went to the Constitution for argument, the proponents declaring that the phrase giving the President ten days exclusive of Sunday for the consideration of a bill passed by Congress was a clear indication of the sacredness of the day, the opponents pointing to the very first article, which prohibited Congress from establishing a religion or interfering with the free exercise thereof.

John P. Colpoys, representing the Central Labor Union, told the committee that labor was opposed to the bill, and that resolutions of opposition adopted by the body had been introduced by the president of the musicians' union and seconded by the business agent of the operators' union. His organization had 65,000 members and represented, with their families, some 200,000 persons, he said.

Later, a local minister declared he had 500 labor unionists in his congregation, all of whom were in favor of the legislation, and intimated that Mr. Colpoys didn't represent anything, whereupon Mr. Colpoys returned to the hearing room, reiterated his statement, and offered to prove it by a vote.

The bill was ripped to pieces by Representative Bloom of New York, who declared that if enacted, "we would get our amusements like our booze, on a doctor's prescription." He went to the Constitution to show that the legislation did not come within the purview of Congress.

Representative Sosnoski of Michigan also attacked the measure, pointing out that there was already motion picture censorship which should care for any objectionable films. "It is high time we woke up and spoke our minds and appear here with sufficient backbone to tell the people what we believe is right," he declared. "We need more places of amusement for the children and people of the District."

Motion pictures and other amusements are one of the most important factors in maintaining the morale of the Army, he declared, speaking from personal experience. The greater number of deserters are among men who have no recreation.

"There is not much patience with this sort of legislation in my country," commented Representative Thompson of Ohio, dropping a large number of petitions in opposition upon the already large pile on the committee's table.

"I think we ought to make the people go to the movies," said Representative McLeod. Mr. McLeod read into the record the adverse report on the legislation submitted by the District Commissioners, in which they declared there is no demand for legislation of this nature from the people of the District.

Representatives of the Merchants and Manufacturers Association and the Washington Chamber of Commerce opposed adoption of a bill of this nature, declaring there is no need for such legislation.

The bill is an admission on the part of the church that it is losing ground through the lack of the proper spiritual policy, it was declared by John E. Banks, a patent attorney and a church member, who cited the use by the churches of motion pictures as evidence that they had no objection to films per se but only in competition with themselves.

Kennedy Board Chairman of F. B. O.

Transfer of Properties of Film Booking Offices From Lloyd's and Grahams to Kennedy Completed

THE control of the Film Booking Offices of America, Inc., and various affiliated corporations including, R C Pictures Corporation, Film Booking Offices of Canada, Ltd., and F. B. O. Studios, Inc., was formally transferred last week from Lloyd's and the Graham's of London to Joseph P. Kennedy, Boston financier.

The new owner of F. B. O. has been a prominent figure in the financial affairs of the country for some time past, and is a trustee and director at the present time of many important New England enterprises.

At the first meeting of the Directorate under the new ownership, Kennedy was elected Chairman of the Board to succeed George Wigham. E. B. Derr was made a director in place of H. J. Yates. Members of the Board of Directors who continue are Benjamin P. De Witt, General Counsel of the company, Major H. C. S. Thompson, President and Managing Director of the Company, and W. W. Lancaster, American representative of the Lloyd's Banking interests in London.

A further development of the Director's meeting was the election of Derr to the position of Treasurer of F. B. O. in place of D. A. Poucher, resigned.

Derr, the new Treasurer, while a newcomer to F. B. O. ranks, is extensively known in the field of big business, having filled some of the most important executive positions in the Boston district. Previous to his activities in Boston he was Auditor of Disbursements for the Bethlehem Steel Corporation and its subsidiary companies.. Derr is familiar with the motion picture business through having been an exhibitor at one time.

Jensen-Von Herberg Sale Announced

North American Theatres Named as Purchaser; Circuit Expansion and New Construction Active Throughout Country

WHILE circuit expansion and theatre construction continued lively during the past week, easily the outstanding deal was the sale of the Jensen & Von Herberg circuit of 31 houses in the Pacific Northwest to North American Theatres, Inc., indirectly allied with Producers Distributing Corporation.

This is particularly interesting in view of the fact that the latter circuit is known to have been quietly negotiating for some time for the purchase of the Pantages circuit, which enters many of the same cities as Jensen & Von Herberg. This deal is now believed to have failed to materialize.

Reports reaching Seattle this week indicated that the H. T. Moore Amusement Company of Tacoma was negotiating with E. W. Groesbeck with a view to taking over the management of Mr. Groesbeck's theatres in Buckley, Enumclaw and Wilkinson, Washington.

A. Meyers has opened his new theatre in North Park, just beyond the city limits of Seattle. The house seats 436, has a balcony, and is thoroughly modern and up-to-date in its equipment and appointments.

San Francisco and the bay cities are expected to benefit by the new expansion program announced by A. L. Gore and Mike Gore, who, with First National Pictures, Inc., acquired control of the West Coast chain of theatres recently. The Gore brothers said 25 new theatres will be built during the year. Thirteen will be in Los Angeles while the others will be in other cities of the state.

A trust deed for $2,100,000, one of the largest filed in the city recently, to secure a bond issue on the Granada Theatre property on Market street, was filed at the City Hall, March 1st. The deed is from the Granada Realty Company to the Anglo and London-Paris National Bank. With it were filed transfers from the former owners of the property to The Granada Company, a release on an old bond issue and a trio of agreements covering leases for portions of the property. The bonds covered by the trust deed have all been sold, according to Herbert Fleishhacker of the bank. They are to bear an average interest of 5¾% and mature at different dates, the latest in 1941.

The various theatres on the Butterfield circuit have celebrated W. S. Butterfield's twentieth Anniversary in Michigan and a special Anniversary Show was offered over the entire circuit. At the present time, the Butterfield interests own, operate, and control over forty theatres in the state of Michigan, an exclusive picture policy in some of his theatres and a combination picture and vaudeville policy in others. The Butterfield organization is composed of some dozen or more minor corporations, including the Bijou Theatrical Enterprise Company, Flint Regent Theatre Company, Franklin Theatre Company of Saginaw, etc., etc., and it has been found expedient to merge these many corporations into one company to be known as the "W. S. Butterfield Theatres Incorporated." The final steps in this re-organization are now being taken. The officers of the W. S. Butterfiend Theatres, Inc. are W. S. Butterfield, president; E. C. Beatty, vice president and general manager; H. A. Rowles, secretary; and C. L. Kendrick treasurer.

Sam Rork in East; Buys "Wild Geese" Rights

SAM RORK, producer of many screen successes, arrived in New York this week with the master print of "The Desert Healer," produced by Frances Marion in association with himself. Shortly after his arrival he announced the purchase of the screen rights to "Wild Geese."

This novel won a $15,000 prize in a contest staged last year, and has been widely praised for its rich dramatic qualities and vivid character drawing. Rork believes that it has the making of an outstanding screen success. It will be his next production, according to present plans.

It is reported that Marcus Loew will erect a ten-story office and theatre building at Dallas, Texas, in the near future, the theatre to seat 3,000.

Ample proof that the great West Side district of Chicago will welcome the operation of a super theatre and extend to it cordial support, was given last week when ground was broken for The Paradise, to be erected by Marks Bros. Paradise Theatre, Inc. The playhouse, with a 5,000 capacity and an investment of $3,000,000 will stand in West Madison Street, west of Crawford Avenue, which is the heart of the populous Garfield Park section.

Despite blizzardly weather, public officials, business men and 10,000 residents of the district turned out to watch Louis L. Marks and Mayor S. Marks and their children turn the first spades of earth on the theatre site. Street dancing and vaudeville rounded out the program of speaking by those who extended welcome to the new enterprise.

Another theatre, The Embassy, somewhat smaller but beautiful in design, will be opened under Marks management next month. It is expected another of their circuit will be ready during the summer at Lawrence and Harding avenues. The Embassy, which stands at Fullerton and Crawford Avenues, also is in the Northwest side of the city.

Great significance is being attached in theatrical circles in Pennsylvania to the published announcement that the Chamberlain Amusement Company and the Commerford Amusement Company have become allied in the project to build a $625,000 picture and vaudeville theatre in Williamsport, Pa., this Spring. The announcement, coupled with news that the same alliance plans the erection of a huge playhouse in the business district of Pottsville during the coming summer, has created a vast amount of speculation among the Pennsylvania theatrical men as to whether the union of interests in these projects. of two of the largest theatre-owning chains in the state will lead ultimately to a complete combination of the two corporations.

The Commerford and Chamberlain interests at this time between them control a total of 184 playhouses, of which 132 are located in Pennsylvania, principally throughout the hard coal mining regions. The Commerford interests operate practically all the theatres in the thickly populated Scranton and Wilkes-Garres sections and extend their holdings into New York state as far as Binghamton. Plans are reported under consideration by the two companies to erect and asquire additional theatres.

Plans for a $1,500,000 motion picture theatre, hotel and community center for negroes at Pendleton and Finney avenues, St. Louis, Mo., hit a snag March 4 when State Securities Commissioner Stockard revoked the stock-selling permit of the Hortona Hotel and Realty Company, promoters of the project.

Stockard charged that they had failed to deposit proceeds of stock sales in the Franklin Trust Company as required under the terms of their permit. The permit was a temporary one issued by the State Finance Department some time ago.

The hotel-theatre building was to be eight stories, 144 by 160 feet with a 2500 to 3000 seat theatre.

St. Louis' most difficult steel construction project has been completed several weeks ahead of schedule, the first seven floors of the Ambassador Theatre and office building at Seventh and Locust streets, and the present indications are that the Boaz-Kiel Construction Company, general contractors, will shatter all local building records for this type of construction.

The reinforced concrete work on the building has progressed to the ninth floor and the upper ten will move ahead with dispatch. On the Seventh street side the terra cotta and brick work has reached the fourth floor and on the west side it is well above that level.

A new theatre chain is looming up in the St. Louis field. It has arrived on the scene without a fanfare of trumpets and little advance publicity, but is going about its business in a very workmanlike manner, and its future moves will be watched with much interest by St. Louis filmdom.

The new organization is headed by David Fishman and Jacob Inger, who recently took over the Southampton Theatre and are now putting the finishing touches to their New Palm Theatre on Union boulevard at Green avenue.

The later theatre will be ready for the grand opening about April 1. There are eight stores and eight flats to help carry the overhead expenses of this investment.

It is known that Fishman and Inger are quietly negotiating for other houses. They are chaps that do little advance talking, but act promptly when they make up their minds to do a certain thing.

Henry W. Kiel, former mayor of St. Louis, Spyros Skouras of Skouras Enterprises, St. Louis, and a number of St. Louisians were in Kansas City looking over theatre activities and prospects for future building. Although unconfirmed, there is a persistent rumor that another big first run house is in prospect for Kansas City, making the third such annnouncement in the last two months.

Chicago Houses Join With Associated Theatres

Houses controlled by the National Theatres Corporation, the Ambaseador Theatre Corporation, Biba Brothers, and Charles Benesch & Son, of Chicago, are affiliated with the Associated Theatres Company, which has been incorporated for the purpose of buying, booking and handling publicity and advertising for these theatres.

The new company occupies offices at 1404 Straus Building, and Charles L. Casanave has been appointed general manager.

Starting with eighteen theatres, several of which are large and important houses, it is the intention of Associated Theatres Company to expand as rapidly as consistent with careful selection of theatres to become members, and it is understood that several houses outside of Chicago have already expressed their intention of joining the organization.

The houses for which Mr. Casanave is already buying and booking include the Capitol, Stratford, Cosmopolitan, Hamilton, Chatham, Ambassador, Ritz, Clifford, Springfield, Avon, Liberty, Bell, Century, Burnside, Crystal, Maplewood of Chicago, and the Echo of Des Plaines and Crystal of Antioch.

Seider Returns to Aid Exhibitors' Suit

Although Business Manager Joseph M. Seider will be back at his desk in the headquarters of the Motion Picture Theatre Owners of America on March 8th, his period of convalescence from a break-down has been limited to a stay at Atlantic City of only a few days.

Contrary to his physician's orders to rest up for at least three weeks to recover from what was diagnosed as a break-down from overwork, Mr. Seider had spent but five days at a health resort when an important conference necessitated his appearance in New York City on February 27th.

Upon the conclusion of this conference, wires from R. A. Flora and W. A. Hone, small theatre owners of Caribou and Presque Isle, Maine, were received at National Headquarters. Both of these showmen are involved in an expensive litigation before the New England Film Boards of Trade and their trial is scheduled for March 5th. These wires were brought to the attention of the Business Manager with the result that he decided to end his few days of recuperation by reciting to the Film Court the forty page brief which he had personally prepared for these exhibitors.

Ufa Company Organizes New Swedish Subsidiary

Aktb Ufafilm has been formed by the Ufa Film Company of Berlin in Stockholm with a capital of one hundred thousand crowns ($26,800) according to a report made by Commercial Attache T. O. Klath, Stockholm, to the Motion Picture Section, Department of Commerce.

The establishment of this corporation is reported to be the result of an agreement between Ufa and the Swedish Film Trust according to which the Swedish company will take over part of Ufa's production for Sweden. The directors of the new concern will be one-half German and one-half Swedish.

Fox New York Exchange in New Quarters March 21

The Fox New York exchange will be installed in its new quarters at 343-45 West 44th street, New York city, on March 21 and the event will be celebrated by a buffet lunch served in the new building to the exhibitors of the Metropolitan district.

District Manager Harry Buxbaum and his staff have offices on the second floor. In addition to housing the sales force and bookers, the new building will also be occupied by the accessories department.

Cleverness of Manager Halts Holdup

One of the most deliberate and carefully planned robberies in the history of the city was foiled last week in Seattle, Washington, by Manager Albert Finkelstein of the Strand Theatre, when yeggs attempted to rob the Strand's safe of several thousand dollars in cash—the receipts of a big Saturday and Sunday business.

Arriving at the theatre early Monday morning, the two bandits bound and gagged Einar Jorgenson, a janitor, and Miss Agnes Ribble, a cashier, and then attempted for more than half an hour to force open the safe in Mr. Finkelstein's private office, admission to which they had gained by keys taken from the janitor's pocket. Failing to open the safe, the yeggs telephoned to Mr. Finkelstein and posed as merchant patrolmen, declaring that there had evidently been a robbery attempted in his office and requesting him to come there immediately.

Mr. Finkelstein left for the theatre, but suspected that perhaps he was being victimized and accordingly he called Patrolman A. V. Ohlstrom of the Seattle police department to accompany him to the theatre. Upon arrival at the theatre, the bandits had disappeared. Miss Ribble, who was bound and gagged, was lying on the mezzanine floor and declared that the badits had evidently been on the outlook for Mr. Finkelstein, as they had shouted "Cops" as he approached with the Patrolman, and had fled through a rear entrance.

Attempt to Destroy Wonderland Theatre Frustrated

Timely action of Edward Oliver, manager of the Wonderland Theatre, owned by John J. Campbell, Minneapolis, prevented the second attempt in six months to wreck the house and the probable death of some of the 200 patrons when five sticks of dynamite were placed with a lighted fuse behind the picture screen.

His attention attracted by the noise of a door slammed apparently by the person who placed the bomb, Oliver discovered the paper package with its lighted fuse.

Risking his life he attempted to stamp it out and when unsuccessful picked up the package and the hissing fuse and tossed it through the back door.

He then interrupted the running of a comedy by suddenly ordering everybody out of the place. Scarcely had his words been uttered when a terrific roar marked the explosion of the bomb and windows in half a dozen adjacent buildings were shattered by the blast.

Seider Asks Aid Against Jersey Blue Laws

That New Jersey must not have laws which will classify the public and the theatre owners as law-breakers and that where the public wants all theatres shut down on Sunday, exhibitors must abide by such a sentiment, is the text of Joseph M. Seider in the latest issue of the house organ of the Motion Picture Theatres Owners of New Jersey, of which he is the president.

In this issue President Seider reviews up-to-date all legislation effecting the motion picture industry in New Jersey. He lays particular stress upon the Williams Resolution passed by the Senate and reported favorably in the Assembly Committee, urging every exhibitor to exert all his influence with his Senators and Assemblymen to bring pressure upon members of the Commission whose duty would be to revise the "Blue Laws" under this measure drafted by Senator Williams.

Support by the theatre owners of the Siracussa Code Bill is urged by their President who describes it as an important aid in thwarting the overbuilding problem.

Backing of all New Jersey theatre owners for Assembly Bill No. 395 providing for a state supervision of the fixing of insurance rates, is advocated by President Seider.

New Pennsylvania Charters Are Issued

Charters of incorporation for amusement concerns recently issued at the state capitol in Harrisburg, Pa., include the following:

Reber-Friel company, Inc., Philadelphia, authorized capital $10,000, paid in $1,000; par $50. Its purpose is to design, plan and equip and decorate expositions and shows in buildings, ballrooms and dance halls. Joseph V. Friel, treasurer, Philadelphia, holds 99 shares; James M. Friel, Philadelphia, 2 shares and Ambrose B. Reber, Philadelphia, 99 shares.

Blue Dell Lodge, Turtle Creek, $50,000; paid in $5,000; par $100, purposing to "own, operate and lease amusement parks." Thomas Harper, Turtle Creek, treasurer, holds 179 shares; Joseph A. Plummer, Turtle Creek, 85 shares, and George H. Matthews, Turtle Creek, 85 shares.

New Albany House to Open Next Fall

Uly S. Hill, managing director of the Strand theatres in Albany and Troy, announced this week that the house under construction in Albany, would not be opened until early next fall. Mr. Hill believes that it would be poor policy to open the new theatre in the summer, when business generally at motion pictures theatres is at low ebb, and even a new house would not attract.

Death of Mayor Hackett Mourned in Albany

The death of Mayor William S. Hackett, of Albany which occurred the past week in Havana, Cuba, following an automobile accident, is mourned by all motion picture exhibitors of Albany, as the mayor had long been friendly to motion picture theatres. On several occasions Mayor Hackett appeared at theatres in connection with some drive or presentation.

Weaver Starts New Feature for Associated Exhibitors

H. C. Weaver has started production of "The Totem Pole Beggar" (temporary title) for Associated Exhibitors release. W. S. Van Dyke has been signed to direct and the cast is made up of Wanda Hawley, as leading lady, Gareth Hughes, who will play the leading male role, Tom Santschi, and Dan Mason. The production is expected to be ready for release the first of May.

Heavyweight Boxer Signed for "Old Ironsides"

George Godfrey, known as "the black shadow of Leiperville," one of the contenders for the heavyweight championship, has been signed by Paramount for a role in "Old Ironsides." He will play the part of the giant colored cook on board ship. This will mark Godfrey's first appearance in pictures.

"Millionaire Policeman" in Production

Banner has started production on "The Millionaire Policeman," last of its six Royal pictures for distribution this season by the Ginsberg-Kann Distributing Corporation. The cast is headed by Herbert Rawlinson and Eva Novak. Edward Le Saint is directing.

Brabin to Make "Mismates" for First National

Charles Brabin has been selected to direct "Mismates" the Earl Hudson production for First National in which Doris Kenyon will be starred. The picture will be made at First National's studios in New York and production will be started between March 15 and 22.

Scenes from the Universal comedy-drama "The Man in the Saddle."

"Siberia" Praised by Sheehan

Fox Executive Enthusiastic Over New Picture, Just Completed at Hollywood

UNUSUAL enthusiasm is expressed by W. R. Sheehan vice-president and general manager, over "Siberia," the new Fox special production which has just been completed in time for his inspection shortly after his arrival on the West Coast, following many months of continuous and intensive production work.

Few melodramas have approached the success which "Siberia" enjoyed on the stage for a quarter of a century, and Sheehan is confident that the picture will duplicate this performance. Victor Schertzinger, the director, was given a free hand and unlimited resources. Some of the most striking and elaborate sets built this season at the Fox studio were constructed for the making of his picture, which was followed by months of work in the snow country, where hundreds of extras, as well as the principals, were transported in order to depict the impressive scenes of the endless trail of prisoners being driven from Russia to the mines of Siberia.

A whole city was built for some of the scenes, only to be destroyed as a band of Cossacks swept down upon the populace. The torch was set to the buildings and the city reduced to a smouldering mass of ruins. Alma Rubens and Edmund Lowe head the cast, which includes such other players as Lou Tellegen, Lilyan Tashman, Helena D'Algy, Paul Panzer, Tom Santschi and Vadim Uraneff.

"Siberia" will be released immediately, direct to exhibitors it is announced, and will not be held up for a Broadway run. An elaborate line of advertising accessories has been prepared for exhibitors.

United Artists will distribute Roland West's photoplay production of "The Bat," from which the above scenes are taken.

Hoot Gibson Completes "Phantom Bullet"

Hoot Gibson's starring vehicle, "The Phantom Bullet" has been completed by Universal. Aileen Percy is leading woman while others in the cast are Allen Forrest, Pat Harmon, Nelson McDowell, William H. Turner, John T. Prince, Robert Milasch, "Pee-Wee" Holmes and Rosemary Cooper. The picture was directed by Cliff Smith.

A group of stills from the Metro-Goldwyn-Mayer production "Monte Carlo."

Neilan Not to Direct M-G-M's "The Red Mill"

Marshall Neilan will be unable to direct Marion Davies' next production "The Red Mill" owing to his contract with Marshall Neilan Productions which calls for a series to be directed by him. It was thought that the director would have time to make the Davies vehicle in the interim between his first and second independent pictures but "The Red Mill" required longer than the director had figured it would take.

Matt Moore Signed for Lead by F. B. O.

F. B. O. has engaged Matt Moore for the leading role in the Laura Jean Libbey story, "A Poor Girl's Romance." Production will be started in a week or ten days under the direction of F. Harmon Weight. This will be the last of F. B. O. specials for this year to go into production.

Indian Chief is Signed for "Ranson's Folly"

Chief Eagle Wing of the Kalamath tribe of Northern California, has been signed to play the role of Indian Pete in "Ranson's Folly," Richard Barthelmess next production for First National release. The Chief will also act as technical supervisor in all Indian matters in connection with the production.

F. B. O. to Make Circus and Fight Productions

"Bigger than Barnum's," a circus story by Arthur Guy Empey, and "The Roaring Crowd," a story of the prize-ring by John Brownell, will be part of F. B. O's product for the coming season.

Many Associated Productions

Busy Season Inaugurated on West Coast With Several Features Under Way

A BUSY season of production activity has been inaugurated by Associated Exhibitors at the Associated studios in Los Angeles. Samuel S. Hutchinson has started work on his second feature for this company with Edward Everett Horton. It has not yet been titled, but is being directed by Lloyd Ingraham. Supporting Horton are Dorothy Devore, in the feminine lead; Otis Harlan and Frank Elliott.

Bill Cody has started the first of a series of outdoor features for Associated. They are being made by Western Star Productions, Inc., with William Craft directing. The title of the first is "The Galloping Cowboy," an original by Adele Buffington.

Creighton Hale reached the coast this week and started work immediately in "Tardy Tolliver," first of a new series for Associated. It is an original story by J. Stewart Woodhouse. Louis Chaudet is directing and Judy King has the leading feminine role.

Four other units are busy with preparations to start productions. Among them are the Lester Scott Jr. companies with stars that include Buddy Roosevelt, Buffalo Bill, Jr., and Wally Wales. All are expected to be actively engaged in shooting within the next ten days.

Seat Tax Bill Defeated in Virginia Senate

THE ten per cent. seat tax bill which was pending in Virginia was defeated in the Senate last Friday afternoon by a vote of 24 to 14. This was a pleasant surprise to exhibitors, as a close vote in the Senate was anticipated, though the House was expected to kill the bill quickly.

The Senate action is considered very complimentary to Jake Wells, exhibitor leader, who personally devoted his entire time to leading the campaign against the threatening measure.

Carlos Returning From Coast Conference

A. Carlos has departed Los Angeles for the east, following a series of conferences with Richard Talmadge, who will supervise production of five new units on the coast. Talmadge is shooting the final scenes of his current production, "The Gallant Fool," with Mason Noel directing. In the cast are Clara Horton, Cecil Cameron, Jack Richardson, Ford West, Eddie Gordon and Joe Harrington.

E. J. Smith, Associated Exhibitors sales chief.

F. B. O. Buys White Stories for Thomson

THREE stories from the pen of Stewart Edward White, noted writer, explorer and big game hunter, have been purchased by F. B. O. to be used as starring vehicles for Fred Thomson. They are titled, "Arizona Nights," "The Two Gun Man" and "The Desert Legion."

Thomson is at present busy with "Hands Across the Border." Upon its completion he will start work on "The Two Gun Man." "Arizona Nights" will be the second of the White series filmed.

Hungarian Beauty to Play in Dwan's "Padlocked"

B. P. Schulberg, who is supervising "Padlocked" which Allan Dwan is directing for Paramount, has signed Irma Kornelia, the Hungarian beauty, to play an important role in the picture. Douglas Fairbanks, Jr., and Charlot Bird have also been signed which completes the cast.

"Greater Glory" New Title for "Viennese Medley"

"The Greater Glory" has been chosen as the permanent title to replace "The Viennese Medley" by which title the First National production depicting the horrors of war was known. The first public showing of the picture will be at the Strand theatre, New York City, on April 11.

Newman of Pickford Staff Joins M-G-M

E. De B. Newman, formerly general manager of the Mary Pickford company, has been engaged by Louis B. Mayer as an assistant to Victor Clarke, manager of studio operations at the Metro-Goldwyn-Mayer studios.

Spence Leaves to Title Lloyd Feature

Ralph Spence has started for the west coast to do the titles for Harold Lloyd's first production for Paramount release, "For Heaven's Sake." The picture will be completed by the time Spence reaches Hollywood from Florida.

Griffith Adds Julie de Valere to Cast

Julie de Valere who had a very interesting bit in the Richard Dix production "Let's Get Married" has been added to the cast of D. W. Griffith's "Sorrows of Satan" which is now in the course of production at the Long Island Studios.

Kathleen Key in "Money Talks" Cast

Kathleen Key of the Metro-Goldwyn-Mayer stock players, has been added to the cast of Rupert Hughes' "Money Talks", which is being directed by Archie Mayo under the leadership of Hunt Stromberg.

Comedy highlights of a current Universal production starring Reginald Denny titled "Skinners Dress Suit"

"17 YEARS WITH UNIVERSAL!"

"UNIVERSAL IS MAKING THE BEST PICTURES IN THE BUSINESS"

"17 years ago I started using Universal, and a great deal of the Pastime's growth and popularity is due to the uniform high standard of Universal Pictures."

Ike Berney,
Pastime Theatre
Lewistown, Pa.

Highlights of "Kiki," Norma Talmadge's latest for First National.

F. B. O. Lists 1926-27 Product

Company Announces Fifty-six Features and Fifty-two One and Two-reel Releases

AN announcement of the line-up of product for the 1926-27 season from the Film Booking Offices shows fifty-six feature releases, including twelve Gold Bond specials, fifty-two two reel and fifty-two one reel productions. Each production will be made with a strict adherence to the policy of the company that stars, stories, cast and every item of production have the showman's angle in mind.

Production plans are now being completed for "Bigger Than Barnum's," "The Roaring Crowd," and "Her Honor the Governor," a story of women in politics by Hy Daab and Weed Dickinson. Fred Thomson will appear in a series of four super-westerns. Steward Edward White will supply stories for three of these, namely "Arizona Nights," "The Two Gun Man" and "The Desert Legion."

Evelyn Brent, Richard Talmadge, Lefty Flynn and Alberta Vaughn will make a star series of twenty-four productions. Tom Tyler and his Pals, and Bob Custer will make eight pictures apiece.

Among the short reel releases to be made will be the "Bill Grim's Progress" series by H. C. Witwer which will comprise twelve two reel comedies, with the aforementioned title and another series.

Warners to Produce in Europe

Offices Are Opened in London, Paris and Berlin; Actual Work Started in France

WARNER BROTHERS are to produce pictures in England, France and Germany, according to a statement issued by Harry M. Warner, president of the company, just before leaving for California after his arrival from Europe on the Beregaria.

Offices have already been opened in London, Paris and Berlin and actual production has been started in Paris where Warner left Ronald A. Reader in charge; details as to cast, director and story for the first production being made there will be forthcoming shortly.

While in Europe Warner signed Paul Ludwig Stein, director, and Robert Lieberman, screen writer, to long term contracts. Both Stein and Lieberman have been responsible for some of the best German productions according to Warner.

Gus Schlesinger, foreign manager for Warner Brothers, has been put in charge of the activities in Germany. Head offices have been established in Berlin from which city he will guide production matters.

Hillyer Starts Shooting "Miss Nobody"

Director Lambert Hillyer has started filming on "Miss Nobody," featuring Anna Q. Nilsson for First National. Walter Pidgeon has the leading male role opposite Miss Nilsson, while others in the cast are, Clyde Cook, Mitchell Lewis and Arthur Stone. The picture is an Anthony Coldewey adaptation of the Tiffany Wells serial, "Shebo."

Mae Murray Signs Again With M-G-M

MAE MURRAY has signed a new contract with Metro-Goldwyn-Mayer and has departed for the coast to begin work on a new picture, the title of which has not been announced as yet. The contract was signed last Saturday by Nicholas M. Schenck with Miss Murray for Metro-Goldwyn-Mayer.

Edmund Goulding Chosen to Direct M-G-M's "Paris"

Edmund Goulding has been chosen to direct his own story "Paris" which Harry Rapf will produce for Metro-Goldwyn-Mayer. Charles Ray and Joan Crawford have the leading roles and the cast includes Douglas Gilmore, Carmel Myers and Roy D'Arcy. Jessie Burns made the adaptation and Erte has designed costumes for the Pearl Ballet which is one of the sequences in this production.

Unit Filming 'Money Talks' at Catalina Island

The "Money Talks" company including Claire Windsor, Owen Moore and Bert Roach, who have the principal roles and Archie Mayo, who is directing, has left for Catalina Island where the yacht and marine sequences will be filmed for this Metro-Goldwyn-Mayer production. Polly Moran was added to the cast just before the company departed.

Highlights of "The Test of Donald Norton" a Chadwick production.

John Robertson to Direct for M-G-M

JOHN ROBERTSON has been signed to direct for Metro-Goldwyn-Mayer. The director departed for the coast last week and upon his arrival his first production will be chosen by him in conjunction with Irving G. Thalberg. Robertson recently directed a series of pictures starring Richard Barthelmess for Inspiration Pictures.

"Moana" Finally Presented in Toronto

"Moana of the South Seas," the much-disputed feature in Ontario, has finally been presented in the Province, the picture being shown at the Rivoli Theatre, one of the large downtown theatres of Toronto, by Manager Thomas Daly during the week of March 8. "Moana" became an issue between the film exchanges and the Ontario Board of Moving Picture Censors for a time, following the decision of the Censor Board to make certain deletions in the release.

The claim was made by the local film exchange that the feature had been condemned by the Ontario Censors, it was stated, but the Provincial Government, through Hon. W. H. Price, Provincial Treasurer, declared that only portions of the picture had been ordered deleted. This discussion served to arouse considerable public interest in the subject. "Moana" was produced by Martin J. Flaherty, a Canadian, who also created "Nanook of the North."

Elbee Pictures Corp. Lineup Announced

Elbee Pictures Corporation, with offices in New York has completed its lineup of sixteen pictures to be distributed this year. The titles are as follow:

"Race Wild," "Roaring Fires," "Pursued," "The Lightning Reporter," "The Warning Signal," "Duty's Reward," "The Pay Off," "Hazardous Valleys," "Riding to Fame," "Frenzied Flames," "Forest Havoc," "Defend Yourself," "Burning Gold," "Thundering Speed," "Fire and Steel" and "Accused."

"Race Wild" is already completed and in New York. The cast includes David Torrence, Eileen Percy, Rex Leeso and John Miljan. The picture was directed by Oscar Apfel.

Lubitsch Selects Patsy Ruth Miller for Role

Ernst Lubitsch has picked Patsy Ruth Miller to play the leading feminine role in "Revillion" his next production for Warner Brothers; Monte Blue has the chief male part.

Sidney Chaplin has selected Doris Hill, a newcomer to the Warner studio, to play opposite him in "The Better 'Ole" on which production was started last week. In addition to Miss Hill, Chaplin's supporting cast includes Harold Goodwin, Theodore Lorch, Ed Kennedy, Charles Gerrard, Tom McGuire, Jack Ackroyd, Kewpie Morgan and Arthur Clayton.

Charles Reisner is directing and Hank Mann has been engaged as "gag" man.

Dramatic moments in the Universal western production titled "A Desperate Game."

New Directors Start Work for M-G-M

John M. Stahl has started "Toto" under his new contract with Metro-Goldwyn-Mayer, Archie Mayo is at work on "Money Talks," a farcical story of modern New York life, Mauritz Stiller is about to film "The Temptress," a Blasco Ibanez story, Jesse Robins will start shortly on "There You Are," adapted from the novel by F. Hugh Herbert and Marcel De Sano will soon commence direction of "In Praise of James Carabine," Donn Byrne's novel of the prize ring. These productions are on the Metro-Goldwyn-Mayer program for the new season.

"1484 UNIVERSALS 700 All Others"

"I have run 1484 Universal programs in the last 14 years to 700 of all others."

A. S. Parkin,
Bijou Theatre
Saskatoon, Sask. Can.

"UNIVERSAL IS MAKING THE BEST PICTURES IN THE BUSINESS"

Highlights of "The Love Toy" a Warner Brothers production.

Hudson Plans New Productions

Arrange Schedule for First National for Coming Spring and Summer

EARL HUDSON has announced the schedule of pictures he will produce for First National during the coming Spring and Summer. "The Savage," now in the last stages of production, will be followed by "Mismates," "The Crystal Cup," "The Lying Truth," the completion of "The Lunatic at Large" and another Leon Errol picture.

"Mismates" is an adaptation of Myron Fagan's play of the same title. The script was done by Sada Cowan. Doris Kenyon will be seen in the featured feminine role with Philo McCollough as leading man. This will go into production between March 15th and 22nd, according to present plans. Charles Brabin will direct.

"The Crystal Cup" is adapted from Gertrude Atherton's novel of the same name. The adaptation was done by Sada Cowan. Dorothy Mackaill, Lloyd Hughes and Jack Mulhall have been tentatively selected for this picture, but a change of names is very likely before it is started.

"The Lying Truth" is an original story by Ralph Spence. This will be a comedy and Milton Sills will probably be starred.

"The Lunatic at Large" is a Leon Errol starring vehicle which was started last Fall and was laid aside when Errol had to leave New York to go with a musical comedy to Chicago. When this is finished, which will be at the end of "The Crystal Cup," Hudson will start another Errol starring vehicle which has not yet been decided upon.

"Flaming Frontier" Premiere

Universal's Epic of West to Open at Colony Theatre, N. Y. Midnight, March 25

"THE Flaming Frontier," Universal's epic production of the West of the days of Custer, will have its world premiere at the Colony theatre, New York City, at midnight on March 25. Prominent military officials, society, and stage and screen stars have been invited to attend and plans are under way for an unusually brilliant opening.

Dr. Hugo is preparing the musical score for the picture while Jack Savage, recently engaged by Universal to prepare special presentations for Universal Jewels, is at work on an artistic presentation for the production.

The premiere will not alone mark one of the highlights of the Carl Laemmle's twentieth anniversary, but it will commemorate the 50th anniversary of the Battle of Little Big Horn, popularly known as Custer's Last Stand.

The production was adapted from the novel by Edward Sedgwick, who also directed and the cast includes Hoot Gibson, Dustin Farnum, Anne Cornwall and Kathleen Key. Approximately three thousand Indians were used in the filming of the picture.

Clyde Bruckman Added to Keaton "Gag" Staff

Clyde Bruckman, one of the best known "gag" men in Hollywood, has been added to Buster Keaton's staff of comedy constructors. He will work with Keaton on "Battling Butler" which the comedian is making for Metro Goldwyn Mayer release. Keaton is directing.

Monty Banks to Make Pathe Features

MONTY BANKS has been signed to a four year contract by Pathe Exchanges, Inc. He will make three five-reel feature comedies a year, along the lines of the three he has completed for Associated Exhibitors in the past two years.

Banks left Monday night for the coast, where the Pathe features will be made. The first picture will go into production immediately. It is rumored Sam Taylor, formerly associated with Harold Lloyd as director, will direct Banks.

Filming of Lichtman's "Oh Baby" Completed

Camera work has been finished on "Oh Baby," Al Lichtman's first feature length comedy for Universal release, and the picture is now being cut and titled. The producer is now busy with plans for his second production a screen version of the Aaron Hoffman stage play, "The Cherry Tree," in which George Jessel, legitimate stage star, will make his first film appearance.

Ramon Novarro Lead in "Bellamy the Magnificent"

For his first role since "Ben Hur" Ramon Novarro will appear in "Bellamy the Magnificent" a picturization of the play by Roy Horniman, in which he will be directed by Hobart Henley. Willard Louis, lent to Metro-Goldwyn-Mayer by Warner Brothers, will also have a part in this production which will be made on an elaborate scale.

Some of the tense scenes in "Bride of the Storm" a Warner Brothers production.

"U" Starts Shooting on "Uncle Tom's Cabin"

UNIVERSAL started production this week on "Uncle Tom's Cabin," announced as one of the biggest pictures for the coming season. Director Harry Pollard arrived with the advance scouts of his company at Plattsburgh, New York, where the "Eliza Crossing the Ice" scenes are to be shot.

The well known pursuit across the ice will be filmed in a bend of the Saranac River on the outskirts of Plattsburgh,, with Miss Marguerita Fischer in the role of Eliza. Six blood hounds were brought from the coast for this sequence.

The entire cast for "Uncle Tom's Cabin" has not yet been selected. Among the important players already cast are Miss Fischer, Pauline Fredericks, Arthur Edmund Carewe, George Siegmann, Lucien Littlefield, Adolph Milar, Earl Glenn Russell and Mark Hamilton.

Griffith Starts Filming of "Sorrows of Satan"

After six months spent in preparation during which time numerous tests were made of stage and picture stars filming has been started on "The Sorrows of Satan" which D. W. Griffith will produce for Paramount. The cast includes Adolphe Menjou, Carol Dempster, Ricardo Cortez, Lya de Putti, Jean Lebedeff and Marcia Harris.

The screen play was written by Forrest Halsey and John Russell and George Hull adapted it. Dick Rosson and Frank Walsh will assist Griffith and Harry Fischbeck will have charge of the camera work.

Seek Locations for "Winning of Barbara Worth"

Henry King, who will direct "The Winning of Barbara Worth" for United Artists release, and Robert McIntyre, business manager of Samuel Goldwyn Productions, which is producing the picture, have gone to the Imperial Valley, California, seeking locations for the filming of the Harold Bell Wright novel in which Ronald Colman and Vilma Banky will be featured. Frances Marion is now engaged upon the scenario.

Millard Webb Signed by Warner Brothers

Warner Brothers have signed a long term contract with Millard Webb, who directed "The Sea Beast," to direct other productions of the same magnitude as the Barrymore vehicle. Webb has been loaned by Warner Brothers to Joseph M. Schenck of United Artists to direct Norma Talmadge's next picture.

Fred Niblo Returns From Trip to Europe

Fred Niblo, with Mrs. Niblo, arrived in New York from Europe on Tuesday. They went abroad for a rest after the opening of Ben Hur, which Niblo produced for Metro-Goldwyn-Mayer. The Niblos will be in New York until the end of the week, when they will depart for Culver City to make a new production.

Sax Lists Gotham Schedule

Completes Plans for Production of Six "Greater Gothams" and Six "Gotham" Productions

SAM SAX, producer of Gotham productions and president of Lumas Film Corporation has completed production plans for the season of 1926-27. Twelve productions will be made six of which will be known as "Greater Gothams" and the remaining number as "Gothams." The pictures will be released at the rate of one a month, one subject from each series on alternate month.

The "Greater Gotham" series of six will consist of the following titles "The Golden Web," a recent novel by E. Phillips Oppenheim, "The Woman Who Did Not Care," from the Story by Rida Johnson Young, "The Silent Avenger," by Ed. J. Meagher in which the dog star "Peter the Great" will be featured, another story with the dog star "King of the Pack" by Edward Faust, and "Money to Burn" by Reginald Wright Kaufman.

The six "Gotham" productions will be known as "Sinews of Steel" another story by Ed. J. Meagher, "Heroes of the Night," written and directed by Frank O'Connor, "Mountain of Manhattan," a story based upon actual experience also written by Meagher.

"The Silent Power" a drama in which the action takes place in an electric power plant, written by Delos Sutherland from a title and theme suggested by Lon Young, a railroad story, "The Block Signal" by T. Oakley Crawford and "The Final Extra," a story of newspaper life by Russell J. Bidwell.

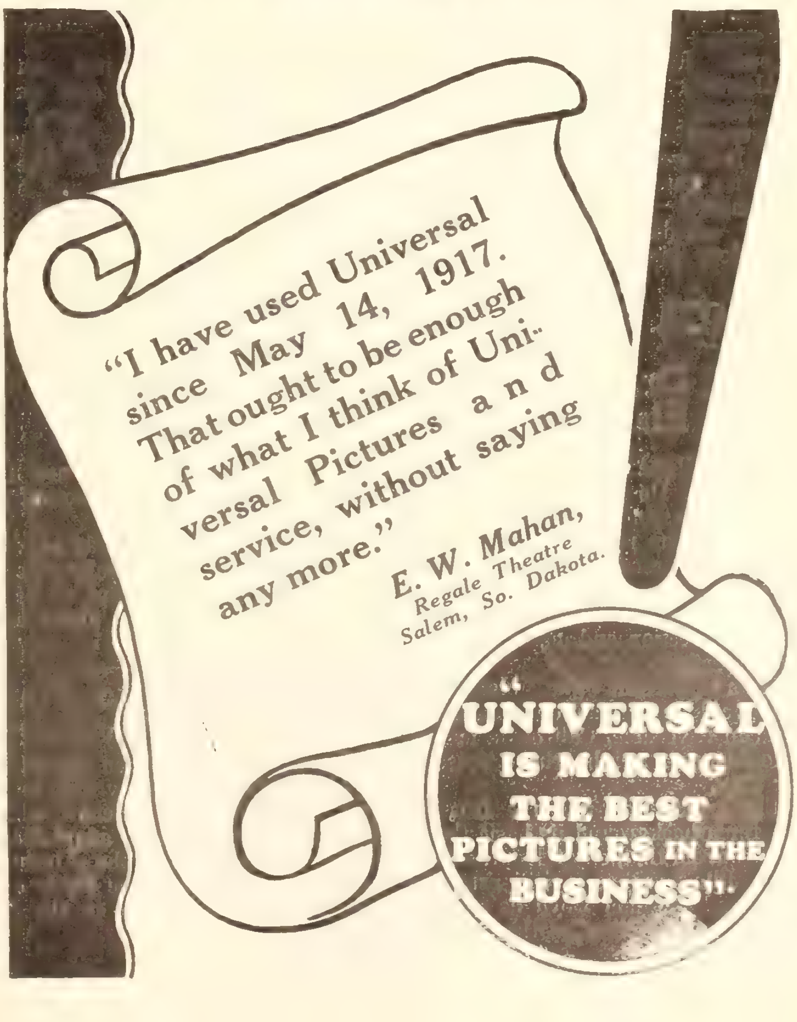
Sax is at the coast at present speeding up production of these pictures which will be put in work immediately.

Two Additional Features Finished by Fox

Two additional features have been completed by Fox. They are "Rustling for Cupid" and "Hell's Four Hundred." The former is a Peter B. Kyne western story featuring George O'Brien and Anita Stewart. It was directed by Irving Cummings and has in the supporting cast Russell Simpson, Frank McGlynn, Jr., Herbert Prior, Edith Yorke and Sid Jordan.

"Hell's Four Hundred" is a John Griffith Wray production from the Vaughn Kester novel, "The Just and the Unjust." Margaret Livingston has the starring role.

"9 Years a Universalite!"



"I have used Universal since May 14, 1917. That ought to be enough of what I think of Universal Pictures and service, without saying any more."

E. W. Mahan,
Regale Theatre
Salem, So. Dakota.

"UNIVERSAL IS MAKING THE BEST PICTURES IN THE BUSINESS".

The attractive and extensive studios on the West Coast purchased recently by Columbia Pictures Corporation and will be used by that company in carrying out its enlarged schedule for next year.

Columbia Schedule Announced

Will Produce Twenty-four Pictures Under One Brand for Coming Season

JOE BRANDT, president of Columbia Pictures Corporation has issued an announcement of the company's product for the season of 1926-27. Last year Columbia put out pictures under three brands, Waldorf, Perfection and Columbia pictures. This year they will produce only under the one Columbia brand. There are twenty-four pictures on the production schedule for the coming season.

Regarding these Brandt says:

"In our line up of Columbia's double dozen are included the works of such authors as Richard Harding Davis, Gertrude Atherton, Montague Glass, Alfred Henry Lewis, Rupert Hughes, George Bronson Howard, William Hamilton Osborne and others.

"Announcement was made through the trade press last week of the purchase of Irving Berlin's latest and most popular song, "Remember." Another song which will be on our schedule is "Sweet Rosie O'Grady." Both pictures, when ready for release will be given special exploitation campaigns.

"In the securing of plays we have been equally fortunate. These include "The Price of Honor," one of the Al. H. Wood's melodramas which has had a long run in New York and in stock: Guy De Maupassant's "Poor Girls" which was adapted by Augustus Thomas and produced by Charles Frohman. "Adele," ("the Belle of Broadway") is from the musical comedy of Paul Herve which ran at the Longacre in New York for a season. Another musical comedy is "The Girl Who Smiles," by Adolf Philipp."

The company has just purchased the largest independent studios on the West Coast and is going to spend more than $250,000 in the building of stages and securing of added equipment. The production staff has been increased and strengthened by Harry Cohn, vice president of the company, who is in charge of production activities.

"Volga Boatman" Premiere Set

Dr. Riesenfeld Will Stage and Manage Elaborate New York Engagement

"THE VOLGA BOATMAN," the Cecil B. De Mille personally directed special for Producers Distributing Corporation release, is to have an elaborate world premiere and extended Broadway run starting April 12th. It will open on that date at the Times Square theatre under the direction and management of Dr. Hugo Riesenfeld.

The decision to present "The Volga Boatman" as a two-dollar attraction came after tryouts held in Riverdale, California and at the Costello theatre, a neighborhood house in New York City.

While this production has the Russian Revolution for a background its basic theme is a love story from the pen of Konrad Bercovici. De Mille predicts it will establish Elinor Fair and William Boyd as players of unquestioned star calibre. Other players who have important roles are Julia Faye, Victor Varconi, Theodore Kosloff and Robert Edeson.

Dr. Riesenfeld is already engaged on the preparation of an especially elaborate musical setting for the picture, to be played by an augmented orchestra under his personal direction.

John Harron to Play Lead Role in "Boy Friend"

John Harron has been signed by Metro-Goldwyn-Mayer to play the leading male role in "The Boy Friend" which Monta Bell will direct from an adaptation by Alice D. G. Miller of the John Alexander Kirkpatrick stage play "The Book of Charm." There may be a change in the title of the production.

Assoc. Exhib. to Make Six With Cody

Arrangements have been completed for the first six stories which Bill Cody will make for Associated Exhibitors release. The stories are "The Galloping Cowboy," an original by Adele Buffington, "The Arizona Whirlwind," "Flashing Heels," "Lawless Valley," "Forbidden Trails" and "The Border Thunderbolt."

The cast for "The Galloping Cowboy" is being assembled by William J. Craft, who will direct the production.

Metropolitan Studios are Being Improved

Metropolitan Studios is making further improvements in the plant on the west coast in preparation for the filming of the 1926-27 program of pictures for Producers Distributing Corporation. A new covered stage is being erected and a quarter of a mile of concrete roadway laid within the studio. The new stage, which will be one of five, measures 115 by 200 feet.

"Stella Dallas" Premiere Due in Paris

"Stella Dallas", Samuel Goldwyn's Henry King production for United Artists, was scheduled to have its Continental premiere in Paris early in March, according to a cablegram to Hiram Davis. The Max Linder theatre will house the picture. So far "Stella Dallas" has been seen abroad only in London, where it had an extended engagement.

Columbia Appoints Webb Casting Director

Robert Webb has been named casting director at the new west coast studios of Columbia Pictures Corporation. He will work under Harry L. Kerr, general production manager of Columbia. Webb was with Universal for several years and more recently was connected with Metro-Goldwyn-Mayer as casting director.

Independent Buys Output of Gotham Productions

Independent Films, Inc., of Boston have contracted for the entire output of Lumas Film Corporation for the coming year. The Boston exchange gets a minimum of twenty new subjects for the territory including Connecticut, Maine, Massachusetts, Rhode Island, New Hampshire and Vermont.

George Sidney Has Title Role in "Auctioneer"

GEORGE SIDNEY has been selected by Fox Films to play the title role in "The Auctioneer," the David Belasco stage play in which David Warfield played the title role on the stage. Newspapers throughout the country carried a story concerning a nation-wide search for an actor to fill Warfield's part.

Others prominent in the cast are, Madge Bellamy, Charles Farrell, Gladys McConnell, Janet Gaynor and J. Farrell MacDonald.

Depinet Starts Tour of South

NED E. DEPINET, First National's southern sales manager left last week for a tour of four weeks through the Southern branches, where he will conduct meetings with managers and salesmen on the handling of current and coming product. He also planned conferences with a number of important exhibitors in the southern territory. Depinet's itinerary follows: Charlotte, Atlanta, New Orleans, Dallas, Oklahoma City, Kansas City, St. Louis, Indianapolis, Louisville, Cincinnati, Pittsburgh, Cleveland and New York.

George W. Weeks Returns to New York From Coast

George W. Weeks, general manager of distribution for Famous Players-Lasky, has returned to New York from Los Angeles where he spent some time looking over the new series of Paramount pictures preparatory to the opening of Paramount's annual spring convention. Weeks held conferences with the production executives and saw a number of the productions scheduled on the new program.

Alfred Gaudet With F. B. O. in Canada

Alfred L. Gaudet, for the past nine years connected with the F. G. Spencer Enterprises in Canada, has resigned to join the Film Booking Offices. He will go to the Toronto offices which is under the management of Percy A. Taylor, general manager for F. B. O. in Canada.

"Whole Town's Talking" in Cutting Room

Edward Laemmle has completed the filming of "The Whole Town's Talking" at Universal City and is now busy cutting it. In the cast are Edward Everett Horton, Virginia Lee Corbin, Otis Harlan, Trixie Friganza, Dolores Del Rio, Margaret Quimby, Robert Ober and Malcolm Waite.

Mary Ashe Miller Signs With M-G-M

Metro-Goldwyn-Mayer have signed Mary Ashe Miller, well known newspaper woman, as a member of the scenario staff. For some time past Miss Miller's writings have been nationally syndicated to newspapers.

Pola Negri to Make "Naughty Cinderella" for Famous

Pola Negri's next starring vehicle for Paramount will be "Naughty Cinderella," a screen version by Pierre Collings of Avery Hopwood's farce comedy. Malcolm St. Clair will direct.

Two Additions Made to "Big Night" Cast

John Roche and Nat Carr have been added to the cast of "The Big Night," the Universal production starring Laura LaPlante which Melville Brown is directing.

Scenes from Corinne Griffith's combination of comedy and drama titled "Mlle. Modiste" which is released through First National.

Dena Reed Opens Bureau of Publicity

Dena Reed, formerly press sheet editor for Producers Distributing Corporation and more recently publicity director for Henry Ginsberg, is now free-lancing in the theatrical field.

Edward Sloman to Direct Laura La Plante

Edward Sloman has been assigned the direction of Universal's picturization of "Butterflies in the Rain," with Laura LaPlante in the starring role, according to announcement from Carl Laemmle.

"UNIVERSALS BEST FOR 8 YEARS!"

"For eight years I have gotten my best results with Universal Pictures. The force must be in the product"

Maurice Klein
Golden State Thea. & Realty Corp.
San Francisco, Calif.

"UNIVERSAL IS MAKING THE BEST PICTURES IN THE BUSINESS"

Sheffield Completes Role in "The Nest"

Reginald Sheffield, young juvenile, who has been dividing his time between the stage and silent drama, has just completed the leading juvenile role opposite Pauline Frederick in "The Nest," a Whitman Bennet Production, under the direction of William Nigh. Sheffield will be remembered for his recent work in "Classmates," with Richard Barthelmess, and in "The Pinch Hitter," an Associated Exhibitors Production.

De Mille Goes Back to Coast Sunday

Cecil B. DeMille, who has been in New York for the past month, is scheduled to leave for Hollywood Sunday. He was the guest of honor at an Ambassador luncheon Tuesday given by Producers Distributing Corporation. DeMille came here to complete production details for his program of pictures for P. D. C. next season.

Hope Loring and Leighton Signed by F. P.-L.

Hope Loring and Louis D. Leighton, well known team of scenarists, have been placed under a long term contract by Famous Players-Lasky. The contract is said to be the result of their work on "The Blind Goddess", "The Cat's Pajamas", Pola Negri's "The Crown of Lies" and "The Rainmaker", which has just come into production.

"The Black Pirate" has London Premiere

"The Black Pirate," Douglas Fairbanks' new production for United Artists release, had its London premiere at the Tivoli Theatre, simultaneously with the first showing of the picture at the Selwyn Theatre, New York City. The current Fairbanks production is entirely in technicolor.

Motion Picture
News
Booking Guide

"We regard the BOOKING GUIDE with its many references regarding releases almost indespensible, as it is the only convenient index we know of. With this and our Motion Picture News file we have almost any data we want on pictures."

Star Theatre,
Heppner, Oregon.

First National to Have Stanley Hand Week

THE week starting April 11 has been designated Stanley Hand week by the New York Exchange of First National Pictures Corporation. Hand is manager of the exchange.

Stanley Hand

It is the aim of Olive R. Waxman, sales manager, and others responsible for the Week to establish a new record for First National in the New York exchange territory. Exhibitors are getting behind the project wholeheartedly, it is said, and are making a selection of the pictures, in the Winner group available for Spring Showing.

Colleen Moore Starts in "Ella Cinders"

Colleen Moore started work last week in her newest First National starring vehicle with a cast carefully selected by John McCormick, general manager of First National's west coast units. Among those who will have prominent supporting roles are Lloyd Hughes, who plays opposite Miss Moore, Vera Lewis, Emily Gerdes and Doris Baker. Alfred E. Green is directing.

"Roaring Forties" Nears Completion

Jans Productions is completing "The Roaring Forties," fourth of the present series of six features. Sylvia Breamer is the featured player. She is supported by Gertrude Astor, Jack Mower, Bruce Gordon, Helene Sullivan and William Buckley. Russell Allen is directing.

Ginsberg Goes to Coast on Production Matters

Henry Ginsberg, president of Ginsberg-Kann Distributing Corporation, left for Hollywood last week to arrange for the production of the twelve Sterling productions to be released on the independent market next season by his organization.

Pathe Branch Managers on Home Office Visit

Oscar Hanson, Pathe branch manager in Detroit, and W. W. Anderson, branch manager at Atlanta, were visitors at the home office in New York during the week. Both report business is good in their districts.

Banner Acquires Rights to "Devil's Dice"

Banner Productions has acquired rights to "Devil's Dice," the novel by Frank Adams and will produce it as a feature for release next season through the Ginsberg-Kann Distributing Corporation.

Tom Moore Pola Negri's Leading Man

Tom Moore will be Pola Negri's leading man in her next Paramount picture, "Naughty Cinderella," which is to be directed by Malcolm St. Clair. Other members of the cast are now being selected. Mr. Moore recently returned from a two months' tour of Europe. His latest screen appearances were "The Song and Dance Man" and "A Kiss for Cinderella."

Claire Windsor and Cody in "Waning Sex"

Lew Cody and Claire Windsor are to have the leading roles in "The Waning Sex", which Robert Z. Leonard will direct for Metro-Goldwyn-Mayer on his return from the east. The story is by F. Hugh Herberg and the continuity by Frederic and Fanny Hatton. The production will be started as soon as Cody finishes his work in "Toto."

M. C. Levee Changes Title to "Sweet Daddies"

M. C. Levee has changed the title of the first of the three features he will make for First National this year. Originally known as "Molasses," it will be released in May as "Sweet Daddies." George Sidney, Charlie Murray and Vera Gordon are the featured players. Al Santell is directing.

Scenes from "Crowning the Count" a two reel Universal comedy release.

Daniel Hake Passes Away in Philadelphia

Daniel L. Hake, for a number of years prominent as a theatre manager and newspaper man in Central Pennsylvania cities, died on March 1 at his home, 540 Chester avenue, Philadelphia. He was 47 years old. Mr. Hake's death was due to an attack of apoplexy suffered last Fall when he was employed as a sporting writer on the Philadelphia Record. He was for several years sporting editor of the Harrisburg Patriot and also held important positions on newspapers in York.

The survivors include the widow; one son, Lieutenant G. Edward Hake, of Philadelphia; a daughter, Mrs. Ralph B. Wrad, of Columbia; his father, H. P. Hake and a sister, both residing in York.

Ed Sedgewick Will Direct "Tin Hats"

Ed Sedgewick will soon start direction on an original story of his own creation titled "Tin Hats", for Metro-Goldwyn-Mayer. The story is said to have an interesting situation for a theme and takes place immediately following the World War.

Rogers Starts First for First National

Charles R. Rogers will start shooting about March 15th on the first of a series of pictures he is to make for First National. The title is "Senor Daredevil" and Ken Maynard is the featured player. Al Rogell will direct.

Comedy moments in Pathe's "Meet My Girl."

Interior of the Queen theatre at Wharton, Texas, owned by J. L. Santos.

Guy Graves Will Supervise Farley Houses

Guy Graves, of Yonkers, who has been in the business for years, has now come with W. W. Farley, of Albany, in the position of general supervisor of all Farley houses in Schenectady, Catskill and Yonkers. Farley returned some time ago from Florida, and announced during the past week, that contrary to expectations, he would not go back to Florida for the remainder of the winter.

Laemmle's Brother Here for Anniversary

Siegfried Laemmle, brother of Carl Laemmle, president of the Universal Pictures Corporation, arrived in New York recently with his wife, to partake in Carl Laemmle's twentieth anniversary celebration of his entrance into the motion picture business. After a two day stay in New York they left for Los Angeles.

Gotham Charges "Lifting" of Posters

Lumas Film Corporation, through Stoll Picture Productions, Ltd., London distributors of their Gotham productions, have started vigorous action in England to protect poster designs of Gotham productions. A number of these have been copied almost identically and used for other productions, it is claimed.

Lane Appointed Manager of Pulaski Temple

When Frank W. Lane, of Pulaski, N. Y., is not busy at his duties as chief of the village fire department, or as a member of the village board of trustees, or with the Pulaski Grange, he will be found at the Temple theatre in that village. Mr. Lane was named as manager of the theatre last week, succeeding J. A. Youngs.

Famous Declares Regular Quarterly Dividend

At a meeting held Tuesday the Board of Directors of Famous Players-Lasky Corporation declared the regular quarterly dividend of $2.00 per share on the preferred stock, payable May 1st, 1926, to stockholders of record at the close of business on April 15th, 1926. The books will not close.

Warners Change Policy of Cameo, Bridgeport

After the showing of three more Warner pictures the Cameo Theatre, Bridgeport, Conn., will have its stage enlarged and a new policy of a combination show of seven Pantages vaudeville acts and two features will be inaugurated, according to an announcement made by Sam Warner. Whenever possible, popular road shows will be played instead of the vaudeville.

A plot of ground in the rear of the house has been bought to take care of the stage enlargement.

Law Against Carnivals Brings New House

On the strength of an ordinance prohibiting tent shows and carnivals passed by the city council of Haskell, Texas the owners of The Haskell Theatre will soon start construction on a new theatre to cost $40,000. Weighing the proposition as a benefit to the community, the council passed the ordinance pointing out that a new theatre would be a decided improvement and step forward in this section of the state.

Underwood Denies Purchases of Southern Theatres

W. G. Underwood, president of the Specialty Film Company, Dallas, Texas, denies specifically that he has purchased theatres at Muskogee, Vinita and Claremore from Brophy, the present owner. This report, which was published in a regional film paper, is declared by Underwood to be entirely without foundation.

Leatrice Joy to Star in "Clinging Vine"

Upon the completion of her present starring vehicle, "Eve's Leaves," Leatrice Joy will be starred in a screen adaptation of "The Clinging Vine," an unusually successful New York musical comedy of two seasons ago. It was written by Zelda Sears.

King Baggot Will Direct "Lovey Mary"

King Baggot has been chosen by Metro-Goldwyn-Mayer to direct its production of "Lovey Mary" from a continuity by Agnes Christine Johnson of Alice Hegan Rice's novel. Bessie Love will play the title role.

Walter Futter Organizes New Company

Walter A. Futter, of the Futter Productions, Inc., has organized a new company, Wafilms, Inc., at 130 W. 46th street, New York City, to handle a tremendous amount of library negative which he has secured.

'The Millionaire Policeman' Started by Banner

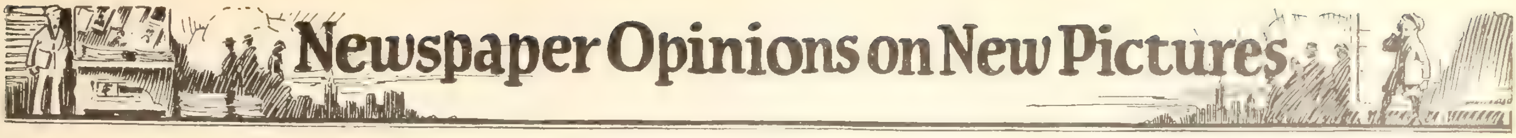
Having finished the filming of "The Whispering Canyon," the Banner Productions staff have started making "The Millionaire Policeman," a comedy-drama.

Exhibitors Box-Office Reports

Names of the theatre owners are omitted by agreement in accordance with the wishes of the average exhibitor and in the belief that reports published over the signature of the exhibitor reporting, is a dangerous practice.

Only reports received on specially prepared blanks furnished by us will be accepted for use in this department. Exhibitors who value this reporting service are urged to ask for these blanks.

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
FAMOUS PLAYERS					
Ancient Highway, The	8000	Me.	Small town	Clear	Fair
Border Legion, The	703	Kans.	Rural	Clear	Big
Charmer, The	1908	Ga.	Small town	Clear	Poor
Cobra	4303	Iowa	Small town	Clear	Poor
Code of the West, The	1908	Ga.	Small town	Clear	Big
Golden Princess, The	8000	Me.	Small town	Stm'y	Good
King on Main Street, The	8000	Me.	Small town	Stm'y	Good
Kiss for Cinderella, A	4303	Iowa	Small town	Clear	Poor
	6002	Minn.	Small town	Cold	Poor
Light of the Western Stars	1100	Iowa	Small town	Clear	Good
	1705	Kans.	Small town	Clear	Good
Lovers in Quarantine	8000	Me.	Small town	Clear	Good
Manhattan	1100	Iowa	Small town	Clear	Fair
Night Club, The	1100	Iowa	Small town	Clear	Good
North of 36	1705	Kans	Small town	Clear	Good
Sackcloth and Scarlet	2000	Conn.	Small town	Clear	Fair
Seven Keys to Baldpate, The	8000	Me.	Small town	Stm'y	Good
Son of His Father, A	2000	Conn.	Small town	Clear	Good
Stage Struck	2000	Conn.	Small town	Snow	Good
Ten Commandments, The	1705	Kans.	Small town	Clear	Fair
That Royle Girl	4303	Iowa	Small town	Cold	Fair
	1199	Nebr.	Small town	Clear	Good
Vanishing American, The	6002	Minn.	Small town	Cold	Big
Wild Horse Mesa	1100	Iowa	Small town	Stm'y	Fair
F. B. O.					
All Around the Frying Pan	1100	Iowa	Small town	Clear	Good
	2606	Kans.	Small town	Clear	Big
Bandit's Baby, The	703	Kans.	Rural	Clear	Big
Cowboy Musketeer, The	2717	Okla.	Small town	Clear	Good
Flaming Waters	2717	Okla.	Small town	Clear	Good
Forbidden Cargo, The	1705	Kans.	Small town	Clear	Fair
Keeper of the Bees, The	2606	Kans.	Small town	Clear	Big
Last Edition, The	2717	Okla.	Small town	Rainy	Poor
Let's Go Gallagher	2606	Kans.	Small town	Clear	Fair
Man of Nerve, A	2606	Kans.	Small town	Clear	Fair
Midnight Molly	1705	Kans.	Small town	Stm'y	Good
No Man's Law	2606	Kans.	Small town	Cold	Good
On the Stroke of Three	1705	Kans.	Small town	Clear	Poor
Parisian Nights	2606	Kans.	Small town	Clear	Fair
Ridin' Comet, The	2606	Kans.	Small town	Clear	Fair
Silk Stocking Sal	1705	Kans.	Small town	Clear	Fair
Speed Wild	1705	Kans.	Small town	Clear	Fair
Thundering Hoofs	1705	Kans.	Small town	Clear	Good
Tough Guy, The	1199	Nebr.	Small town	Clear	Big
White Fang	1100	Iowa	Small town	Clear	Good
	1705	Kans.	Small town	Clear	Fair
Wild Bull's Lair, The	703	Kans.	Rural	Clear	Big
Wyoming Wildcat, The	2606	Kans.	Small town	Clear	Good
FIRST NATIONAL					
Beautiful City, The	2606	Kans.	Small town	Cold	Fair
Chickie	1100	Iowa	Small town	Clear	Good
Desert Flower, The	1100	Iowa	Small town	Stm'y	Good
Graustark	2606	Kans.	Small town	Cold	Good
New Commandant, The	2606	Kans.	Small town	Clear	Good
	6002	Minn.	Small town	Snow	Fair
Lady, The	300	W. Va.	Rural	Stm'y	Good
Sally	1100	Iowa	Small town	Clear	Good
Scarlet Saint, The	2606	Kans.	Small town	Stm'y	Fair
Splendid Road, The	4308	Iowa	Small town	Clear	Fair
	2606	Kans.	Small town	Clear	Good
So Big	300	W. Va.	Rural	Rainy	Big
Sundown	1100	Iowa	Small town	Clear	Fair
Thief in Paradise, A	300	W. Va.	Rural	Clear	Big
Unguarded Hour, The	2606	Kans.	Small town	Clear	Fair
What Fools Men	2606	Kans.	Small town	Clear	Good
When a Man's a Man	1908	Ga.	Small town	Clear	Big
FOX					
Every Man's Wife	300	W. Va.	Rural	Clear	Poor
First Year, The	1199	Nebr.	Small town	Clear	Poor
Iron Horse, The	8000	Me.	Small town	Stm'y	Good
Rainbow Trail, The	8000	Me.	Small town	Clear	Good
	300	W. Va.	Rural	Clear	Big
Thank You	1199	Nebr.	Small town	Clear	Big
METRO-GOLDWYN-MAYER					
Bright Lights	2606	Kans.	Small town	Clear	Good
Confessions of a Queen	6002	Minn.	Small town	Cold	Poor
Dance Madness	2717	Okla.	Small town	Clear	Big
Denial, The	2717	Okla.	Small town	Snow	Poor
Great Divide, The	989	Tenn.	Rural	Clear	Fair
Great Love, The	2717	Okla.	Small town	Rainy	Fair
His Secretary	2606	Kans.	Small town	Clear	Big
Lady of the Night, The	2717	Okla.	Small town	Clear	Good
Lights of Old Broadway	2606	Kans.	Small town	Clear	Good
Merry Widow, The	4303	Iowa	Small town	Clear	Good
	2717	Okla.	Small town	Clear	Big
Old Clothes	2606	Kans.	Small town	Clear	Big
Only Thing, The	2717	Okla.	Small town	Clear	Good
Pretty Ladies	1908	Ga.	Small town	Clear	Fair
Sally, Irene and Mary	2606	Kans.	Small town	Cold	Good
	2717	Okla.	Small town	Clear	Good
Silent Accuser, The	703	Kans.	Rural	Clear	Big
Slave of Fashion, A	1908	Ga.	Small town	Clear	Good
So this Is Marriage	703	Kans.	Rural	Clear	Poor
Soul Mates	2606	Kans.	Small town	Clear	Good
Time the Comedian	2606	Kans.	Small town	Clear	Fair
Unholy Three, The	1908	Ga.	Small town	Clear	Poor
PATHE					
Black Cyclone	1100	Iowa	Small town	Clear	Good
Freshman, The	1908	Ga.	Small town	Clear	Fair
Girl Shy	1100	Iowa	Small town	Clear	Big
Percy	1705	Kans.	Small town	Stm'y	Poor
Stop, Look and Listen	300	W. Va.	Rural	Clear	Good
PRODUCERS DISTRIB. CORP.					
Beyond the Border	1100	Iowa	Small town	Clear	Fair
Charley's Aunt	1705	Kans.	Small town	Clear	Big
Madame Behave	1199	Nebr.	Small town	Clear	Big
Off the Highway	3000	Me.	Small town	Clear	Fair
People vs. Nancy Preston, The	3000	Me.	Small town	Clear	Good
Road to Yesterday, The	3000	Me.	Small town	Stm'y	Good
Simon the Jester	3000	Me.	Small town	Clear	Good
STATE RIGHTS					
Down Upon the Swannee River	2717	Okla.	Small town	Clear	Good
Mine With the Iron Door	1705	Kans.	Small town	Clear	Good
Plastic Age, The	6002	Minn.	Small town	Cold	Fair
Souls for Sables	8000	Me.	Small town	Clear	Good
Super Speed	1705	Kans.	Small town	Clear	Poor
WARNER BROS.					
Bridge of Sighs, The	1100	Iowa	Small town	Clear	Fair
How Baxter Butted In	1100	Iowa	Small town	Clear	Fair
	703	Kans.	Rural	Clear	Poor
Red Hot Tires	2717	Okla.	Small town	Clear	Good
Satan in Sables	2717	Okla.	Small town	Snow	Fair
UNIVERSAL					
Calgary Stampede, The	2000	Conn.	Small town	Clear	Good
Call of Courage, The	2717	Okla.	Small town	Rainy	Poor
Desperate Game, The	2717	Okla.	Small town	Clear	Big
Flying Hoofs	703	Kans.	Rural	Clear	Fair
Goose Woman, The	4303	Iowa	Small town	Clear	Good
	2717	Okla.	Small town	Clear	Fair



Newspaper Opinions on New Pictures

"La Boheme"—M-G-M., Embassy, N. Y.

Herald-Tribune: "It can be reported, that the director of 'The Big Parade' has made a handsome, tasteful and properly sentimental tragedy of parted lovers that succeeds in capturing a wistful, romantic, half poetic flavor. 'La Boheme' has been made with a sensitive feeling for physical beauty, the picture achieves a striking loveliness. The story is told in a straightforward way and the romantic mood is never lost. Miss Gish was excellent, and John Gilbert admirable."

Telegraph: "There is no fault to be found with the taste and skill of the direction, no chance to cavil at the acting which is uniformly good."

Times: "Here is a picture in which King Vidor demonstrates that in length there is strength—that is in the length of the episodes. It is a production that is virtually flawless, and one that will do its share to bring the screen to a higher plane. Mr. Gilbert shows throughout his portrayal that he is thinking of his part, you can detect it in his eyes, and that same earnest effort is made by Miss Gish."

Daily News: "Beauty of scene so glorious that it hurts to gaze upon it. A poignant story. Lillian Gish and John Gilbert are two artists who make you know that motion pictures can be true art. A picnic in the woods on Easter Sunday is a pictorial gem, and the scene where Mimi confesses her love for Rodolphe is a wonderful acquisition to the files of the cinema. Excellent support is given to the two stars by a cast that includes Renee Adoree and Roy D'Arcy."

World: "There can be for Lillian Gish and John Gilbert nothing but the warmest salutations after what was exhibited last night. King Vidor the director retains his honors without a single provision."

Evening World: "In 'La Boheme' King Vidor has scored another directorial triumph comparable to 'The Big Parade,' but comparable only because 'La Boheme' too, is one of the truly great pictures. At the Embassy theatre, last night, an audience of celebrities was moved to tears by the simple story of a great love. King Vidor's direction is all the greater because of the utter dissimilarity of story and method in his two great productions. John Gilbert and Lillian Gish triumphed with Vidor."

The Post: "John Gilbert's performance for sheer vitality and brilliance seldom if ever has been equalled on the screen. Altogether 'La Boheme' is a creditable production."

Telegram: "The run of the new picture 'La Boheme' ought to be good for a year at the Embassy, for the adherence to the simple love story and the exposition of the two characters is done so finely by Vidor that for whole sequences one forgets that it is a movie at all. Like Sherwood Anderson in prose, Vidor lets his characters reveal themselves. Gilbert is all that one has hoped for, his vocal cords almost seem to pantomime, so clearly does he get the thought across."

Journal: An enchanted love story, Gilbert is magnificent—the most brilliant actor on the screen, he expresses comedy, rage, tenderness, every emotion with a fiery magnetism. King Vidor has made an artistic production."

Graphic: "The memory of 'La Boheme's, delicate beauty will be with you for many a day. It is like an exquisite bit of poetry—so delightful, so sad, and so real that it hurts. You cannot afford to miss it."

"Oh, What A Nurse"—Warners' Strand, N. Y.

Evening World: "If you liked Chaplin in 'The Man On The Box,' you will like him even better in 'Oh! What A Nurse!'"

American: "They laughed loudly at the boisterous fun."

Morning World: "'Oh! What A Nurse!' in itself is the sort of riotous and swift-moving slapstick that moves its audiences to delighted whoops and squeals of mirth."

Daily News: "Thousands were weak from laughing yesterday after seeing Sydney Chaplin's latest contribution to the humor of the screen. Watching his antics in 'Oh! What A Nurse!' the crowd screamed and rolled in their seats. It's the silliest, funniest, most laugh-provoking film that Syd has yet made. Don't miss it. And be sure to take the children."

Times: "Round after round of loud laughter."

Daily Mirror: "The hurricanes of laughter aroused by Chaplin's drolleries pronounce his new funfest a farcical wow plus."

Post: Oh! What A Nurse! is funnier than Mr. Chaplin's last slapstick effort, 'The Man On The Box.'"

Morning Telegraph: "You admire Syd's cleverness, you take off your hat to his splendid ability in this field."

"Tumbleweeds" — United Artists, Forum, L. A.

Examiner: "The film opened to enormous crowds and proved a tremendous success with the public. The film offers Hart at his best."

Herald: "He has staged a comeback which shows him a greater performer than ever of Western roles."

Express: "The applause that greeted this climax and many other scenes showed how the picture had gripped the imagination of the audience."

Record: "I personally doubt if we have ever witnessed a bigger thrill than we did when the thundering horde of wagons and humans rushed over the line for the homesteads."

Times: "The return of Bill Hart was celebrated with such acclaim that one might feel inclined to predict that attendance totals will come near to being demolished again this week at the Forum Theatre."

FILL IN THIS BLANK AND MAIL TO—

Motion Picture News, Inc.,
729 7th Ave., New York City

Date, ...

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your " The Check Up." It is expressly understoood that under no circumstances will you publish same over my signature.

TITLE OF PICTURE	DISTRIBUTED BY	EXCHANGE CITY	CONDITION of PRINT Good, Fair, Poor	WEATHER CONDITION	REPORT Big, Good, Fair, Poor

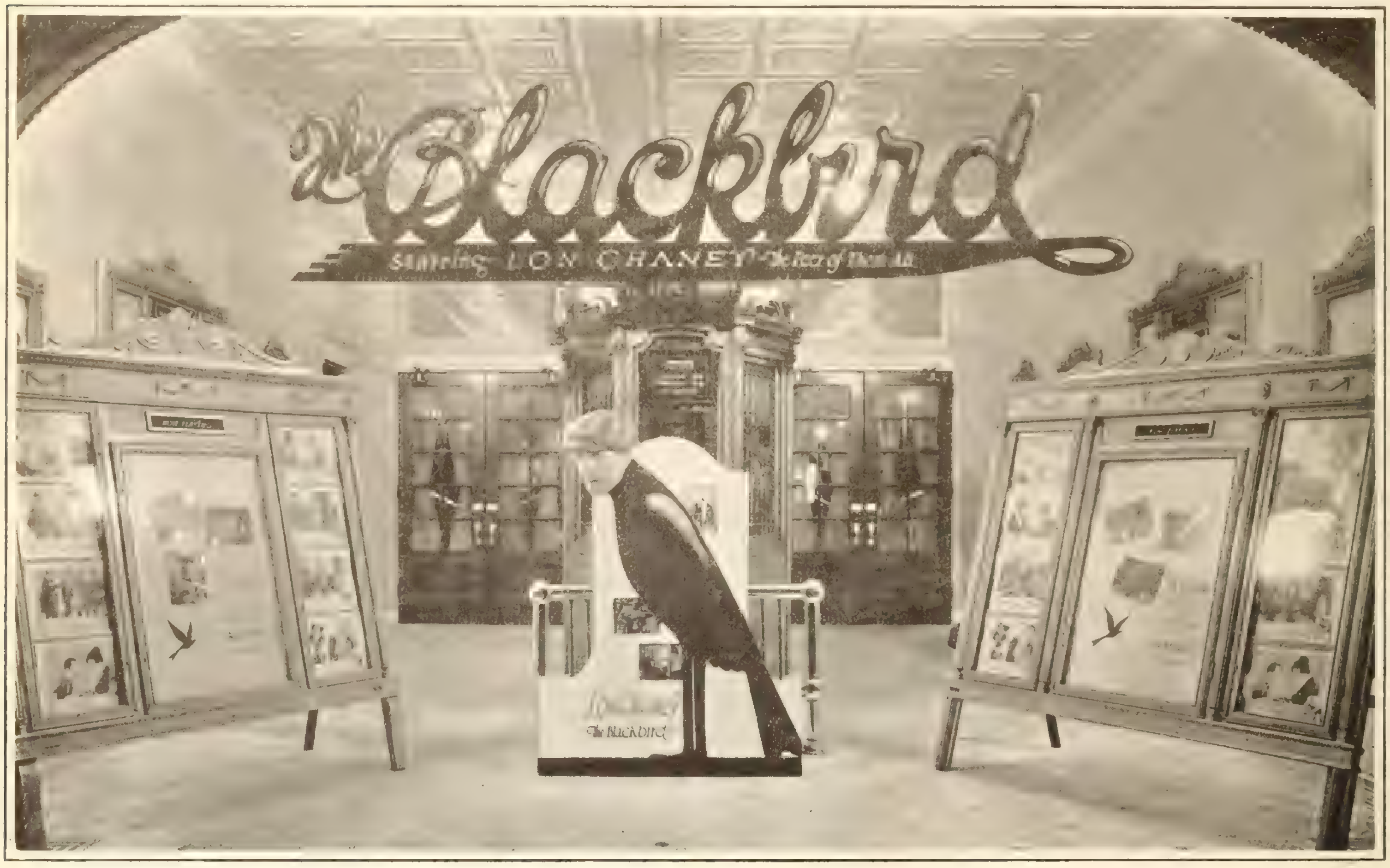
Class of patronage..............................

Theatre..............................

Population of Town..............................

City.............................. State..............................

Exhibitors Service Bureau



A neat and telling lobby display for "The Blackbird" (Metro-Goldwyn- Mayer) used by the Imperial Theatre, Asheville, N. C., is shown in the photo above. The figure of a blackbird dominated the stillboard, and with a cut-out head of Lon Chaney attached it made for unusual attraction value without imparting the cluttered-up effect of the over-elaborate display. It was designed by Manager G. B. Stiff.

Advisory Board and Contributing Editors, Exhibitors' Service Bureau

George J. Schade, Schade theatre, Sandusky.

Edward L. Hyman, Mark Strand theatre, Brooklyn.

Lee A. Landau, Lyceum theatre, Minneapolis.

C. C. Perry, Managing Director, Garrick theatre, Minneapolis.

E. R. Rogers, Managing Director, Tivoli theatre, Chattanooga, Tenn.

Stanley Chambers, Palace theatre, Wichita, Kan.

Willard C. Patterson, Metropolitan theatre, Atlanta.

E. V. Richards, Jr., Gen. Mgr., Saenger Amusement Co., New Orleans.

F. L. Newman, Managing Director, Publix theatres, Los Angeles.

Arthur G. Stolte, Des Moines theatre, Des Moines, Iowa.

W. C. Quimby, Managing Director, Strand Palace and Jefferson theatres, Fort Wayne, Ind.

J. A. Partington, Director of Presentations, Publix theatres, Los Angeles and San Francisco.

George E. Carpenter, Paramount-Empress theatre, Salt Lake

Sidney Grauman, Grauman's theatres, Los Angeles

: : THE CHECK-UP : :

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

	Poor	Fair	Good	Big	Value	Length
FAMOUS PLAYERS.						
Hands Up	—	3	10	—	63	5,883 ft.
FILM BOOKING OFFICES						
Midnight Flyer, The............	—	4	6	3	68	6,200 ft.
FOX.						
East Lynne	1	3	6	1	60	8,553 ft.
Thank U	3	—	5	2	61	6,839 ft.
METRO-GOLDWYN-MAYER						
His Secretary	—	3	7	6	76	6,433 ft.
Masked Bride, The............	—	2	7	1	67	5,699 ft.
PROD. DIST. CORP.						
Wedding Song, The.............	2	4	5	—	50	7,373 ft.

George E. Brown, Manager, Strand theatre, Birmingham, Ala.

Louis K. Sidney, Division Manager, Lowe's theatres, Pittsburgh, Pa.

Geo. Rotsky, Managing Director, Palace theatre, Montreal, Can.

Jimmie Carrier, Managing Director, Broadway-Strand theatre, Detroit.

Fred S. Myer, Managing Director, Palace theatre, Hamilton, Ohio.

Joseph Plunkett, Managing Director, Mark-Strand theatre, New York.

Ray Grombacher, Managing Director, Liberty theatre, Spokane, Wash.

Ross A. McVoy, Manager, Temple theatre, Geneva, N. Y.

W. S. McLaren, Managing Director, Capitol theatre, Jackson, Mich.

Harold B. Franklin, Vice-President, Publix Theatres Corp.

William J. Sullivan, Manager, Rialto theatre, Butte, Mont.

Ace Berry, Managing Director, Circle theatre, Indianapolis.

Food Products Firm Ties Up With "Gang" Comedies

The Pathe-Hal Roach "Our Gang" comedies will be exploited in window displays in grocery stores on the Pacific Coast and in the Rocky Mountain District, as the result of a tie-up recently made with Bishop and Company, Los Angeles manufacturers of Honeysweet Grahams and other products. The company will issue to all dealers a series of photographs depicting members of "Our Gang" lunching on their goods. The company will send out complete material for window displays to be made in conjunction with local showings of the pictures, a complete list of play dates being furnished the manufacturer by Pathe.

New Design and Make Up for Capitol Programs

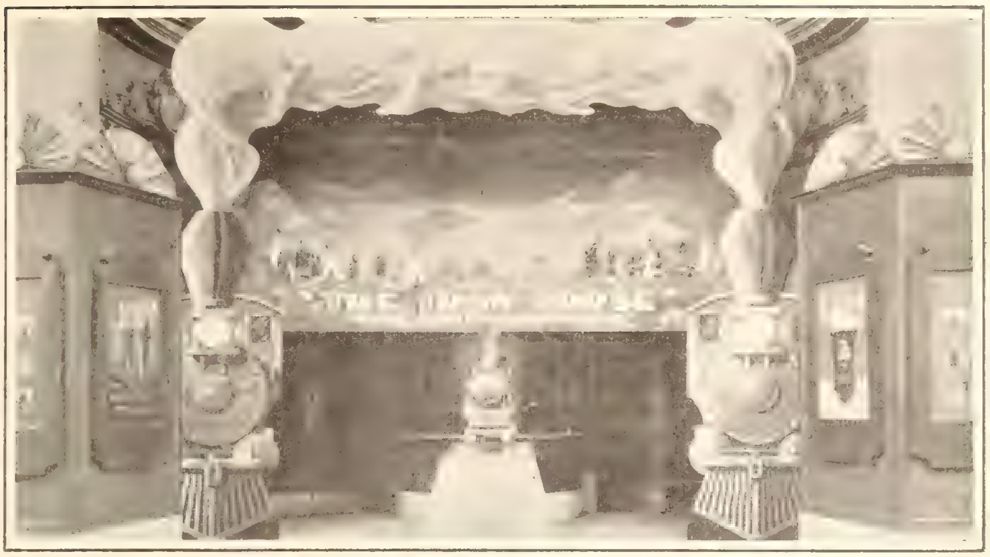
The printed programs issued patrons of the Capitol Theatre, New York City, appeared last week in a new and improved dress. A new cover design and the use of a higher grade of paper stock are the outstanding improvements of the 8-page program booklet, used by Managing Director Major Edward Bowes to inform his patrons with details concerning the stage and screen numbers he offers for their entertainment.

Radio Studio Installed at Metropolitan Boston

The Metropolitan Theatre, Boston, opened a broadcasting studio on Monday, Mar. 1. The programs will be broadcast through Station WNAC, the Shepard Stores, Boston. Every Monday night a two hour program will be provided in addition to the present semi-weekly programs of orchestral music.

Theatre Used Sundays by Congregaton of Church

St. George Theatre at Framington, Mass. has been turned over to the Grace Congregational church parish of that city for every Sunday, following the destruction by fire of the church. It will be so used by the congregation until a new edifice can be erected.



Manager Hollock of the Victory in Denver obtains some very novel lobby effects as a general rule, but the arrangement for "The Iron Horse" (Fox) shown above is especially fine. The two big engines were cut-outs of upson board, painted, spotlights were used for head lights and the engine on the center pedestal was a real model locomotive.

"When Love Grows Cold" Drive

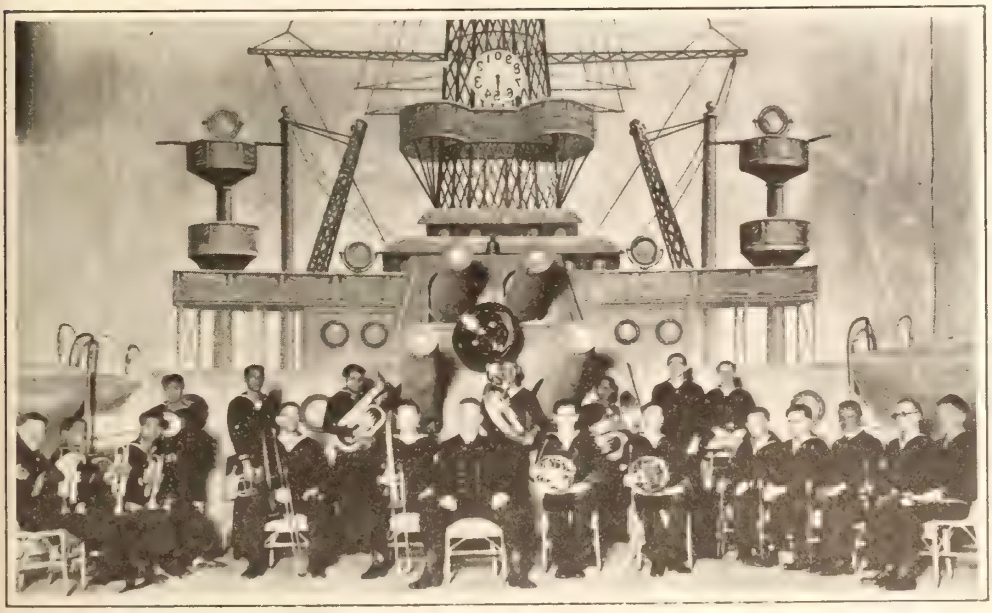
Window Displays Feature of Campaign of Capitol in Newark—Library Aids

THE Capitol theatre in Newark, N. J., accomplished the exceptional in exploitation recently with a drive for "When Love Grows Cold." Extensive billing was gained through the many cooperative tie ups with department stores and specialty shops, which made window displays in which stills from the picture and portraits of Mrs. Rudolph Valentino were featured. The campaign was executed by Mike Cullen, director of publicity for the Capitol.

One of the most attractive window displays featured a tie up with cosmetics and was put on by a drug store. A girl demonstrated the various articles of "make up." A fashion display was made by Hahne's department store, and foot wear was tied up with the featured player of "When Love Grows Cold" in four shoe stores. In these a bas-relief of Mrs. Valentino's foot was made the central article of display.

Through the cooperation of the public library officials, that institution celebrated a "Laura Jean Libbey" week. Book marks, containing a list of the author's works and theatre billing were distributed.

The Capitol lobby featured an attractive display of still boards and frames, some of which contained pages from the Sunday Magazine Section of the New York World, which published the Mrs. Valentino fashion articles. The trailer used to announce the picture included several cuts from the leading pictures of Rudolph Valentino, which were shown as a preface to the trailer scenes for "When Love Grows Cold."



A band from the Puget Sound Navy Yard playing before an elaborate back drop was the stage presentation for "The Midshipman" (M.-G.-M.) at the Rialto Theatre, Bremerton, Wash.

"Lucky?" Slogan of "What Happened to Jones" Drive

The new Parkway Theatre in Madison, Wisc., burned last October, reopened January 20th with the full benefits of an extensive drive for the theatre and the opening attraction, "What Happened to Jones" showing at the box office of the rebuilt house.

The campaign for the picture was based mainly on the slogan "Are you lucky?" the idea being carried out with some novel stunts. Among these was a mailed announcement reading "your telephone number may bring you luck—watch for number in the windows of Madison merchants as well as the opening of the New Parkway Theatre. The co-operating merchants displayed cards and photos.

Two days previous to the play date two hundred or more persons were called on the telephone and the following conversation took place:

"Hello. Is Mr. Jones there?" (Naturally the answer was "No") "Well, that's strange. I received a notation from Mr. Denny asking me to call this number to see what happened to Jones."

Closes Theatre on Nights When Civic Events Occur

Mrs. Engel is managress of the Majestic Theatre in Liberty Center, O., and has been for the past two years since the death of her husband. Mrs. Engel's idea of running a theatre is to co-operate with the towns-people. So, whenever there's something of civic interest going on in the schools, like a basket ball game, or a interscholastic contest, Mrs. Engel closes her theatre. Liberty Center is a town of 600 inhabitants, and it is her feeling that all the people should pool their interests. When there's a game on, she dosen't want to divide the interest. And when there's a picture advertised, the interest is all concentrated in the theatre.

Introduces New Dance at Hippodrome, Toronto

"The Cincinnati" dance, successor to the "Charleston," was demonstarted for the first time at Toronto in a special "Pep Week" programme at the Hippodrome Theatre during the week of February 8, the presentation being under the direction of Jack Arthur. The film attraction was "Hands Up," with Raymond Griffith. Specialties of an appropriate nature were presented in a revue by a company of 25 people including the "16 Hippodrome Girls," local players who have been brought out by Mr. Arthur.

Ascher's Student Managers Making Progress

The nineteen students in Ascher's school for managers are progressing nicely, according to Louis P. Newhafer, general manager in charge of the work in Chicago. He expects to graduate two of them by May 1st, in which case they will replace two regular managers of the circuit, who will be promoted to the management of the Drake and Sheridan Theatres.

Tenth
Anniversary
Week

Manager George E. Carpenter, at right, and Assistant Manager C. E. Carpenter of the Paramount-Empress theatre, Salt Lake City, with the birthday cake which adorned the foyer of the theatre during Tenth Anniversary Week.

West Coast Junior Houses to Broadcast Programs

Radio programs from all theatres in the West Coast Junior Circuit will be broadcast daily between the hours of 6 and 7 p. m., it has been announced by Harry M. Sugarman, secretary and general manager of the circuit.

Theatres of the circuit will broadcast over KNRC, these are the Jewel, Royal, Crystal, La Tosca, Unique, and Riviera in Los Angeles, the Victory theatre in Durbank, the Liberty and Wyatt theatres in Redlands and the American and Apollo theatres in Ventura. West Coast Theatres Presentations playing these towns will also be on the program.

Broadcasting stations will be built in the following towns, Ontario, Burbank, Montebello, Santa Maria, and Redlands.

Grand Junction Responds to "Black Cyclone" Contest

For the showing of "Black Cyclone" the management of the Majestic Theatre, Grand Junction, Colo., created an effective free hand drawing contest, open to children only.

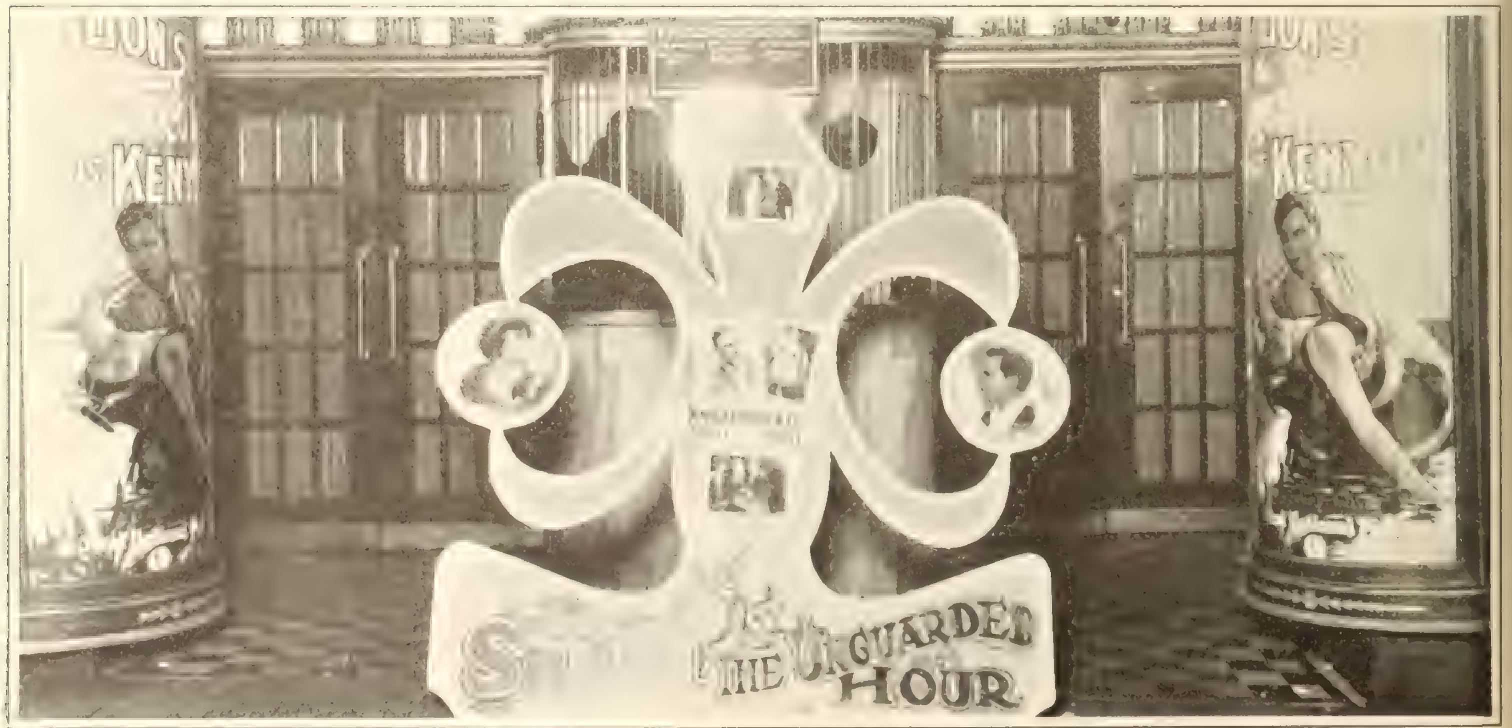
The contest was well advertised by the Majestic, in its theatre program and in the local newspapers, whereby the children were advised of the offer of fifty free tickets to be given as prize awards to the twenty-five "kiddies" who could make the best drawing of Rex, the horse hero of "Black Cyclone." One hundred and fifty drawings were submitted and these were exhibited in the lobby of the theatre.

Fosters Competition From School Shows

Bud Colwell, owner and manager of the Star theatre in Deshler, Ohio, has a unique complaint. He wants a competitor. And in order to get a bona fide competitor, he encourages the showing of motion pictures in the Deshler public school. Colwell figures that the more interest aroused in good pictures, the more talk about pictures circulated around town, the better chance he stands of doing business. So, although he plays the big stuff, he encourages the school to run stuff equally as big.

Missing Face Stunt Worked for "The Only Thing"

The "missing face contest" proved a winner for the Loew's State Theatre in St. Louis as exploitation for "The Only Thing." The contest was run in conjunction with the St. Louis *Times,* which printed two column cuts of Conrad Nagel, featured in the picture, during five days. Prizes were offered for those who filled in the lines of the face, left blank in the cuts, in a manner to give the greatest likeness to the actor.



Cut-out lobby stand and still board making good use of small space in front of ticket booth. Display featured First National's "The Unguarded Hour" and was used by the Knickerbocker Theatre, Nashville, Tenn.

Short Subjects and Serials

Sennett Companies Busy With Comedies

A number of companies are busy making comedies on the Sennett lot. Charles Lamont, a new Sennett director is handling the megaphone for Ralph Graves and a cast including Ruth Taylor, Patsy O'Byrne, Dale Fuller and Marvin Lobach. Gil Pratt is directing Raymond McKee and Ruth Hiatt in a "Smith Family" domestic comedy.

The Alice Day unit is working on a comedy under the direction of Lloyd Bacon, and Ben Turpin will come back after a short lapse in a Crown Prince burlesque which Eddie Cline is directing. Madeline Hurlock, Sunshine Hart, Dave Morris, Blanche Payson, Herbert Sherwood and Bud Jameson are in the supporting cast.

The Sennett players, featuring Billy Bevan, under the direction of Del Lord, are making an outdoor camping production. In the cast are Thelma Hill, Vernon Dent and Leonora Summers.

New Imperial Comedies Started by Fox

Fox has started two new Imperial Comedies at the west coast studios. They are titled "Eight Cylinder Bull" and "A Polar Baron." The former, directed by Max Gold and Alfred Davis features in the cast Jean Arthur, Harold Austin and Ralph Sipperly.

"A Polar Baron" is being directed by Lex Neal and has in the leading feminine role the new Fox contract player, Gladys McConnell. Others in the cast are Gene Cameron, Ernie Shields and Frank Coleman.

Cranfield and Clarke Get Film Craft Product

Cranfield & Clarke have contracted to handle all the product of the Film Craft Studios, Inc., of Los Angeles, Calif., which includes four Alice Calhoun 5 reel features, and several series of comedies.

They also have made arrangements with Mr. Kaufmann, of the Film Craft Studios, Inc., to handle the C. & C. output on the West Coast territory from Denver to the Coast.

Bray to Make Two Series of Two Reel Comedies

In addition to its cartoon comedies Bray Productions will make at least two series of two reel comedies during 1926 and 1927 each series to contain a minimum of twelve subjects. J. R. Bray is at present on the coast making arrangements for the production of these comedies which his company will distribute during the coming season.

Fox Completes New Van Bibber Comedy

Fox has completed the seventeenth of the Van Bibber two-reel comedies, titled "The Mad Racer" and featuring Earle Foxe, Florence Gilbert and Frank Beal. It was directed by Ben Stoloff. In addition to the featured players the cast includes Lynn Cowan, Jere Austin and Edna Marian.

Release stills from "Whoa Emma," an Educational comedy.

Warns Against Presentations

Fox Short Subject Sales Chief Says Movie Patrons Want More Pictures

FRED C. QUIMBY, Fox Films short subject sales manager, warns against the increasing tendency of the smaller exhibitors toward presentation acts and prologues. He argues that the expense of securing these elaborate programs forces up the admission prices to a point beyond the reach of the average picture goer.

With regard to this situation Quimby says:

"This condition might be justified if there were any reason to believe that those who can afford to pay more for their entertainment are better pleased with what they are getting. But they are not.

"On the contrary, the Metropolitan Theatre in Atlanta recently proved exactly the reverse. This theatre, like many others, had been specializing in musical acts and, when its musicians walked out on strike, the management anticipated a decided slump in attendance. The slump never came. Throughout the whole period of music-less programs the house held its former box office level, and its audiences seemed to enjoy their pictures without trimmings as much—if not more—than with them."

"In New York—as elsewhere—it has become increasingly apparent that motion picture patrons want motion pictures. If they want vaudeville, they go to the vaudeville houses. If they want beautiful stage effects, they can find them—much more expertly handled—in any of the big reviews. People grew tired of saying "Oh!" and "Ah!" at ever-increasing marvels, and want to relax and laugh.

"There never has been any doubt that the world at large likes comedy. Comedies are as popular today as they were in the days when motion picture making began. The difference is that producers are now turning them out with more care, and of a quality that makes them rank with feature pictures."

Ethlyne Clair Off For "Newlywed" Role

Ethlyne Clair, selected by Stern brothers to play the part of Mrs. Newlywed in the two-reel comedy series, "The Newlyweds and Their Baby" departed for the coast last Monday to assume her new role. The series, which will be released by Universal, was adapted from the cartoons by George McManus.

Miss Clair is an Atlanta girl, eighteen years old. She came to New York about two years ago and about eighteen months ago did her first picture work in a minor role in "Sandra." Since then she has played in such pictures as "The Necessary Evil," "The Making of O'Malley" and "A Social Secretary."

Educational comedy stars selected at the beginning of this season, who have borne out the company's judgment strongly officials say; left to right: Lupino Lane, Billy Dooley and Johnny Arthur.

Educational March Releases

Schedule Includes Seven Two Reel Comedies and Five One-Reel Subjects

PROMINENT among the releases scheduled by Educational for the month of March is "Dancing Daddy" a Christie two-reeler featuring Jack Duffy which marks this comedian's initial appearance as a featured player in this brand of fun films. Lupino Lane's contribution is titled "Fool's Luck."

Johnny Arthur is seen in a Tuxedo comedy for which the scenario was written by Donna Barrels and is titled "Home Guard." Walter Hiers will be seen in "Wireless Lizzie" a two reel comedy the theme of which is built upon the rapid advancement of radio. This is the production on which Hiers was working some time ago when he met with an accident which laid him up for some time.

"Whoa Emma" is the title of the two-reeler in which Jimmie Adams is starred. The entire action takes place around a trained horse. It is a Christie subject.

Of the Mermaid series there are two releases one featuring Al St. John titled "Sky Bound," is a comedy of aviation which was directed by Stephen Roberts, former U. S. Aviator, and the other starring Lige Conley is a sequence of amusing adventures on the high seas titled "Lighting Housekeeping."

Two Felix the Cat subjects, "Felix the Cat Laughs It Off" and "Felix the Cat Weathers the Weather," two Cameo Comedies featuring Cliff Bowes, "Quick Service" and "Scratching Through," and one of Lyman H. Howe's Hodge-Podge releases, "Neptune's Domain," are the five one-reel subjects for release in addition to the customary two Kinograms news reel releases each week.

Our Gang Tops Pathe Program

'Monkey Business' Features Short Subject Releases for Week of March 21

"MONKEY BUSINESS," an Our Gang comedy heads the Pathe short feature program of releases for the week of March 21st. The gang is augmented by the addition of a clever monkey and the story, as usual, was directed by Robert McGowan. Other features on the release program are "Dixie Doodle," a Grantland Rice Sportlight picturizing sports of the north and south; chapter six of the serial, "Casey of the Coast Guard;" "Up in the Air," an Aesop Film Fable; Pathe Review, Topics of the Day and two issues of Pathe News.

"Shot from the Depths" is the title of the sixth chapter of "Casey of the Coast Guard," which features George O'Hara and Helen Ferguson. Will Nigh directed.

Pathe Review No. 12 brings Houdini to the screen as a master manipulator of playing cards in a novelty called "Velvet Fingers." Also in this issue of the Review are "Crossing Arctic America," Knud Rassmussen's three-year pilgrimage through the land of the Eskimos, and "The Toy Town of Bavaria," Pathecolor views of Nuremberg, on the River Pegnitz, Germany.

"Up In The Air" is another of the "Aesop's Film Fables" cartoon comedies created by Paul Terry. Topics of the Day, the film of newspaper wit and humor, and two issues of Pathe News complete the March 21st short feature schedule announced by Pathe.

"Charleston in 6 Lessons" Arouses Interest

Lively interest in the comedy-novelty series, "The Charleston in Six Lessons," produced by J. G. Bachmann, is reported by Mack D. Weinberger, general sales manager for J. S. Grauman, Inc. This series was made under the personal supervision of Arthur Murray. Morris Ryskind wrote the scenario and Joe Schlieff directed.

Sennett Signs Thelma Hill to Long Contract

Mack Sennett has signed Thelma Hill to a long term contract. She has been playing feminine leading roles in support of Ralph Graves and Billy Bevan. Miss Hill made her first appearance on the Sennett lot several years ago when she was but a little girl.

Cranfield and Clarke Open Short Subject Exchanges

Cranfield and Clarke have opened an exchange for short subjects at 729 7th Avenue, New York City, and another at 1314 Vine street, Philadelphia. Mr. Rogers, general sales manager for the company, is now en route to Chicago where a third branch office will be opened shortly.

Cranfield and Clarke's schedule of productions for 1926 includes the "Molly May" comedies featuring Violet Mersereau, of which two are now ready for release, four of the "Famous Paintings" series, "The Doctor", "The Angelus", "Sin" and "The Mother".

Another series known as the "International Twelve", including "Let's Go Fishing", "Wooden Shoes", "Heroes of the Sea", "Where the Silver River Gleams", "Trail of the Gods", "St. Paul's" and "Tulip Land" are also ready for the market.

Of the "Novelty Twelve" the following are completed: "Let's Paint", "Every Picture Tells a Story", "The Death Ray", "Lizzie's Last Lap" and "The Fugitive Futurist". The company is also handling twelve "Round Corner" comedies, thirteen "Boys Adventures", twelve "Make Me Laugh" comedies and several two reel specials.

Coast Guard Still Aids Pathe Serial

The United States Coast Guard, which lent its cooperation to Pathe in the making of the serial, "Casey of the Coast Guard," is continuing now to aid in the exploitation of the series. Rear Admiral F. C. Billard has sent instructions to every major unit of the guard asking them to cooperate with the Pathe exchanges and with exhibitors playing the production.

Richmount Gets Foreign Rights to Tennek Prod.

Richmount Pictures Corporation has closed for the foreign rights to "The Thirteenth Girl", the Sid Smith series of twelve two reel comedies and the Eddie Gordon series of twelve two reelers. This deal marks the final sale of foreign rights by Tenek Film Corporation who have now arranged for the handling of all their series.

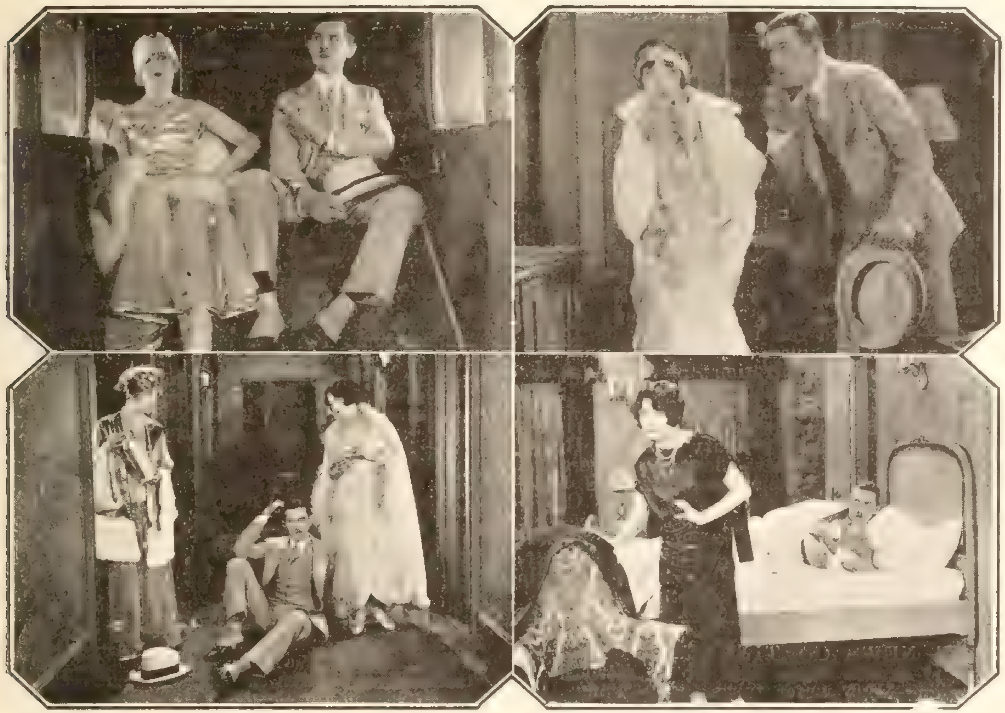
Christie Loans Eddie Baker to Paramount

Eddie Baker, the Christie comedian, has been loaned to Paramount to play a part with Raymond Griffith in his new starring picture, "Wet Paint", now being directed by Arthur Rosson. Another Christie star comedian, Jack Duffy, is now supporting Colleen Moore in her new picture for First National.

Dull Finishes First Comedy for Fox Films

Bunny Dull has completed the filming of his first O. Henry story for Fox Films Corporation. The two-reeler "A Social Triangle" was directed from a scenario written by John Stone and was supervised by George Marshall. Hallam Cooley, Olive Hasbrouck, Marjorie O'Neill and Clarissa Selwynne are in the cast.

Opinions on Current Short Subjects



Scenes from the two reel Pathe comedy release "Mama Behave"

" Light Housekeeping "
(Educational-Mermaid—Two Reels)
(Reviewed by Edw. G. Johnston)

THERE'S considerable amusement in this Mermaid comedy—with most of the honors going to Lige Conley and Phil Dunham—although the balance of the cast all do good work. The scenes are divided between a lighthouse and an ocean liner and a lot of slapstick and aerial stunts take place at both points. The story has to do with the head lighthouse keeper and his two assistants who become involved in a plot to abduct the Princess of Blahstark. Donning a Chinese steward's clothing, the Princess swims to the lighthouse where she is pursued by the villain. Discovering her disguise, Lige becomes enamoured of the Princess and the pursuit again leads back to the ship. Through a number of stunts, Lige and the Princess elude the villain and during a terrific storm which will furnish a number of laughs on account of its extreme absurdity, they are married by the Captain.

The Cast

Lige Conley, Phil Dunham, Otto Fries, Estelle Bradley and Jack Lloyd. Directed by Stephen Roberts and produced under the supervision of Jack White.

Summary—Good brand of stunt and slapstick comedy with an adequate cast. Well photographed and directed.

" Dizzy Daddies "
(Pathe—Two Reels)
(Reviewed by Edw. G. Johnston)

A STRONG aggregation of fun-makers go to make up the cast of this two reeler from the Hal Roach studios and the result is entirely satisfactory. It is rather difficult to single out anyone of the cast as especially deserving—they all play their parts with equal honor. The story concerns the difficulties that befall a father who attempts to alibi his chosen son-in-law in the eyes of his daughter when a lady of past acquaintance unexpectedly intrudes upon a peaceful home. Not only does father manage to make matters worse but also becomes ensnared in the home wrecking schemes of the villainous lady. There are many amusing situations. Richard Wallace directed.

The Cast

Jimmy Finlayson, Tyler Brooke, Gertrude Astor, Sue O'Neil, Mildred June, Charlotte Mineau and "Spec" O'Donnell.

Summary—Good comedy with a strong aggregation of players. Suitable for the average house.

" The Winking Idol "
(Universal Serial—Ten Episodes)
(Reviewed by Chester J. Smith)

IF the first three chapters are an indication of what is to follow in this chapter play, then the serial fans are in for an abundance of action and excitement. The picture loses no time in plunging right into the thick of things and almost before one realizes it he is held spellbound with the intrigue, mystery, adventure and excitment of the thing.

There is a splendid shot of an explosion along a newly-building railroad line, in which a great pile of giant logs is capitulated down the mountain side to the imminent peril of Eileen Sedgwick, who for the first time in the picture is saved by the heroic action of William Desmond, the star of the serial.

The picture gets its title from the one-eyed God of the Aztec Indians, who are known to have hidden away in the hills a fabulous treasure in gold, which fact is going to be responsible for many thrills before Bill Desmond runs it down.

The Cast

Dave Ledbetter	William Desmond
Jean Wilson	Eileen Sedgwick
Thorn Lange	Grace Cunard
Henry Wilson	Herbert Sutch
"Doc" Crawford	Jack Richardson
Komi	Helen Broneau
The Tramp	Les Sailor
Rana	Art Ortego

An Adventure Picture adapted from the story by Charles E. Van Loan; adapted and supervised by William Lord Wright and Isadore Bernstein; directed by Francis Ford; photographed by E. G. Ullman.

Summary.—Judging by the action and the character of the story in the first three chapters there is every reason to believe this should develop into a very interesting and thrilling chapter play. It starts with all of the necessary ingredients and gives promise of being a hum-dinger before the mystery of the Winking Idol is finally revealed.

" Spanking Breezes "
(Pathe - Two Reels)
(Reviewed by Edw. G. Johnston)

ALICE DAY is right back in her stride again with this two reel Sennett comedy. It provides just the kind of work in which Miss Day is always at her best. With a good supporting cast and excellent direction by Eddie Cline, this picture should find general favor. The story has to do with the efforts of a young married couple who seek to escape the annoying company of a number of relatives who have parked themselves in their home for an indefinite period. Relief arrives with a friend's invitation to spent the belated honeymoon aboard a yacht. Reaching the boat, they find the troublesome relatives have preceded them. Here is where Miss Day and the rest of the cast get in a lot of good work.

The Cast

Alice Day, Danny O'Shea, Joseph Young, Sunshine Hart, Barney Hellum and Mary Ann Jackson.

Summary—Good grade of slapstick with Alice Day at her best. Supporting cast O. K.

" Quick Service "
(Educational-Cameo—One Reel)

CLIFF BOWES and Zelma O'Neal are the featured players in this single reel Cameo comedy, though Phil Dunham takes a good share of the work on his shoulders. It's a mixed up dish of grocery store slapstick—the usual kind where the establishment becomes almost a complete wreck before everyone is through. All the cast do good work with perhaps Phil Dunham's efforts standing out a bit in advance. Monte Collins, is also one of the players—taking the part of the town dude. Jules White directed.—EDW. G. JOHNSTON.

" Pathe Review No. 7 "
(One Reel)

THE daily routine of a Montana forest ranger is shown in the first part of this Pathe Magazine. The ranger and his pack horse patrol the lonely mountain regions day after day in search of fires and breakers of the law. A good illustration is given of their methods of putting out a blaze. The balance of the reel is made up of Pathecolor shots of Columbia University and "Circus Secrets"— an intimate expose of what takes place behind the scenes. The latter is made with the new "process camera."—EDW. G. JOHNSTON.

EVERYBODY'S BOOKING
St. Patrick's Day Special
Week of March 14th
Fleischer Ko-Ko Song Car-Tune
"HAS ANYBODY HERE SEEN KELLY"
Hand Colored By Brock
RED SEAL PICTURES CORP.
729 7th Ave., N. Y. C.
DISTRIBUTORS

Resume of Current News Weeklies

KINOGRAMS NO. 5167: Paris—Honor bugler who sounded "cease firing" in 1918 to end world war; St. Petersburg, Fla.—Yankees get ready for another baseball campaign with Babe Ruth again in the limelight; New York—Theodore and Kermit Roosevelt return from eleven months hunting trip in Asia; Philadelphia—Penn oarsmen take to water in novel barge; Annapolis—Midshipmen get out for brisk brushes on Severn river; New York—Thirty million dollars a day is women's beauty bill in United States and training schools for specialists are springing up all over the city; Lanchow—Scions of old military families reenact scenes of old on the Great Wall of China, one of the Seven wonders of the world which is 1,500 miles long and over 2,000 years old.

KINOGRAMS NO. 5168: Los Angeles—Thousands watch as daring auto drivers risk lives in dirt track dust clouds; Washington—Supreme Court Justice Holmes celebrates his eighty-fifth birthday on the bench; Genzano, Italy—Italian throng sees carnival season end; San Francisco—U. S. tankship rushes to port with fourteen men rescued from Japanese ship; Sarasota, Fla.—New York Giants work hard for coming campaign under the watchful eye of Manager McGraw; Portsmouth, Eng.—H. M. S. Suffolk, Britain's first post war cruiser, is launched; West Point—Future generals play roles of chorus girls in cadets' annual musical show; Burlington, Vt.—U. S. cavalrymen defy deep drifts in thrilling exhibition of horsemanship at Fort Ethan Allen.

PATHE NEWS NO. 21: Passaic, N. J.—Police club reporters and cameramen in strike riot! Altar, England—Speedy greyhounds compete in 91st Waterloo Cup classics! In The Limelight—Roosevelts back from wilds of Central Asia! San Diego, Cal—Veteran "Devil Dog" rejoins the Marines! Paris, France—Honor bugler whose call of "Cease fire" ended World War! Buffalo, N. Y.—Fish through ice on Lake Erie! Baltimore, Md.—Large shipment of potash reaches United States! Paris, France—A visit with great Suzanne! Sudan, Egypt—Dedicate huge Makwar Dam across Blue Nile! Los Angeles, Cal—Girl equals man's daring changing from plane to plane in midair! Sarasota, Fla—Golf champions clash in special match! Greenfield, Ind.—New York-Indianapolis Flyer wrecked! Orlando, Fla.—"Play ball" call answered by Cincinnati Reds!

PATHE NEWS NO. 22: Turin, Italy—Revive ancient Piedmontese carnival after a lapse of 23 years; Quebec, Canada—Carves train coach in ice! New York City—Captain Raold Amundsen sails for second polar flight! West Point, N. Y.—If they aren't generals, maybe they'll be chorus girls! Pintichaun, China—Chinese National Armies on defensive in latest fighting! In the Limelight—Third American girl of season makes debut in Metropolitan opera! New York City—Prince Bibesco sails! Madrid, Spain—Plan new Moroccan offensive! Auckland, N. Z.—American track stars invade New Zealand! Austin, Texas—Moody to run for Governor of Texas! Hamburg, Germany — German Republicans hold monster demonstration! Ft. Ethan Allen, Vt.—U. S. cavalrymen maneuver in deep snow! Newport, Ark.—Two hundred homes ravaged by fire, hundreds are homeless! Hampton, Va.—Assistant Secretary of Navy Robinson, sailing to review fleet maneuvers off Panama, inspects sailors aboard U. S. S. Colorado before his departure; New York City—Two-million-dollar loss as fire destroys Ft. Tryon Hall! Park City, Utah—Ski jumpers vie for honors in annual Utah winter sports carnival! Bradenton, Fla.—Phillies begin spring training for 1926 baseball campaign!

FOX NEWS CONTINUITY, VOL. 7, NO 45: Frozen Flood Ties Up Western Pennsylvania—High water turns to ice along Allegheny River, locking many towns fast; Washington, D. C.—Revenue Bill reducing taxes $3,887,811,000 is signed in White House by President Coolidge; Medford, Ore.—Train hold-up of pioneer days is re-enacted as city celebrates its purchase of historic railroad line; Senators Begin 1926 Season in Florida—Champions of American League, in Tampa camp, go into Spring training; Pirates start 1926 season in California; 1925 world's champions begin Spring training in camp at Paso Robles; Cardinals Begin 1926 Season in Texas; St. Louis Nationals start their Spring training in camp near San Antonio; Paris, Tex.—All the 'old gray mares' in State attend ceremony of presenting Sarah H to famed Military Band; Interesting Figures in the Day's News—For 10 years Kate Shea has carried President's salary to White House; Kiel Harbor—German warships salute Swedish fleet, paying a visit to the famous naval stronghold in the Baltic; Champaign, Ill.—572 star athletes from 53 universities and high schools compete in the Indoor Relay Carnival; Ashton, Idaho—Speed records fall as nation's swiftest teams of huskies race in the American Dog Derby; Tucson, Ariz.—Cowboys risk their life and limb at rodeo here riding wildest bronchos and steers in the State; Long Branch, N. J.—Speediest ice yachts in the country compete for title of North America in Pleasure Bay finals; Ceres, Wash.—Farmers of Northwest see government experts try war surplus powder in clearing timber land.

Highlights of the Educational-Tuxedo two reel comedy "Home Cured" in which Johnny Arthur is featured.

FOX NEWS CONTINUITY, VOL. 7, NO. 46: Tampa, Fla.—First running of Florida Derby results in thrilling victory for Torcher over Mary Mincaid; Interesting Figures in the Day's News—Theodore and Kermit Roosevelt return from a hunting trip to Asia; Passaic, N. J.—Disorders mark strike in textile mills as police curb pickets and great throng of sympathizers; Paris, France—The bugler who sounded 'cease fire' order in the World War is decorated in imposing ceremonies; Yankees in Training in Florida Camp, New York Americans in St. Petersburg start their 1926 pennant fight—Braves in Training in Florida Camp, Boston Nationals start early in 1926 pennant race in St. Petersburg; Philadelphia—Crews of University of Pennsylvania take to the water for the first time training for 1926 season; Buenos Aires—Great throng welcomes arrival of Spanish flier Franco, ending Atlantic air trip of 6,332 miles; The War Against Rum on Canadian Border—Winter adds to hardship of U. S. Customs force patrolling Vermont Line; Palm Beach—Society flocks to winter playground, where a dip, a game of golf and a stroll are the order of the day; Lake Hopatcong—A pair of skates, a sheet and a high wind are all you need to enjoy one of winter's greatest sports.

INTERNATIONAL NEWS NO. 21: Near Paris, France—European cyclists in longest road race; Hollywood, Cal.—Introducing movieland's newest wonder dog; Kanagawa, Japan—Japanese revive ancient art of archery; Newport, Ark.—Fierce fire destroys hundreds of homes; Tarpon Springs, Fla.—Browns display fine form in first workouts; Baltimore, Md.—Indiana farmers import potash for onion crop; Off New London, Conn.—Uncle Sam tests mightiest submarine; New York City—Raold Amundsen, famous explorer, to try dirigible flight over North Pole; San Mateo, Cal.—Constance Talmadge, film star, tries matrimony again. Captain Alastair Mackintosh, rich Londoner, is the lucky man; West Point, N. Y.—You'd never know it but these graceful chorines are husky West Pointers rehearsing for their annual show; Mt. Vesuvius, Italy—Vesuvius again in terrifying eruption; Yakima, Wash.—First spring lamb! Los Angeles, Cal.—"Skid of death" thrills crowds at auto races.

Three Pathe Producers in New Expeditions

Three Pathe picture producers are numbered among members of expeditions which will attempt to explore the region around the North Pole this summer. Roald Amundsen is now headed for Oslo where, with Lincoln Ellsworth, and others will attempt to explore the white desert of the North, in a dirigible of Italian make.

Earl Rossman will accompany Captain George H. Wilkins on an aeroplane trip in a direction opposite to that taken by Amundsen. Knud Rasmussen, the third Pathe producer, will be a member of the expedition headed by Harrison Williams

Hank Mann Starts Series for Tennek

March fifteenth has been set as the date on which Hank Mann will start the first two reel comedy of his series of twelve for Tennek Film Corporation.

Pre-release Reviews of Features

The Great Love

(Metro-Goldwyn-Mayer—4521 Feet)

(Reviewed by George T. Pardy)

BROAD comedy centering chiefly around the antics of a huge circus elephant whose display of affection for a physician-benefactor causes the latter loads of trouble. The action takes a melodramatic switch near the end, when the villain kidnaps the doctor's dame, but this again turns to slapstick as the elephant and Boy Scouts take a hand in the rescue game. It's a picture warranted to please the kids, though not much can be said for its appeal to adult audiences, but the smaller houses, especially those with a daily-change policy, will probably find it a satisfactory enough box-office card. Norma, the romantic pachyderm in the case, looms up big in a dramatic as well as physical sense, and her comedy stuff when soused with gin is immense. Viola Dana is as sparklingly vivacious and alluring as ever in a simple heroine role, Robert Agnew an acceptable hero.

THEME. Comedy. Elephant's affection for doctor who cured her makes trouble for him, but she finally aids him in rescuing his girl from clutches of villain.

PRODUCTION HIGHLIGHTS. Surprising acting of elephant Norma. Thrills and comedy as she trails doctor. Scene where physician's car runs out of gasoline and he rides Norma to shack where villain holds girl prisoner.

EXPLOITATION ANGLES. Go after the juvenile patrons strong and family trade, as older folks will take young ones to see it. Bill as laugh riot comedy.

DRAWING POWER. Suitable for small and daily change houses.

SUMMARY. Elephant stuff in this one gets the laughs. is a good picture for the children, a bit too trivial for the adults. Won't stand test of critical audiences; family trade customers may patronize for sake of the kiddies.

THE CAST

Dr. Lawrence Tibbits	Robert Agnew
Minette Bunker	Viola Dana
Mr. Bunker	Frank Currier
Nancy	ZaSu Pitts
Perkins	Chester Conklin
Patrick	Junior Coughlan
Tom Watson	Malcolm Waite

Author and Director, Marshall Neilan.

SYNOPSIS. Dr. Tibbits, struggling young doctor in rural community, gets a big fee for curing Norma, circus elephant injured in a fire. Later Norma causes him considerable trouble, as she constantly breaks loose and seeks her benefactor, destroying property en route. Tibbits' rival for the love of Minette Bunker kidnaps latter. Tibbits goes to her rescue, aided by Norma and an army of Boy Scouts. Minette is saved and all ends happily.

Viola Dana, featured in "The Great Love" a Metro-Goldwyn-Mayer production.

The Great Love (Metro-Goldwyn-Mayer)

PRESS NOTICE

A DOUBLE romance, the affection of a huge elephant for a young doctor who cured her, and the physician's tender entanglement with a village belle, is set forth in "The Great Love" starring Viola Dana and Robert Agnew, scheduled for the ——— Theatre screen on ———.

A hilariously amusing comedy with especial appeal for juveniles, offering a number of decisive thrill punches as well as laughable situations. The melodramatic action occurs when the villain kidnaps the heroine and the young doctor executes a rescue, aided by his friend the elephant and a number of Boy Scouts.

CATCH LINES

A sentimental elephant, love by the ton, laughs by the hundreds, human and animal romance unlimited!

Viola Dana and Robert Agnew in a whirlwind of comedy and melodramatic action!

The Black Pirate

(United Artists—8200 Feet)

(Reviewed by George T. Pardy)

THAT long-heralded Douglas Fairbanks production, "The Black Pirate," crashed triumphantly into its screen debut at the Selwyn Theate, New York, worked a critical audience up to a frenzy of enthusiastic admiration and scored as a box office hit of tremendous possibilities. The entire photoplay is in colors and registers in the opinion of many experts as the most successful experiment of its kind up-to-date. Sepia tints predominate, in this instance the Technicolor process completely does away with red fringing or sudden sparkling flahes, such as marred previous productions that dispensed with the usual black and white effects. The prismatic shades, soft toning and artistic lighting are simply marvelous. Also, the story, a straight piratical romance, vibrating with tense melodrama, is a wonder of suspense and whirling action, with Doug at his best, performing daring deeds of valor, aiding and winning a lovely damsel; and supported by a great cast.

THEME. Melodrama. Doug's father slain by pirates, he joins the band, aids a girl prisoner, is suspected, escapes, returns later captures the lot, wins the girl.

PRODUCTION HIGHLIGHTS. Perfect beauty of Technicolor scenes. Doug capturing ship single-handed, slashing action, romance. Scene where Doug and his merry men arrive in boat for attack.

EXPLOITATION ANGLES. Go the limit praising this as stirring pirate mele that never loses interest. Bill as screen's most successful color picture.

DRAWING POWER. Will pack 'em in anywhere, big houses and small.

SUMMARY. Young and old will enjoy this picture. Has everything, great acting, unbounded thrills, heart interest, superb photography; and the Technicolor effects which dominate the whole feature are exquisite.

THE PLAYERS

Douglas Fairbanks
Donald Crisp
Tempe Pigott
Anders Randolf
Fred Becker
Billie Dove
Sam De Grasse
Charles Stevens
John Wallace
Charles Belcher
E. J. Ratcliffe

Author, Elton Thomas. Director, Albert Parker. Photographed by Henry Sharp.

SYNOPSIS. Doug's father is slain by pirates. He is the sole survivor of a wrecked ship and his only resource is to join the sea-robbers on the island. He wins the admiration of the sea-robbers by capturing a ship single-handed, falls in love with a girl on the captured ship, tries to help her escape, is condemned to walk the plank, gets away, returns with another ship, overcomes the pirates and wins the girl.

Douglas Fairbanks, star of "The Black Pirate" a United Artists release.

The Black Pirate (United Artists)

PRESS NOTICE

A NEW Douglas Fairbanks picture is always a big event in filmland and screen enthusiasts may confidently look forward to a rich treat when the only Doug appears at the ——— Theatre in the long looked-forward to feature, "The Black Pirate," on ———.

This is a rip-roaring sea melodrama, done altogether in technicolor by an improved process which has proved wonderfully efficient, and adds immeasurably to the picture's artistic appeal. It is a great, thrilling romance of the ocean and bloodthirsty buccaneers, with Doug performing feats of valor, rescuing a lovely maiden, an astonishing medley of fights, romance and stirring action.

CATCH LINES

A whirlwind of action, gorgeous color effects, magnificent marine shots, a thrilling, heart-shaking melowrama of the sea.

Miss Brewster's Millions

(Paramount—6457 Feet)

(Reviewed by George T. Pardy)

SLAPSTICK comedy, cyclonic action and Bebe Daniels extremely energetic as the Hollywood "extra" lady who falls heir to a fortune and proceeds to scatter the shekels within ninety days! She has appeared in better pictures, but "Miss Brewster's Millions" as a whole is amusing, doesn't drag at any stage and will probably satisfy the star's admirers as well as those numerous fans who want high speed and mirthful punches driven home with the hammer of farce. The Hollywood backgrounds are a big help from the box office pulling standpoint, some of the gags are pretty ancient, some go over big and the subtitles are undeniably well written and funny. There are several very comic episodes when a bunch of cuckoo inventors infest the newly-rich heroine to obtain her financial aid. Miss Daniels is vivaciously attractive as Polly Brewster, Warner Baxter a capable leading man, support satisfactory, photography first-class.

THEME. Comedy. Polly Brewster, left a million dollars, proceeds to spend it all in investments in short order, but is lucky at close and weds man she loves.

PRODUCTION HIGHLIGHTS. The fast action, Bebe Daniels' good work, capable support, snappy direction. The Hollywood atmosphere and backgrounds. Luxurious settings, fine photography, farcical humor, love interest and pleasing finish.

EXPLOITATION ANGLES. Bill as swiftly moving farce comedy, with Bebe Daniels scoring as "extra" who gets fortune. Play up the Hollywood stuff to limit.

DRAWING POWER. Light entertainment, should go well in most houses.

SUMMARY. Will please the average fan, gets the laughs with continuously rapid action and farcical situations. Star does excellent work, is well supported. Hollywood surroundings good box-office bet. Registers as amusing comedy.

THE CAST

Polly Brewster	Bebe Daniels
Thomas B. Hancock, Jr	Warner Baxter
Ned Brewster	Fred Sterling
Mr. Brent	Andre de Beranger
Landlady	Miss Beresford

Based on Barr McCutcheon's Novel, "Brewster's Millions." Director, Clarence Badger. Photographed by H. Kinley Martin.

SYNOPSIS. Polly Brewster, Hollywood "extra" is left a million dollars, but young lawyer Tom Hancock informs her she must invest, and cannot spend the money. Her eccentric uncle Ned arrives and tells Polly if she gets rid of the whole sum, he'll give her five million. For ninety days Polly invests, gives a great ball, a fashion show, runs down a man with her auto and has him sue for a large amount. Finally, uncle Ned turns out to be broke. Polly finds consolation in Tom Hancock's arms.

Bebe Daniels, star of "Miss Brewster's Millions" a Paramount production.

Miss Brewster's Millions (Paramount)

PRESS NOTICE

DAINTY BEBE DANIELS in her latest laughing success "Miss Brewster's Millions," will be the leading screen attraction at the ——— Theatre on ———.

This bright and snappy comedy deals with the wild adventures of an "extra" girl at Hollywood, who, left a million dollars, is persuaded to get rid of the money within ninety days by an eccentric uncle who promises her five millions more. A riotously amusing film with a pleasing romance which winds into a happy climax. Bebe Daniels in a role which suits her exactly and a brilliant cast. Warner Baxter appears in the hero role, supported by Fred Sterling, Andre de Beranger, Miss Beresford, and many other well-known players.

CATCH LINES

Could you spend a million dollars in ninety days? Come and take a lesson in the art from Bebe Daniels!

The Night Cry

(Warner Brothers—Seven Reels)

(Reviewed by Frank Elliott)

WE have seen many pictures in which dogs were starred, but we recall none that has the thrills, the suspense, the realism, the really remarkabe acting of the canine star displayed in "The Night Cry," the latest vehicle to depict the uncanny skill of Rin Tin Tin. Dog lovers will revel in this unusual picture and so will every audience that views it. Its sheer novelty for one thing will appeal. We don't often see fights between a dog and a giant condor, the carrying away of a child by the vulture, the thrilling rescue on the mountain peak, and many other equally unique scenes. Rin-Tin-Tin, without a doubt, puts over the greatest work of his screen career. He's immense as he limps home, wounded after a fight with another dog, only to find that his master is about to shoot him according to the law of the range, and then mutely appeal for mercy. Johnny Harron and June Marlowe are splendid in the leading human roles.

THEME. Melodrama. Dog, declared to be a "killer," is proven innocent, gets the real culprit, a giant condor; saves his master's baby.

PRODUCTION HIGHLIGHTS. Acting of dog as he senses he is to be shot. Suspense as wife and dog seek to escape to aid baby threatened by condor; flying away of condor with child. Battle between condor and dog.

EXPLOITATION ANGLES. Play up Rin Tin Tin and emphasize this as his best picture to date. Tell patrons of dog-condor battles. Lead police dog through streets with suitable advertising.

DRAWING POWER. Excellent attraction for program houses, community theatres, towns.

SUMMARY. One of the best dog pictures ever made and entertainment every foot of the way. A plot that grips, thrills, and something unique in animal fights. A climax that packs a T. N. T. blow. Great cast and fine mounting.

THE CAST

"Rinty"	Rin Tin Tin
John Martin	John Harron
Mrs. Martin	June Marlowe
Miguel Hernandez	Gayne Whitman
Tony	Charles Conklin
Pedro	Don Alvarez
The Martin Baby	Mary Louise Miller

Authors, Phil Klein and Edward Meagher. Director, Herman Raymaker. Photographed by Edward Du Par and Walter Robinson.

SYNOPSIS. John Martin's dog, "Rinty," declared to be lamb killer, collar picked up on Hernandez ranch. By law of range, "Rinty" ordered killed. Instead Martin hides him. Later huge condor discovered making onslaught on herd. Ranchmen realize "Rinty" innocent. All rush to Martin home knowing Hernandez has gone gunning for dog. "Rinty," however, fights off villain and then saves Martin baby from condor which has flown away to mountain retreat with tot.

June Marlowe, featured in "The Night Cry" a Warner Brothers production.

The Night Cry (Warner Brothers)

PRESS NOTICE

RIN TIN TIN, the famous dog star, comes to the ——— Theatre commencing ——— in "The Night Cry." The plot concerns a shepherd dog in the Southern California sheep country. When several lambs are found dead, the dog is hunted as the killer.

The real culprit, however, was a giant condor which preys upon domestic animals. Rin Tin Tin is found to be innocent. In the cast are such popular players as June Marlowe, Gayne Whitman, Don Alvardo, Charles Conklin and a wonderful child player, Mary Louise Miller. The production has been given a setting rich in scenic grandeur. The fights between the dog and the condor are the last word in realism.

CATCH LINES

Packed with action, tense with thrills, tender with the loyalty of a dog to his master.

The Dixie Merchant

(Fox—5126 Feet)

(Reviewed by George T. Pardy)

A WARM strain of sympathetic interest, interpolated with glancing shafts of simple, kindly comedy, runs all through this tale of the sunny South, which works up to a bully climax; classy trotters fighting neck-and-neck down the track in a hair-raising finish, and the filly Marseillaise, driven by her happy-go-lucky, shiftless old trainer, heading 'em all past the winning post. There's a human touch to this yarn that places it in the audience appeal class of pictures beyond question. The acting by all hands is excellent, with Farrell MacDonald's fine portrayal of that engaging vagabond, J. P. Fippany, annexing leading dramatic honors; Jack Mulhall and Madge Bellamy doing very well as the youthful sweethearts, Claire McDowell scoring as the harrassed wife of the irresponsible J. P., and Evelyn Arden effective in the Minnie Jordan siren role. Well photographed and directed, altogether, a stellar attraction good enough for any house.

THEME. Comedy drama. Deals with shiftless old horse-owner, trials of his family, his driving favorite filly to victory in race; happy marriage of daughter to lover.

PRODUCTION HIGHLIGHTS. The excellent acting by principals and support, particularly the performance of J. Farrell MacDonald in leading role. Cleverly interwoven phases of humor and pathos. The big racing scene where Marseillaise wins trot.

EXPLOITATION ANGLES. Play up MacDonald, refer to his former triumph as Casey in "The Iron Horse". Bill as fascinating romance, with great comedy pull.

DRAWING POWER. Should get the money in all classes of theatres.

SUMMARY. Has general audience appeal. Story radiates human interest and sympathy, comedy angles well developed, as well as romantic touch. Big thrill in the trotting race scene. J. Farrell MacDonald makes a hit in leading role.

THE CAST

Jean Paul Fippany	J. Farrell MacDonald
Aida	Madge Bellamy
Jimmy Pickett	Jack Mulhall
Josephine Fippany	Claire McDowell
Baptiste	Harvey Clark
John Pickett	Edward Martindale
Minnie Jordan	Evelyn Arden

Adapted from "The Chicken Wagon Family," by Barry Benefield. Director, Frank Borzage.

SYNOPSIS. Jimmy Pickett falls in love with Aida Fippany, whose father is interested only in Marseillaise, a filly. Aida thinks Jimmy is trifling with her and she and her mother decide to go live with a relative. Fippany, disconsolate, sells Marseilliase to Jimmy's father and disappears. Jimmy finds Aida and convinces her of his love. Marseillaise, badly driven, loses a heat in a race. Fippany appears and drives her to victory, is reunited with his wife.

Madge Bellamy featured in "The Dixie Merchant" a Fox production.

The Dixie Merchant (Fox)

PRESS NOTICE

"THE DIXIE MERCHANT," a thrilling romance of the trotting track, will be shown at the ——— Theatre on ———.

J. Farrell MacDonald plays the leading role, that of a good-natured, shiftless chap whose heart and soul is bound up in horses and rather neglects his wife and daughter Aida. The story is brimful of human interest, hinges on a tender love affair and a gloriously dashing trotting race, in which MacDonald substitutes for a worthless driver and coaxes his beloved filly to victory.

Madge Bellamy and Jack Mulhall are the principals in the love romance.

CATCH LINES

A story filled with intense human interest and delightful comedy, featuring that inimitable character actor, J. Farrell MacDonald!

Dainty Madge Bellamy and handsome Jack Mulhall at their best in the romantic leads of "The Dixie Merchant!"

Desert Gold

(Paramount—Seven Reels)

(Reviewed by Frank Elliott)

GEORGE B. SEITZ who gave the screen "The Vanishing American," presided at the megaphone of this excellent transplantation of one of Zane Grey's most stirring works. Assisted by a finely balanced cast and a technical staff second to none, Seitz has turned out a western picture that is 100 per cent. entertainment. Filmed in the exact locale of the novel, the feature is rich in scenic backgrounds. One does not have to wait long for something to happen. Action starts soon after the feature opens and there is plenty of excitement all along the way to the climax which shows the sacrifice of a Yaqui who in order to save the fugitive boy and girl dislodges a huge bowler atop a mountain, allowing it to roll over himself and down the slope to wipe out the lawless band that are seeking to reach the couple. Other suspense-packed moments include fight in gambling house, escape of Thorne and Mercedes.

THEME. Western melodrama. New York youth in Painted Desert saves girl from gang leader and finds gold.

PRODUCTION HIGHLIGHTS. Desert backgrounds. The escape of the trio from the gang's rendezvous; sand storm; dislodging of boulder which wipes out band, saves hero, heroine and kills Indian.

EXPLOITATION ANGLES. Boost Shirley Mason, Neil Hamilton, Robert Frazer and William Powell. Book tie-up. Dress lobby in western style.

DRAWING POWER. Suitable for best houses everywhere.

SUMMARY. Lovers of western pictures will find here all their heart desires. An entertaining story, an excellent cast and a background of ever-changing beauty.

THE CAST

George Thorne	Neil Hamilton
Mercedes Castanada	Shirley Mason
Dick Gale	Robert Frazer
Rojas (Pancho)	William Powell
Sebastian Castanada	Josef Swickard
Yaqui	Frank Lackteen
Sergeant	Richard Howard

Author, Zane Grey. Director, George B. Seitz. Photographed by C. Edgar Schoenbaum.

SYNOPSIS. Dick Gale leaves New York for southwestern border. There he meets George Thorne, officer in cavalry, whom he aids in getting away Mercedes, daughter of Spaniard, killed by Rojas, leader of lawless gang. Thorne is wounded but the trio escape to herder's home. Girl, Gale and Yaqui ride into desert. Indian forces huge rock down mountain side, losing his own life in attempt but overwhelming gang. Thorne gives up girl when she confesses love for Gale.

Robert Frazer, who appears in "Desert Gold" a Paramount production.

Desert Gold (Paramount)

PRESS NOTICE

NEIL HAMILTON, Shirley Mason, Robert Frazer and William Powell form the quartette of popular players in the leading roles of "Desert Gold," Zane Grey's thrilling story of the great southwestern desert along the border, which will be shown at the ——— Theatre, commencing ———.

The story is laid in the nineteenth century when many lawless men as well as those who sought to develop the country, were attracted to this locale. Into this maelstrom arrives the son of a New York millionaire who after some close shaves escapes with a girl into the Painted Desert and there, amid exciting fights, fast rides and exciting experiences, finds gold and real love.

CATCH LINES

Zane Grey's thrilling tale of a rich man's son who escapes with a girl into the Painted Desert!

The Night Patrol

(F. B. O.—Six Reels)

(Reviewed by George T. Pardy)

LIKE all of Richard Talmadge's pictures, this one is high speed stuff from the opening to the closing reel. Also, it offers a sensational underworld yarn in which romance, melodrama and bright comedy are merrily mingled, resulting in entertainment sure to please that vast army of fans whose members delight in nerve-racking thrills, especially the brand furnished by the daring acrobatic stunts of this star. Talmadge is seen as an energetic member of the police force, compelled to arrest the wayward brother of the girl he loves on a murder charge, and thereafter devoting his time to running down the real criminal. This he duly accomplishes, winding up his task by an auto ride in a raging storm to save the innocent man from execution, which is the limit in realism and suspense. He has never done better work than in this feature, and is well supported, with Gladys Hulette a very charming heroine and Arthur Conrad scoring in the stool-pigeon role of Terry the Rat.

THEME. Comedy melodrama. Policeman Collins, forced to arrest brother of sweetheart for murder, captures real criminal and squares himself with girl.

PRODUCTION HIGHLIGHTS. Good direction, clever balancing of melo and comedy; romantic values. Dick Talmadge's amazing stunt work. The sensational fights. Hero's mad race in auto through storm to halt electric execution.

EXPLOITATION ANGLES. Boost as great sensational tale of love and adventure. Feature Talmadge's stunts. Run special show for members of local police force.

DRAWING POWER. Good program attraction for average house.

SUMMARY. Dick Talmadge at his best in this feature. Combines marvelous acrobatic thrill stunts with story that puts over plenty of strong melo punches, amusing comedy and romantic lure. Top-speed action from start to finish.

THE CAST

Tom Collins	Richard Talmadge
Louise Hollister	Gladys Hulette
Mrs. Hollister	Mary Carr
John Pendleton	Josef Swickard
Goldie Ferguson	Grace Darmond
Chuck Wolcott	Victor Dillingham
Terry	Arthur Conrad

Author, Frank Howard Clark. Director, Mason Noel.

SYNOPSIS. Tom Collins, policeman, in love with Louise Hollister, is compelled to arrest her brother Roy on charge of killing officer Britt. Louise turns against him. Roy is condemned to death. Tom runs down the guilty man and frustrates an attempt to rob banker Pendleton's home. A storm breaks down telegraphic communication. Tom makes a desperate ride to save Roy on the eve of execution. He succeeds, is promoted and wins Louise.

Richard Talmadge, starred in "The Night Patrol" an F, B. O. release.

The Night Patrol (F. B. O.)
PRESS NOTICE

"THE NIGHT PATROL," starring Richard Talmadge, a vibrant comedy melodrama, will be the principal screen attraction at the ——— Theatre on ———.

Talmadge, renowned from coast to coast for his fearless, death-defying acrobatic stunts, has a great role in this picture, that of a dashing young policeman, who is compelled to arrest the wayward brother of the girl he loves on a murder charge. He finally brings the real criminal to justice. His ride through a raging storm to save the innocent man on the eve of execution is the biggest punch scene in a film replete with thrills.

A brilliant cast in support, Gladys Hulette a decided hit as heroine Louise.

CATCH LINES

Gay with the glamor of the underworld, alive with romance and sparkling comedy!

Under Western Skies

(Universal—6452 Feet)

(Reviewed by George T. Pardy)

BY filming the annual Roundup at Pendleton, Oregon, for 1925, and weaving it dexteriously into this production, Universal has invested "Under Western Skies" with unusual interests. There isn't a shadow of a doubt regarding the feature's success as a box office bid for the patronage of the fans who demand Westerners as a steady diet, for the roundup alone furnishes enough spectacular thrills to glut the most avid appetite for bulldogging stunts, lariat work and riding feats extraordinary. Some of the shots are actually amazing, and one can easily understand why the Pendleton annual event is looked upon as a cowboy sporting classic. In addition to which there's a good plot with well developed suspense, romantic lure and timely comedy. The film gets off to a rather deliberate start, but strikes a speedy gait before the first reel is over and from then on the action moves snappily. Norman Kerry excellent as hero, support satisfactory.

THEME. Westerner. Son of Eastern banker, in love with rancher's daughter, foils father's scheme to ruin rancher, enters rodeo, wins big race and girl.

PRODUCTION HIGHLIGHTS. The splendid photography, Norman Kerry's good work in leading role. Ward Crane's villain portrayal, George Fawcett's impersonation of heroe's father, Eddie Gribbon's comedy. The great roundup scenes.

EXPLOITATION ANGLES. Play up Pendleton Roundup. Tell 'em this is the West's banner annual cowboy sporting event. Feature Norman Kerry. Bill as unique Westerner.

DRAWING POWER. Should do business wherever good Westerners are in demand.

SUMMARY. Offers a big kick by filming the West's annual cowboy sporting event—"The Pendleton, Oregon, Roundup of 1925." Thrilling and doubly effective because it's genuine. Story has romantic and funny angles. A good card.

THE CAST

Robert Erskine	Norman Kerry
Ella Parkhurst	Ann Cornwall
Otto Stern	Ward Crane
James Erskine	George Fawcett
Milly Lewis	Kathleen Key.
Reed	Eddie Gribbon
Payne	Harry Todd

Author and Director, Edward Sedgwick. Photographed by Virgil E. Miller.

SYNOPSIS. Bob Erskine, son of New York Banker, gets acquainted with Sam Parkhurst, Oregon rancher, and falls in love with his daughter Ella. Later at Pendleton, Oregon, Bob works as a harvest-hand for Sam. Crop failure threatens because eastern bankers, headed by Erskine, senior, won't advance farmers money. Bob bargains with his father. Erskine agrees to advance the money if Bob wins the steeplechase in the Pendleton rodeo. Bob rides, wins the race and Ella.

Norman Kerry, star of "Under Western Skies" a Universal production.

Under Western Skies
(Universal)
PRESS NOTICE

THE greatest annual cowboy sporting event in the country, the Pendleton Roundup of 1925, is one of the outstanding features of "Under Western Skies," starring Norman Kerry, which comes to the screen of the ——— Theatre on ———. You have probably seen other roundups visualized by the camera, but none so spectacular, thrilling and conducted on such a gorgeously large scale as the Pendleton affair. Also, there is a capital love story, with Norman Kerry as an Eastern banker's son who goes West to woo the girl he loves and wins her after amazing adventures.

Ann Cornwall is the fascinating heroine, with Charles French, Eddie Gribbon, Harry Todd appearing in important roles.

CATCH LINES

Don't miss the West's most enthralling, exciting and biggest cowboy sporting event—"The Pendleton Roundup!" shown in this picture!

Pleasures of the Rich

(Tiffany Productions—Seven Reels)

(Reviewed by Frank Elliott)

ANOTHER society drama the plot of which is woven from familiar fabric, but which is well acted by a cast the members of which have stood the box office test of time. While there are many dramatic moments, there is much comedy interspersed—furnished for the most part by Marcin Asher in the role of Henry "Pushcart" Wilson and his ardent wooing of Mona Vincent (Hedda Hopper), a divorcee angling for her own sugar baby. There is real appeal in the sequence in which Henry tells his faithful old wife of many years that he is going to leave her because he is in love with another woman. Henry's wooing of Mona gives opportunity for the insertion of a well-staged fashion promenade which is one of the highlights of the offering. More fun is supplied in the scenes showing Mona teaching Henry the Charleston. Helene Chadwick, always refreshing and a charming actress, puts pep into her role of the daughter, and Jack Mulhall is a likable hero.

THEME. Modern society comedy drama dealing with the adventures of a "nouveau riche" butter-and-egg man and his daughter in the realms of the "400."

PRODUCTION HIGHLIGHTS. Henry's introduction into society; wooing of Mona; shopping tour; fashion show; Charleston lessons. Scene in which Henry tells aged wife he loves another. Episode in which Henry "crawls" home.

EXPLOITATION ANGLES. Tie-up on a spring fashion show in a local department store. Boost Helene Chadwick, Jack Mulhall, Mary Carr and Hedda Hopper.

DRAWING POWER. O. K. for program houses, community theatres and towns.

SUMMARY. Should go over well in any program theatre. It is exceptionally well acted and mounted, although it has hackneyed plot it holds the interest. Some good comedy will help sell it.

THE CAST

Mary Wilson	Helene Chadwick
Kate Wilson	Mary Carr
Henry (Pushcart) Wilson	Marcin Asher
Frank Clayton	Jack Mulhall
Mrs. Clayton	Lillian Langdon
Maggie, the maid	Dorothea Wolbert
Mona Vincent	Hedda Hopper

Adapted from "The Wrong Coat" by Harold MacGrath. Director, Louis Gasnier.

SYNOPSIS. Henry Wilson, head of grocery chain, married, suddenly becomes interested in Mona Vincent, divorcee. Mona also is trying to land Frank Clayton, scion of wealth, with whom Wilson's daughter is in love. Mona promises daughter to give him up if daughter will give her Clayton. Daughter agrees and then tries to drown self. Wilson learns Mona is making "boob" of him and hurries back to wife. Daughter is rescued, weds Clayton.

Helene Chadwick appearing in "Pleasures of the Rich," a Tiffany production.

Pleasures of the Rich (Tiffany)

PRESS NOTICE

"PLEASURES OF THE RICH," comes to the ——— Theatre, commencing ———. The plot deals with the trials and tribulations of a self-made man and his family who becomes enmeshed in the web of society and its parasites. Happiness comes in the end after the future of each member of the family has been threatened.

The all-star cast is headed by Helene Chadwick, Jack Mulhall, Mary Carr, Hedda Hopper, Marcin Asher, Julanne Johnston, Lillian Langdon and Dorothea Wolbert. One of the features of the production is a fashion display of the latest modes from the ateliers of Paris and Fifth avenue. The story is suggested by "The Wrong Coat," one of Harold MacGrath's widely-read novels.

CATCH LINES

The Daughter of Newly Rich Business Man overcomes social barriers and weds the scion of the "400."

Broken Hearts

(Jaffe Art Film Corp.—7500 Feet)

(Reviewed by George T. Pardy)

IN communities where Jewish movie patrons predominate this picture ought to do extremely good business, presenting as it does a very faithful representation of the trials and tribulations of a Hebrew revolutionary, who flees from Russian oppression in the days of the Czar, marries and settles down here; his first wife having been killed. A false report of the latter's reäppearance drives him back to Russia, but ultimately he finds happiness with the girl he loves and her baby. The average fan will probably find fault with the slow tempo in which the film moves, but credit must be given Morris Schwartz for a sincere and at times infinitely pathetic performance in the role of Benjamin Rezanov. Lila Lee is sweetly wistful and interesting as the young wife. The action could have been considerably speeded up by judicious cutting, as there are many superfluous situations, and the film should have kept at least within a six-reel compass.

THEME. Narrates the troubles of young Jewish immigrant who weds and settles down here, is upset by report first wife is living, proves it false and finds happiness.

PRODUCTION HIGHLIGHTS. The excellent acting of Morris Schwartz in the leading role, Lila Lee's work. Interesting scenes when Benjamin first lands in this country. The impressive and natural local atmosphere. Human appeal. Comedy relief.

EXPLOITATION ANGLES. Boost Morris Schwartz, leading actor of famous Yiddish Art Theatre and feature Lila Lee. Bill as affecting, romantic tale of Jewish life.

DRAWING POWER. Best adapted to sections where Jewish patrons are numerous.

SUMMARY. Morris Schwartz, Hebrew actor of pronounced merit, gives a sincerely fine portrayal of the Jewish hero of this picture. Lila Lee an attractive heroine. Story has pathos and comedy appeal. Good card for Jewish centers.

THE CAST

Benjamin Rezanov	Maurice Schwartz
Ruth Esterin	Lila Lee
Cantor Esterin	Wolf Goldfaden
Mamma Esterin	Bina Abramowitz
Victor Kaplan	Isidor Cashier
Shprintze	Anna Appel
Mr. Kruger	Charles Nathanson

Adapted from Z. Libin's Stage Play. Director, Maurice Schwartz. Photographed by Frank Zukor.

SYNOPSIS. Benjamin Rezanov, Russian revolutionary, flees to America, falls in love with and weds Ruth Esterin. He does well as journalist, when unwelcome news arrives that the wife he supposed to have been killed in Russia is alive. Ruth commands him to return and he does. A child is born to Ruth and she suffers much from the neighbors' sneers. But Benjamin finds that his first wife is really dead and comes back to Ruth.

Lila Lee, featured in 'Broken Hearts" a Jaffe Art Film.

Broken Hearts (Jaffe Art Film Corp.)

PRESS NOTICE

"BROKEN HEARTS," a near tragic, tenderly appealing story of a Jewish immigrant's career in America, will be the chief screen attraction at the ——— Theatre on ———.

Maurice Schwartz, noted Hebrew actor, plays the principal role, with Lila Lee filling the heroine part. Schwartz is shown as succeeding in his chosen journalistic career, when he hears that the wife he supposed to have been killed in Russia is alive, and the girl he has wed here sends him back to her.

In the end he returns to the girl he loves and his child; the news which drove him away having proved false. A remarkable picture in which pathos and comedy are alluringly mingled.

CATCH LINES

Lila Lee is the fascinating heroine of this enthralling, tensely human story of Jewish life!

The Hurricane Horseman

(Artclass Pictures Corp.—5000 Feet)

(Reviewed by George T. Pardy)

THIS Westerner lives well up to the stormy action suggestion contained in its title, for the hero, played by the notably energetic Wally Wales, cavorts around on horseback with the skill of a circus acrobat and recklessness of a chap who doesn't appear to care whether he falls on his head or heels. He fills the role of Marden, a cowboy whose brother has been pinched on a murder charge, and devotes himself to running down the real criminal, whom he finds at last in the person of a gent with an eye on the same girl that has fascinated Marden. The plot has quite a sensational flavor to it, and is better constructed than the average Western story, with the love angle neatly rounded and developed. Jean Arthur is not only a pretty heroine but a worthy match for "her man" when it comes to a question of daring equine stunts. The support is adequate. There are many pleasing outdoor views of hill and plain, the long shots being particularly attractive.

THEME. Westerner. Wally Marden starts to clear his brother of murder charge and suspects man who is also his rival. Ultimately he proves latter guilty.

PRODUCTION HIGHLIGHTS. The fast action, suspense and timely thrill punches. Wally Wales' spectacular horsemanship feats. The fights, comedy touches, romantic appeal, Miss Arthur's good work in heroine role and clever riding stunts. Capture of villain.

EXPLOITATION ANGLES. Bill as Westerner that has good human interest story as well as big thrills. Feature star's riding and acrobatic stunts and Jean Arthur.

DRAWING POWER. Good wherever the rough-riding Western stuff is in demand.

SUMMARY. A snappy Westerner that will "get" the folks who like the reckless riding stuff and romantic melo. Wally Wales puts across some great stunts. Love interest well worked out. Quick action all way through.

THE CAST

Wally Marden	Wally Wales
June Matthews	Jean Arthur
Jim Marden	Vester Pegg
Mike Wesson	Charles Whitaker
Kewpie Cook	Kewpie King
Parson Pettigrew	Bob Chandler
Sheriff	Bob Fleming

Authors, A Serrao and Katherine Fanning. Director, Robert Eddy.

SYNOPSIS. When the cashier of the local bank is killed and the safe looted suspicion falls on Jim Marden, who, on his brother Wally's advice, surrenders himself, while Wally promises to run down the real criminal. Wally has reason to suspect Wesson, foreman of the Flying X ranch, owned by June Matthews. Wesson ambushes and wounds Wally, who is aided by June. One of Wesson's confederates confesses former's guilt. Wally captures Wesson and weds June.

Wally Wales, star of "The Hurricane Horseman," an Artclass release.

The Hurricane Horseman (Artclass)

PRESS NOTICE

THAT prince of rough-riders and all-around athlete. Wally Wales, starring in "The Hurricane Horseman," will be the big screen attraction at the ——— Theatre on ———.

This is acknowledged by the critics all over the country to be one of the best and most startling Westerners in which Wally Wales has yet appeared.

This time he appears as cowboy Marden devoting himself to clearing his brother, who is held on a charge of murder. The criminal turns out to be Marden's rival in love, a fact which adds considerably to the story's dramatic interest.

CATCH LINES

A romantic idyl and thrilling tale of murder, revenge and justice, a Westerner that palpitates with wild actions!

Wally Wales in another great romantic melodrama of the Western mountains and ranches!

The Saddle Cyclone

(Artclass Pictures Corp.—5000 Feet)

(Reviewed by George T. Pardy)

ANOTHER brisk little Westerner in which Buffalo Bill, Jr., carries off riding, scrapping and dramatic honors, and disports himself generally as must a hero who lives up to the strenuous excitement mark made by the film cowboy of the more or less wide open spaces. Richard Thorpe has directed this picture with very good judgment, keeping the action going at top speed throughout the entire five reels, and twisting the plot material into several surprise curves that add greatly to the story's interest. Also, he switches from the straight melodrama trail by injecting some peppy comedy shots, with the result that the feature registers as good entertainment of its kind, acceptable wherever wild West heroics are in demand by patrons. Nell Brantley gives a zippy performance as Alice Roland, the gal in the case, Harry Todd gets a lot of fun out of the comic role of Andy Simms, the support is adequate and photography attractive all the way.

THEME. Westerner. Bill Demming foils plot of conspirators to foreclose mortgage on friend's ranch, impersonates latter, is forced into wedding girl, finds her O. K.

PRODUCTION HIGHLIGHTS. Fight in town started by Regan to prevent Frank from paying off loan. Bill meeting Frank's grandfather, impersonating nephew and marrying girl. Sheriff's arrival, Bill's dive out of hotel window. The climax.

EXPLOITATION ANGLES. Play up Buffalo Bill's riding feats, athletic stunts. Bill as crisp action Westerner with plenty of thrills and comedy.

DRAWING POWER. Suitable especially for houses catering to Western trade.

SUMMARY. Speeds up matters from beginning, is fast-moving Westerner, with comedy relief and Buffalo Bill, Jr., doing some snappy riding and acrobatic stunts. Has necessary love interest, attains good climax. Will please Western fans.

THE CAST

Bill Demming	Buffalo Bill, Jr.
Alice Roland	Nell Brantly
Joshua Lowery	Will Hertford
Frank Lowery	Norbert Myles
Andy Simms	Harry Todd
Regan	Bob Fleming
Burns	Lafe McKee

Author, Betty Burbridge. Director, Richard Thorpe.

SYNOPSIS. Regan and Burns intend to foreclose a mortgage on Lowery's ranch. Lowery's foreman, Bill Demming, and his assistant get into a scrap. Bill runs away and is charged with murder. He impersonates Lowery in order to get money from the latter's grandfather to pay off the mortgage, succeeds, but is compelled to marry the old man's niece, Alice. Bill is cleared of the murder charge, Lowery's ranch is saved. Bill and Alice face happy future together.

Buffalo Bill, Jr., star of "The Saddle Cyclone" an Artclass release.

The Saddle Cyclone (Artclass)

PRESS NOTICE

A RED-HOT tearing action Westerner, with Buffalo Bill, Jr. as the star, will be seen at the ——— Theatre on ———, when "The Saddle Cyclone" is flashed upon the screen.

Lovers of wild adventure and thrills that snap over like machine-gun bullets will greet this hard-riding, fierce-fighting romantic melodrama with enthusiasm. There isn't an idle moment in it, the action never drags, bright comedy balances the urge of exciting situations and that peerless horseman, Buffalo Bill, Jr., outdoes all his previous stunts and athletic feats in the role of cowboy Bill Demming.

CATCH LINES

Thrills, romance, fun, hard riding, lovemaking, you'll find 'em all in the swiftly moving reels of "The Saddle Cyclone!"

Buffalo Bill, Jr., in hair-raising athletic and riding stunts, a Westerner with a punch in every foot of film!

Regional News from Correspondents

Cleveland

J. A. McLEOD enters the local exhibition field as owner and manager of the Elite Theatre in Defiance. He has just purchased the house from Miss Bess Smythe.

A meeting of the executive board of the M. P. T. O. of Ohio is slated to be held in Columbus on Wednesday, March 10th. J. J. Harwood and M. B. Horwitz of Cleveland will attend.

Paul Mueller, of the Casto Theatre, Ashtabula, was in town last week.

H. J. Mandelbaum, who manages the Virginia Theatre when he's in town, has just returned from a three months' trip to California.

Cedric A. Brown has joined the local Allen theatre family as house artist.

Norman Moray has returned to the motion picture business as manager of the Cleveland branch office of Warner Brothers. He succeeds Jack Stuart. Stuart has been transferred to Cincinnati, and James V. Allen, who was manager of the Cincinnati branch, has been shifted to Detroit.

Nat Barach, another graduate from the film business into the Florida real estate business, has returned as central division manager for Warner Brothers. H. E. Elder, who had been assigned to this division, has been transferred to the eastern division.

Harry Dodge, central Paramount division manager, and J. E. Fontaine, manager of the Pittsburgh Paramount branch, were guests of local manager E. H. Brauer last week.

Carl O. Weaver has come out of Indianapolis to handle Paramount publicity in this territory.

A Universal convention is slated to be held in Cleveland, March 29, 30, 31, at the Hollenden Hotel. It has been announced that sales directors E. Kramer, L. Metzger and R. Williams, Joe Friedman, special representative, and Julius Singer, will attend.

Charles Ellison has joined the sales force of the Ivanhoe Film Exchange.

Robert Cotton, division manager for P. D. C., held a central division sales convention over the week-end which was attended by George W. Erdmann, Cleveland; J. E. Beck, Cincinnati; Frank Stuart, Detroit, and H. P. Zapp, of Indianapolis.

George A. Robbins, special representative for Fox, spent a few days in town last week.

A. L. Freedman, managing director of the Loew's Ohio Theatre chain in Cleveland, is spending two weeks in Atlantic City.

The Film Bldg. Register was brought out last week for the following entries: Mrs. L. B. Yoerns, Bedford Theatre, Bedford; John Furrer, Harkess Theatre, Clyde; A. J. Buck, Colonial, Fostoria; Joe Trunk, State, Mahoning and Victory, Youngstown; John Pekras, Rovoli, Dreamland, Capitol, Elyria; J. S. Martin, Pastime, Berea; Max Young, McKinley, Canton, and J. A. Beidler, Eastwood, Royal and East Auditorium, Toledo.

New York and New Jersey

ACCORDING to Jacob Fabian, the opening of Fabian's new Ritz Theatre, Elizabeth, on the evening of March 8th, was one of the most successful he has ever experienced. A representative body of the city's social, political and business life of the city was present, with also a number of honor guests from New York, Newark and Paterson—the latter group including several important members of the film industry.

Every detail of construction was complete for the opening and appreciation of the beauty of the house was heard on all sides. The seating capacity is approximately 3,000 and the design is of the one floor and balcony type.

Formal three minute dedication speeches were delivered during the evening by the Mayor of Elizabeth, the President of the Elizabeth Chamber of Commerce and the Prosecutor of Union County. Responses were made by Jacob Fabian and his sons, A. M. and S. H. Fabian.

Among the guests of the evening were John Mannheimer, Joe Hornstein, Louis Gold, Harry Hecht, Eddie Carroll, Chas. Stombaugh and Pelham Lynton of Pathe, Arthur Abeles of Warner Bros.; J. C. Vergesslich of the New York Fabian office, Nat Beyer, Geo. La Follette, L. Wiseman and Judge Nelson of the Capitol Theatre, Elizabeth.

William B. Stein, director of Fabian Theatres in Union County, will have the Ritz under his personal supervision. William Matthews, with twenty years experience in the show business, has been chosen as manager.

The Ritz will operate on a split week policy of high class vaudeville and feature pictures.

Another important announcement from New Jersey comes from G. B. Ten Eyck, who has purchased a theatre site at Brunswick Ave. and Pine St., where the future Ten Eyck Embassy will be situated. Building operations will be started early in the Spring and it is Mr. Ten Eyck's intention to have the new house ready by next Labor Day. Plans for the Embassy call for an approximate outlay of $200,000, and a seating capacity of 1,800. Surrounding the theatre will be six stores. The tract is 150 x 200.

Alma Rubens, who has an important role in the Wm. Fox picture, "East Lynne."

With the completion of the Embassy, Mr. Ten Eyck will have four large theatres operating in Trenton. They include the Orpheum, Gaiety and the Broad. The policy of the new house will be substantially the same as the Orpheum and the Gaiety.

Part of Mayer and Schneider's extensive building operations on the lower East Side of New York City have materialized with the announcement of the premiere of the M. & S. Hollywood on Thursday evening, March 11th at seven p. m.

According to David Lustig, who recently severed his connection with the Regun Theatre to undertake direction of the Hollywood, this new neighborhood house is another example of the high type of theatres which have been constructed during the past year. Harrison G. Wiseman, who displayed such excellent taste in drawing up the plans of Brandt's New Carlton in Brooklyn, is also responsible for the attractiveness of the Hollywood.

The addition of the Hollywood brings the Mayer and Schneider chain of Greater New York theatres up to approximately twenty—with four others in various stages of construction.

Still another important theatre opening is that of Hy Gainsboro's Roosevelt, at Flushing, L. I., which is scheduled for the 16th of March. Theodore Roosevelt, Jr., is expected to be present in order to make the dedication address. The Roosevelt will seat about 1,800.

It is reported that Stanley Sobelson has recently purchased another theatre site in the city of Bayonne, N. J., where he will soon break ground for a new 1,500 seat theatre.

The reason that Louis Rosenthal, head of the Rosenthal circuit of New Jersey, has been absent from his office on late occasions, is due to the fact that his entire family have been suffering from an attack of grippe.

Henry Boetger, who operates the U. S. and Bishop Theatres in Hoboken, is another victim of grippe. He is confined to his home at the present time.

Sol Berman's new Senate Theatre, located at 74th St. and 18th Ave., Brooklyn, will open on March 15th according to report. It is a neighborhood house. Mr. Berman also owns the Stanley at Bath Beach.

Somer's •Gold Theatre at Gold and Sands Sts., Brooklyn, is reported sold to an unnamed party. The Gold is a 600 seat house.

Another change to be made concerns the City Park Theatre, 55 Park Ave., Brooklyn. It is reported that the building is to be torn down and entirely rebuilt into a strictly modern playhouse.

Three more local theatre openings are reported for the month of March. They include Matthew Chrystmos' Parkhill Theatre at Yonkers, which will open its doors on the 22nd, B. S. Moss' Coney Island theatre, a 2,500 seat house, on the 18th and Harry Harris' new Bunny at Mt. Vernon. The latter is a 600 seat house and will open about March 22nd.

Irving Lesser is holding Anniversary Week at his Great Neck Playhouse. Special attractions have been featured and several stars have contributed to the entertainment.

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Minneapolis

REAL regret was expressed in the Minneapolis Fox office at the transfer of E. T. Gomersall to the Indianapolis office. However, it is a promotion for the recent Minneapolis manager.

Sidney E. Abel comes from the Fox home office foreign department to take charge of the Minneapolis office.

The entire Fox sales staff was in Saturday for the first conference with the new manager.

The Eastern Iowa Theatres company has taken over the Gem at Oelwein, Ia., formerly handled by Ted Bryant.

The Iowa Theatre company has taken the Rex at Manley, Ia., until recently operated by Sobelik and Pinta.

R. H. Phingston has assumed the management of the Scenic Theatre at Elkton, S. D.

Reorganization has been in progress in Stillwater, Minn., where Fred Bowl recently took over the Auditorium, thus eliminating competition.

Ed Buckley from the Idle Hour Theatre at Olivia, was a Minneapolis visitor during the week.

Klug and Klug, operators of the State Theatre at Zumbrota and the Blue Mouse at Pine Island, Minn., were seen in Minneapolis the other day.

T. C. Torgerson of the Swing Door Theatre at Dawson, Minn., was another visitor.

Joe Schriber of the Breckenridge, Minn., Grand Theatre, did his booking in Minneapolis last week.

Another Minneapolis visitor was H. H. Walker of the Lyric, Rialto and Northland at Aberdeen, S. D.

Prosper Schwie of Blackmore Brothers Orpheum in which he is a part owner, came down from Duluth last week.

Jack O'Toole is making a few of the key centers in South Dakota.

Ted Force, former Minneapolis newspaper photographer and theatre manager, will manage the new Senate Theatre at Fargo, N. D., to be opened March 15, by Finkelstein & Ruben.

The Orpheum Theatre at Pipestone has a new pipe organ which was dedicated last week by L. V. Feldman, owner, with Frederic Cesander at the console.

Williamsburg, Ia., was opened for Sunday shows when Ralph R. Lewis, Latona Theatre, was dismissed by the mayor after being arrested when he started an advertised show.

L. B. Mackrill, manager of the Primghar, Ia., opera house, is recovering from injuries received when he fled from a fire in the booth. A film explosion caused $150 damage.

The Garden Theatre, Atlantic, Ia., has been taken over by Byron Watson and Bruno Pierce.

Gerrit De Hoedt & Son are showing pictures at Prairie City, Ia.

Fire caused by careless smokers caused $15,000 at the opera house at Osseo, Wis.

Rushmore, Minn., is without pictures, a film house having closed recently.

Repairs have been begun on the municipal opera house at Hope, N. D.

Friday and Saturday shows are being given at Alton, Ia., by John J. Homan and B. Hoxmeier, at the opera house. They bought the house from the American Legion.

The Strand Theatre at Jewell, Ia., has been bought by John R. Forseman from Stanley G. Fuller.

L. Brookhart, who recently bought the Family Theatre at Letts, Ia., from A. D. Crumley, has now taken possession.

Morris Abrams of the Metro-Goldwyn forces, was called back to Minneapolis last week by the death of a sister.

The Fargo Film Finishing company, formerly owned by George Washburn, has been purchased by Owen Hostler and Horace Headen.

The Empire Theatre at Two Rivers, Wis., owned by Jack Tadych, has been remodeled.

New equipment has been installed at the Copeland Opera House, Shullsburg, Wis.

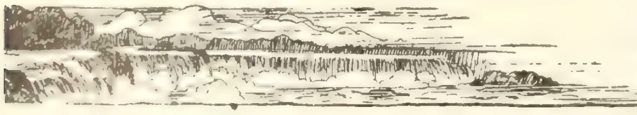
A new 1,000 seat theatre will be opened in Racine, Wis., by Louis, Walter and Charles Buhler.

A new theatre to cost $100,000 and seat 1,000 is planned by the Ames Theatre Company of Ames, Ia. The company owns the Princess and the Twin Star in the same city.

The Galesville, Wis., Opera House was damaged by fire caused by a defective furnace.

A $10,000 house is planned at Columbus, N. D., by L. E. Mahoney. It will replace his Imperial and will seat 350.

V. F. Becvaar has sold Woodman Hall at Brocket, N. D., to P. G. Holmes.



Buffalo

THE chief of police in Niagara Falls has ordered patrolmen to prohibit pickets of the Musicians' and Stage Hands' Union from picketing the entrances to the Strand, Cataract and Bellevue Theatres.

Frank P. Saunders has applied to the common council in Binghamton, N. Y., for a license to run the Dreamland Theatre at 159 Clinton street in that city. A report has been filed and recommends several changes in exits, aisles, toilet accommodations and the projection booth. When these recommendations are complied with, the committee will report in favor of granting the license.

Work is being rushed on the new theatre, store and office building which the firm of J. and D. H. Coplon & Co. is building at Main and Chippewa streets. The theatre itself, a modern 3,600 seat house, has been leased by the Fox Film Company.

Excavation began this week for the new community theatre at Main street and West Northrup, which the Hager, Askey Forrest company will erect and have ready for opening by August1. Several firms are bidding for the lease of the theatre, but nothing has been definitely settled as yet.

Fred Timon has taken over the Odd Fellows' Hall in Parish, N. Y. and is operating it with pictures seven days a week.

Charley Hayman of the Strand and Cataract, Niagara Falls, N. Y., is home from an extended trip to Havana. Eddie Weinberg, house manager of the Cataract, is still commuting between Buffalo and the Falls.

Frank J. Moynihan has resigned from Vital to join up with Universal in New Haven.

Frank Schwalbert, shipping clerk at First National, is celebrating the arrival of a baby girl at his home.

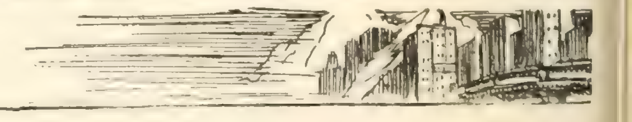
Jack Lyons and Eddie Jauch, salesman and booker respectively at Educational, both have won prizes for record business.

Buffalo has lost one of its most popular exhibitors. Charles Reiner, who had operated the Grant Theatre for many years, died last week. His death is widely mourned in exhibitor as well as exchange circles.

G. K. Rudulph, publicity manager for the Fox Film Company, was in town over the week end with his family in his Richmond avenue home. G. K. soon will leave for Hollywood.

The Corinthian Theatre in Rochester, which has been operating under a receivership since last fall, due to financial difficulties, and a legal fight between Joseph Brown and Harry Abbott, Jr., the latter a former exhibitor in Buffalo, has been leased for a ten year period to the Mutual Burlesque Circuit of New York city.

Chicago



JIMMY [illegible], owner of the Hyde Park, Harper and Palace Theatres, is back on the job after an enjoyable trip to Florida.

[illegible] Burke, former Omaha film salesman, is now working out of Chicago, covering the [illegible] territory for Associated Exhibitors.

Bill Brumberg, exchange manager of Universal, is confined to his home with a bad case of grippe.

James Murtaugh, manager of Progress Pictures Company, has been the victim of considerable kidding as a result of the arrest of a man who gave the name of James Murtaugh, charged with promoting an illegitimate motion picture school in Chicago. Mr. Murtaugh, of Progress, wants to make it plain to all his friends that he is not the person involved in the picture school promotion and in fact, had never heard of any such organization.

Frank Schaefer, who early in February, took his wife to Arizona, hoping the climate would benefit her health, has gone on to California and reports that both of them are in good health and will return to Chicago in a few weeks.

R. V. Nolan, manager of Pathe's Milwaukee branch exchange, ran down for a conference with District Manager Aiken and Branch Manager Gillick, this week.

The South Bend Theatre Corporation, in which Louis Cochevety and Max Brown are interested, are planning to open their new 900 seat house early in May, according to Eddie Casanave.

Joseph Wade, of the Vandalia and Griggsville, Illinois, exhibitor, has departed for a vacation in Florida.

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Salt Lake City

HARMON PEERY of the Egyptian theatre at Ogden, Utah, is attending to their bookings this week, his brother Lou being in Los Angeles with his wife and golf bag.

Mathew Aparton, local manager for Universal, is in the city from the Idaho territory. J. R. Beal was in the office here for a few days, and has returned to his territory in Idaho. Tony Hartford is leaving for his Utah territory this week.

W. F. Gordon, First National exchange manager, just left for a two weeks trip to Butte, Montana.

Harry Lustig, Western District Manager for Warner Brothers, is now in Salt Lake.

G. C. Jones, booker for Warner Brothers here, has been promoted to the sales staff. Jones has been succeeded by K. K. Pack as booker.

George Mayne, owner of the Preferred Pictures exchange here, is covering the Idaho branch.

Louis Marcus, District Manager for Famous Players-Lasky Corporation, has left for his regular trip to New York.

L. J. McGinley, local manager for Famous Players-Lasky, has returned from a trip to the key cities of Montana.

Jos. F. Samuels, manager of the Metro-Goldwyn-Mayer exchange here, is back from his trek into Montana.

Seth Perkins, District Manager for Metro-Goldwyn-Mayer, is in this city for a few days.

Clyde H. Messinger has returned to his desk after a trip into Southern Utah.

J. L. Tidwell has returned to the local Fox office from his first trip to Idaho.

W. E. Shipley, owner and manager of the Gem and Empire theatres of this city, with Mr. Peterson, his assistant, has left for an extended trip to Florida and Cuba.

Henry Budde, Jr., Treasurer of the Continental Feature Corporation, has returned to San Francisco.

W. G. Seib, who was reported to have resigned from the Pathe exchange of this city last week, is found to have been transferred to the Los Angeles Pathe exchange. He has been succeeded by J. A. Epperson.

Walter Mendenhal, the well known exhibitor of Boise and Nampa, Idaho, has returned from Los Angeles where, with his wife, he visited the numerous studios.

Harry Scott, General Sales Manager for Pathe, and Frank Harris, Pathe District Manager, are now on a sales tour.

R. D. Boomer, branch manager of the local Associated Exhibitors exchange, is leaving for a several weeks' trip into the Idaho territory.

W. A. Calkins has been made assistant manager for Preferred Pictures here. Calkins is taking the place of Joe Roden who recently took over the Orpheus theatre in Evanston, Wyoming.

Walter S. Rand, local sales manager for United Artists, has returned from the key points of Montana. Milton Cohn is Northern Utah and Idaho, while Joe C. Down is working his territory in Southern Utah.

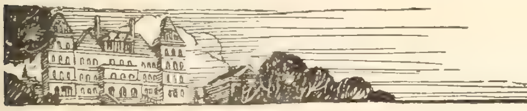
S. B. Steck of the Lyceum theatre at Ogden, Utah, is visiting film row this week.

S. M. Dugins, owner of the Casino theatre at Gunnison, Utah, is also a recent exhibitor visitor.

James R. Keitz, manager of the local Greater Features exchange, will leave this week for the Idaho territory.

Al O'Keefe is leaving his duties at the local Producers Distributing Corporation exchange for a trip through Northern Utah. Harry Kreiter just left for Southern Utah, with his Pro. Dis. Co. productions.

W. T. Withers, salesman for F. B. O., is still covering Montana. Joe K. Soloman has just left the local office for the Idaho territory. Miss Pearson, secretary for F. B. O. here, has returned to the office after having been ill and confined to her home for a few days.



Albany

GROSSMAN & FREEDER, of New York City, who took over the two Elliott theatres in Hudson a week or so ago, paid their first visit to Film Row in this city last Wednesday. Mr. Freeder, who is a brother-in-law of Mr. Grossman's, will manage the two theatres.

Nate Robbins, of Utica, indulged in one of his weekly visits to New York City last Thursday.

The Academy of Music in Newburgh, reopened last Monday and will run vaudeville and pictures.

Earl Kramer, of New York, sales director in the eastern division for Universal, was in town during the week.

Joe Lieberman is the new salesman at the First National exchange and is covering the Catskill region following Geo. Moshier's resignation.

Alec Herman, local manager for First National, and all his salesmen, are planning to be in New York City the last of April at a convention of the eastern division branch managers and salesmen.

William Benton, of Saratoga Springs, with theatres in that city, Glens Falls, Plattsburg and Mechanicville, took a swing over the circuit last week.

Lou Buettner's office force in Cohoes received cards from the West Indies last week, announcing that the party were enjoying themselves to the utmost.

C. H. Buckley, of this city, recovering from an operation at one of the local hospitals, expects to be back on the job by the latter part of this month.

Among those in town for last week's meeting of the Film Board of Trade, was Pete Dana, of Gloversville, who is connected with the Schine circuit.

H. B. Olds, who operated a theatre in Newport, N. Y., sometime ago, reopened his house last week.

Abe Van Dusen, booker for F. B. O. in this city, journeyed to Cambridge, N. Y., one night last week, carrying a portable projection machine, and furnishing entertainment for those at a hospital there.

Maurice Chase, of New York City, was in Albany during the week, as was also A. Pollock, who is connected with Renown Productions.

George Ames, local manager for Pathe, spent the week in New York City. Dick Strewe, who has been a student booker in the Pathe office here, was transferred during the week to New Haven, Conn.

Joe Schleiger, who is booking for Associated Exhibitors here, has advanced from thirty-first place to eighth place in the bookers' play date contest. The local exchange is now in second place.

L. N. Sanschagrin, who has converted a vacant business block in Saranac Lake into a motion picture theatre, opened his house last Monday night.

The employees of the Schine house in Carthage were guests of Ossie Brownell, manager of the Strand in that village, at a banquet one night last week.

Blanche Stark, relief piano player at the American theatre in Troy, is at a hospital in that city, recovering from an operation.

Ben Stern, manager of the Lincoln, in Troy, is doing little or no bowling this winter, and the honors of the house on the alleys are now going to Al Lemay, the projectionist.

Dave Seymour, of the Pontiac, in Saranac Lake, in a letter to friends in this city last week, stated that fourteen inches of snow had fallen in a single day.

J. H. MacIntyre, manager for Famous Players in this city, was out of town all last week in calling on the trade.

James Dermody, local manager for Fox, was out of the city nearly all of last week.

Captain Broome, of Schenectady, who recently bought the Grand Theatre in Scotia, was on Film Row during the week.

Tom Thornton, of Saugerties, breezed into town during the week and called at various exchanges.

A. M. Barton and Lew Fischer are the new owners of the Plaza Theatre in Chestertown. Mr. Fischer has several theatres in northern New York towns.

"Al" Blafson, eastern division manager for Associated Exhibitors, was in Albany for a couple of days during the week going over matters with Jack Krause.

Gorgeously colored scenes,
beautiful girls and much novelty in

"Her First Night In A Beauty Parlor"

the fifth of the

MOLLY MAY SERIES (INC.)

featuring Violet Mersereau
direction Joseph Levering

Cranfield and Clark, Inc.

Distributors for the Molly Mays

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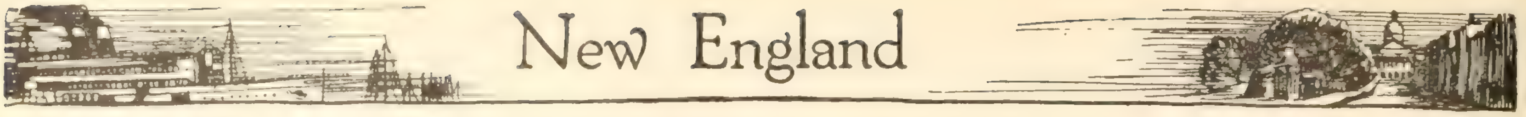


New England

WILBOR A. SHEA, owner of the AcmeTheatre at Eastport, Me., the St Croix Theatre at Calais, Me. and the Eagle Theatre at Lubec, Me., died suddenly Tuesday while in New York City on business. He had planned to continue to Florida for a brief vacation when the end came.

Mr. Shea was a pioneer in the Motion Picture business, and at one time also operated theatres in other towns besides his present string. He was born in Detroit, Mich., the son of Peter Ambrose Shea, who was well known in the theatrical world, but came to Eastport as a small boy. After being connected with his father in the theatrical business, he entered the sardine industry and held various and important positions with some of the world's largest sardine packing houses.

However he finally reentered the theatrical business, in the Motion Picture end and has operated theatres in the towns mentioned for the past 25 years or more. His theatres were listed among the best in the state, and his friends in this end, were many and sincere.

Besides being a pioneer in the Motion Picture business, Mr. Shea served the town of Eastport for one term in the State Legislature. He was a member of the Masonic Lodge and Eastport Lodge No. 880 of the B. P. O. Elks, of which he was the second Exalted Ruler.

Mr. Shea died at the age of 63 years, and leaves a widow and several nieces and nephews.

Funeral services were held at Eastport, Maine, Friday, February 26th, at which a very large gathering of people from all over New England were in attendance.

Among the motion picture representatives at the service were John J. Curran of the American Feature Films, W. J. O'Brien of Pathe, J. J. Byrne of First National, M. J. Garrity of United Artists, A. Bevan of Paramount and others.

New England Film Board of Trade tendered a dinner to its newly elected president, Henry T. Scully, of United Artists, at the Copley Plaza Hotel with the managers of all of the exchanges, executives and salesmen Monday evening. On behalf of the gathering, Thomas Spry of Associated First National presented the new president with a handsomely engraved gavel.

Daniel Bowen, at one time chief of police at Portland, Me., has joined the sales staff of United Artists Corp. and will cover New Hampshire territory.

James R. Nolan of the New York office of Fox Films is stationed at the Boston office for a few days in sales work.

Joseph Roth, formerly manager of the American Feature Films, has been appointed manager of the new exchange at 14 Piedmont street, Boston, of Consolidated Films, Inc.

United Artists Corp. is having plans drawn for enlarged quarters which will more than double its present floor space.

Samuel Davidson, formerly of the Davidson Films, Inc. will be assistant manager of Consolidated Films, Inc., Boston.

Palace Theatre at Penacook, N. H. formerly operated by Louis Clouse, has been acquired by L. Irwin, who will also manage the house.

Samuel Levenson has joined the staff of United Artists and will cover the state of Vermont.

Milwaukee

HARRY HART, formerly manager of the Milwaukee office of F. B. O. has been appointed manager of the local Associated Exhibitors exchange, succeeding Harry Schmahl who has gone to Kansas City to become manager of the Progress Pictures office.

Mrs. J. G. Frackman, wife of the popular manager of the Milwaukee office of Progress Pictures, and their son are back in Milwaukee after an absence of five months. Mrs. Frackman has completely recovered from a serious operation which she recently underwent.

Plans for the F. B. O. sales campaign in this territory during the coming month were discussed at a conference of officials and sales representatives of the local exchange held in the office of Sam Abrams, manager this week.

Leo Landau, former Milwaukee theatrical manager is in Milwaukee on a combination business and social trip.

J. G. Frackman, manager of the Milwaukee office of Progress Pictures, is back at his desk in the local exchange, after an extended trip through his territory.

Al. Robarge, well known manager of the Cosmo theatre at Merrill, Wisconsin, was recently in Milwaukee for the first time in several weeks. Robarge has been confined to his home at Merrill for some time on account of illness.

A. J. Cooper of the LaCrosse theatre company, was among the exhibitors who dropped in during the past week.

G. A. Bandy, genial manager of the Majestic theatre at Rhinelander, Wis., paid a brief visit to the managers of several local film booking offices in Milwaukee last week.

Heinz Roemheld, musical director of Universal's Alhambra theatre, began his regime as director of presentation at that house, March 13. He will have complete charge of the arrangement of all programs.

Philadelphia

LEW GOLDSTEIN, head of the Rialto Printing Company, and a prominent figure in the local motion picture fraternity, is seriously ill in the hospital.

Mrs. Morris Gerson, wife of the owner of the new Colonial and Overbrook Theatres, left recently accompanied by her son and daughter for a month's stay in Florida.

Jules E. Mastbaum, president of the Stanley Company of America is receiving the condolence of friends owing to the death of his brother-in-law, Milton C. Harold, who was president of the Yellow Trading Stamp Co.

The Broadway Theatre, Broad Street and Snyder Avenue, recently celebrated the ninth anniversary of the Stanley Company's management of the house and also of the incumbency of Charles P. Shisler, resident manager.

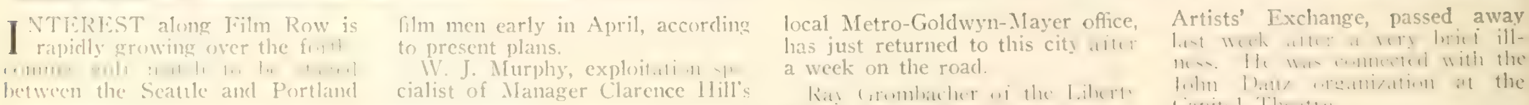
Irving Kahn, who was formerly organist at the Earle Theatre in this city, has been transferred to the Stanley Theatre in Camden and has been succeeded at the Earle by Joseph Glassner, formerly at the Imperial. Miss Bonniwell, who has played for some years at the Capitol Theatre, will succeed Mr. Glassner at the Imperial.

Walter Boyd, formerly treasurer of the Aldine Theatre, Philadelphia, is now connected with the Capitol Theatre, Atlantic City.

Leon Behal, who has been associated with De Luxe Exchange for some time, has opened a short subject exchange operating from the offices of Morris Brown's Capital Film Exchange at 1314 Vine Street.

Ben Amsterdam and Lewis Korson, of Masterpiece Film Exchange, have acquired the franchise in this territory of Red Seal product.

Harry Crandall, of the Stanley-Crandall Theatres in Washington, and Julian Brylawski, also of Washington, were recent visitors in Philadelphia while attending the opening of the new Stanley Theatre in Camden, N. J.



Seattle

INTEREST along Film Row is rapidly growing over the forthcoming golf match to be staged between the Seattle and Portland film men early in April, according to present plans.

W. J. Murphy, exploitation specialist of Manager Clarence Hill's local Metro-Goldwyn-Mayer office, has just returned to this city after a week on the road.

Ray Grombacher of the Liberty Theatre in Spokane, last week announced the singing of Dew Le Roi as head organist and musical specialist at that house.

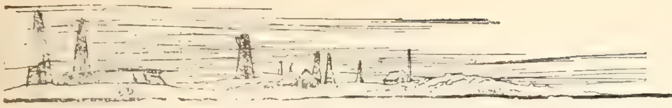
Robert W. Bender, manager of the Columbia Theatre, returned to his office last week after an absence of several days.

Harry Harden, brother of Charles W. Harden of the United Artists' Exchange, passed away last week after a very brief illness. He was connected with the John Danz organization at the Capitol Theatre.

Ned Edris, manager of the Blue Mouse Theatre in Tacoma, and head of the Tacoma Theatre Managers' Association, last week surprised many of his friends in the theatrical business by the announcement of his marriage to a young lady from New York City, who journeyed across the continent to become his bride.

TRAILERS SELL SEATS
NATIONAL SCREEN SERVICE
YOUR MOST EFFECTIVE SALESMAN

Oklahoma



AT the regular monthly meeting of motion picture owners of Oklahoma Mr. W. Z. Spearman of Edmond, Okla., who is vice president, was selected to cover the state in order to enlarge the membership.

Tom Boland, owner of the Empress, Oklahoma City, is in St. Anthony's hospital recovering from a very serious operation for appendicitis.

B. C. Moyse, who recently purchased the Royal theatre of Minco, was in town this week on business for his theatre.

A new theatre to be named the Chickasha will be opened next week in Chickasha. The theatre, which will seat 500, is being installed by Grace & Isley. The other theatres in Chickasha are owned by Southern Enterprises.

J. W. Carter and wife were in Oklahoma City this week on business for the Alhambra theatre in Tulsa, which they have leased. Mr. Carter, who formerly had theatre connections in this state, has more recently been located in St. Louis and Moberly, Mo., where he owned theatres that he recently sold to Universal. The Alhambra will open after being redecorated and refurnished.

H. M. White, owner of the Victory theatre at Alex and his brother, who has the Dixie at Lindsay, were busy along film row last Wednesday.

A. F. Prout, owner of Electric theatre at Hennessey, was a visitor along film row this week.

L. L. Berry is a new salesman at First National, who takes the place made vacant by the resignation of Horace Booth.

John Thomas, formerly district booker for Famous Players theatres in Oklahoma and more recently manager of one of their theatres in Jacksonville, Fla., has returned to this territory and will join the Metro Goldwyn sales force.

Jack Meredith rejoiced film row with his presence this week when he came up from Dallas to visit the local Universal exchange.

Mrs. M. E. Arthur, former owner of the St. Denis theatre at Sapulpa, has returned from Cleveland, Ohio, where she has been living and expects to become connected with the theatre business in Oklahoma.

L. H. Luckett, who has the Grand theatre at Collinsville, has purchased the theatre at Afton and reopened it under the name of the Grand.

The Hollywood theatre was opened last week at Stillwater by Dudley Tucker. The theatre is up to date in every respect and has a very large stage. The capacity is 750.

The Log Cabin theatre at Sulphur, Okla., was purchased last week by A. Liedman of Oklahoma City from J. D. Ramsey.

A. B. Mamand of Shawnee was in town this week booking pictures for Savoy and Odeon theatres.

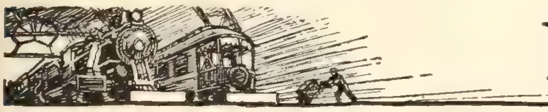
Mrs. Z. A. Rhone was in from Tulsa booking for her theatre, the Princess.

H. F. Settmund, who has the Odeon theatre at Chandler, Okla., was in this week and reports that he is building a new theatre at Chandler to be finished about July. The new theatre will seat about 700 and from plans will be one of the best smaller-town theatres in the state.

Delcamp and Fraley, who have the Mucho at Webb City, have leased the two theatres at Shidler, the Osage and Senate, from E. V. Weaver. Mr. Weaver has just finished a deal whereby he gets the Lyric theatre at Pawnee. R. B. Stafford, former owner of the Lyric, will probably go back into the theatre business.

C. D. Milan has just installed new motograph machines in the Lyric theatre at Stigler.

Kansas City



THE cash drawer in the box office of the Gem Theatre, Kansas City suburban house managed by G. M. Shriner, was recently pried open and $100 taken while the cashier had gone inside the theatre.

The Midland Investment Company, Kansas City, which is erecting the 4,600-seat motion picture theatre, a Metro-Goldwyn house, this week became owner in fee of the site at Thirteenth street and Baltimore avenue. The building will be a combination 12-story office building and theatre. Arthur Lamb, New York, is the architect.

Among the out-of-town visitors in the Kansas City market this week were: L. Brenninger, Topeka, Kans.; W. H. Weber, Great Bend, Kans.; G. L. Hooper, Orpheum, Topeka, Kans.; Ed Peskay, Penn Theatre, St. Joseph, Mo.; A. R. Zimmer, Royal, Atchison, Kans.; Mrs. H. Moore, St. Joseph, Mo.; C. L. McVey, Rreamland, Herington, Kans.; H. Block, Odessa, Mo.; Walter Wallace, Orpheum, Leavenworth, Kans.; H. Townsend, Leavenworth, Kans.; Frank Weary, Farris Theatre, Richmond, Mo.; John Egli, St. Joseph, Mo.; W. S. Winship, Majestic, Phillipsburg, Kans.

The new Ritx Theatre, Baxter Springs, Kans., will be opened about April 1 by C. A. Rehn. The house, which will cost $20,000, will seat about 500, and will be one of the most modern smaller theatres in the state. The Miller theatre, Manhattan, Kans., will be opened in a few weeks by George Kuch, it is said. The theatre will seat about 500.

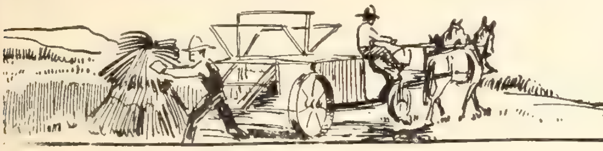
That P. D. C. team of Black and Parkhurst at Kansas City is a tough one to beat. The pair won the ol' Stetson in the ad sales contest just completed by the Kansas City branch.

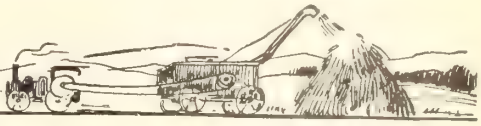
Dan B. Lederman, Associated Exhibitors district manager, also was a Kansas City visitor.

C. A. Schultz, P. D. C. branch manager, made a hurried business trip to St. Louis.

J. A. Epperson, Pathe branch manager, has been succeeded by F. W. Gebhardt, formerly Pathe branch manager at Omaha. Mr. Gebhardt has been succeeded in Omaha by R. O. Pearson, brother of Elmer Pearson, general manager of Pathe.

Des Moines





C. ABRAMS is the new addition to the sales staff of Universal.

The Orpheum Theatre at Centerville has changed hands. J. A. Fogarty who has run the Orpheum for the past seven years sold his theatre to the opposition man who also controls the Majestic Theatre there. Mr. Fogarty has purchased the Melrose Theatre at Melrose, Iowa.

Ross King has bought the Opera House at Barnes City.

Leo Moore of the Majestic Theatre at Centerville, is remodeling his theatre at a cost of close to three thousand dollars. The Exhibitors Supply Company sold him the new equipment.

The Majestic Theatre, Des Moines, opened March 6 after having been closed for a time in order to complete remodeling and redecorating and will show musical shows and pictures under the management of Omar Kenyon.

Jess Day, manager of the Strand Theatre, Des Moines,, has been ill for the past week.

L. R. Brager, who has charge of the publicity for A. H. Blank interests, has been looking after the Strand.

Messrs. Plantz and Hein of the office and sales staff of the Exhibitors Supply Company at their Des Moines office, installed a new screen in the Casino Theatre at Knoxville for Manager Melcher, owner of the Casino.

Ludi Bosten opened up his Arizona Theatre at Muscatine, on March 1. The theatre has been closed for redecoration.

Harry Kellar, left last Saturday for the east where he will take the New Jersey, Delaware and Maryland territory for the Artic Fan Company.

The Garrick Theatre, Des Moines, has been equipped with a new machine. It's a Simplex.

Joe Brandt, of Columbia Pictures, the famous Joe himself, paid the Des Moines exchange of Premier a visit.

Exhibitors who were seen in Movie Row last week were W. A. Dutton of the Plaza at Manchester, Leo Moore of the Majestic at Centerville, Joe Benjamin Gerbracht of the Ames Theatre Company, Ames, Ted Bryant and S. Costen of the Eastern Iowa Theatres Company from their headquarters at Anamosa.

Two new Mazda lamps were installed at the Princess Theatre at Reinbeck.

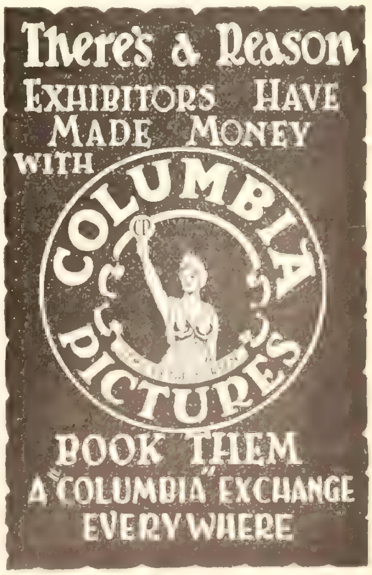
A. H. Blank has been commuting between Des Moines and New York City. He was in New York to attend the meeting of the executive committee of First National.

W. E. Banford, manager of the Metro Goldwyn branch, has been making a tour of the southern part of the state.

A. W. Kahr is now with Producers and Distributors at their Des Moines office.

Mr. Dehoet has taken over the Opera House at Prairie City.

Elmer R. Burger, exploitation man for the Des Moines and Omaha branches of Famous Players is now at the Des Moines exchange.



There's a Reason
EXHIBITORS HAVE MADE MONEY WITH
COLUMBIA PICTURES
BOOK THEM
A COLUMBIA EXCHANGE EVERYWHERE

Detroit

MICHIGAN exhibitors will regret to learn of the recent death of Mrs. Fred Rumler, whose husband for many years operated the Warren Theatre, Detroit.

The Ford Grand Theatre, a new 400 seat house, built in Fordson City, will open its doors March 18th.

H. A. Ross, district manager for Paramount in this territory, who recently spent a few weeks in California with his family, is back in his district.

A. J. Kleist, Jr., of the Kleist Amusement Enterprises in Pontiac, Mich., while at work in his new Orpheum Theatre, fell off a chair and was seriously injured. He will be confined in a Pontiac hospital for several weeks.

The Rex Theatre at Galesburg has changed hands. Harvey Hill is the new owner.

Roy Tillson, who will manage the new State Theatre in Pontiac for the Butterfield Circuit, and who won the first prize during the first week of Laugh Month, has just been awarded third prize in the third week of the contest for the live wire advertising he did while manager of the Fuller Theatre in Kalamazoo.

Armada Theatre, in Armada, Mich., has closed and is not likely to be reopened, according to report.

The Durant Theatre in Flint, Mich., formerly operated by Charles Garfield, has been taken over by J. C. Cuddebeck.

It is reported that Albert Worthing has taken over the Princess Theatre in Boyne City, Mich., formerly operated by T. P. Tyrell.

Jules Levy is now with United Artists doing special work.

It is reported that the Rex Theatre in Utica, Mich., has been sold by William Redlouf to Ray Ahrens.

Three Detroit theatres had their safes robbed during the past week. They were the Tuxedo, Tivoli and Lincoln Square Theatres, all in Detroit.

H. P. Carley, operating theatres in South Haven and Allegan, Mich., was a visitor along film row last week.

Arthur Robinson, who operates the Odeon and Medbury Theatres in Detroit, was married last week. He will spend his honeymoon in Chicago.

Jac Schrieber, Detroit exhibitor, has recently returned from a trip to Florida.

W. A. London, who operates the Gladwin Park Theatre in Detroit, will take over the Ferry Field, which has been closed for some time.

Jim Allen has been tendered the position as branch manager of Warner Bros. Detroit office, having been transferred from Cincinnati. Jack Young former manager, will be special representative in this district for Warners.

Morris Safier, district sales-manager for United Artists Corp. visited the Detroit exchange last week.

Lew Thompson, District Manager for Associated Exhibitors, paid one of his rare visits at the Detroit exchange.

St. Louis

JOE WADE of Vandalia and Griggsville, Ill., has gone to Florida for a visit.

The theatre at Nettleton, Ark., operated by C. A. Kern, closed March 6 and will be dismantled.

T. A. McGibben of the Capitol, Newport, Ark., has come to St. Louis to have his eyes treated by a specialist. He will be here for several weeks.

Inger and Fishman are the new owners of the Southampton Theatre, St. Louis, Mo.

The Movie Theatre, St. Louis, Mo., has been leased by Tom Williamson.

The Lidell Theatre, St. Louis, has been leased to Charley Gillman.

Theatres in the St. Louis territory that have closed recently include: Paramount, Steffansville, Mo.; Lyric, Sumner, Ill.; Chatham, Chatham, Ill; Elph, Altamont, Ill.; Dunbar, Kinloch, Mo.; Lyceum, Manchester, Mo.; New Haven, New Haven, Mo.; Trenton, Trenton, Ky.; Electric Glasgon, Mo.; Star. Leonard, Mo.; Cozy, Kahoka, Ill.; Neelyville, Neelyville, Mo.; Cooter, Cooter, Mo.; Opera House, Irving, Ill.; Bado, Bado, Mo., and the Rhineland, Rhineland, Mo.

Barney Rosenthal, president of Columbia Picture Corporation, has announced the appointment of three new salesmen for that organization, setting a mark for strictly independent state right picture distributors in these parts.

The new men are "Buns" Derby assigned to Southern Illinois; D. Boswell, Northern Illinois, and Irving Frankel, Eastern Missouri. In addition President Rosenthal will take the road, making the key cities during March, Columbia Anniversary Month.

Bob Taylor will be in charge of the office organization.

"Nicky" Goldhammer, who recently took over the management of the local Universal office although but 27 years of age, has had abundance of experience in the film business in various branches, and is expected to prove a big winner in his new post. A few weeks ago when Lou Hess, manager, decided to go to Europe, Goldhammer was named manager. He has since selected F. W. Kraemer for assistant manager and Jack O'Neil as city salesman.

Charles Cassady will open his new State theatre, Princeton, Ky., in the near future.

Floyd Lewis, district manager for Arrow Pictures, has announced the appointment of Harry Shumar as branch manager at Kansas City, Mo., to succeed Sam Goldflam.

Houston

RALPH MARROW, Dallas district film exchange manager, was in Houston last week for several days' visit.

Bill O'Donald, Interstate Amusement Company traveling representative, is in Houston for a business conference with Eddie Breamer and Elliot S. Forman, local Interstate managers.

Paul Barracco, of the Best and Washington Theatre, is expected to return to Houston next week. Mr. Barracco has been in Florida for several weeks on a business and pleasure trip.

Work on the new million dollar theatre now being erected by Jesse H. Jones for the Publix Theatre Corp., is well under way.

Abe Silverberg, owner of the Crown and Folly Theatres, is in Dallas this week on a business trip. Mr. Silverberg will book a portion of his Fall program while on this trip.

Elliot S. Forman, who has been manager of the Palace Theatre for the past four months, will return to New York in a short time, according to reports. The Palace will close for the summer in a few weeks.

Bay City citizens have recently received a pleasing bit of news. The Secretary of the Chamber of Commerce is authority for the statement that Messrs. P. R. Hammill and James R. Preddy have purchased two lots near the Magnolia filling station, where they will erect a modern Motion Picture theatre. An architect who has specialized in theatre design will be employed and the new house will embody all of the very latest developments. Modern equipment which will include an adequate heating and ventilating plant will be installed. Mr. Preddy will continue to operate the Grand after the new house is opened.

Texas

DENT THEATRES, INC., is the new name of the Dent-Musselman chain of theatres formerly known as Dent-Musselman, Inc. No changes have been made in the organization personnel, it is reported.

Henry and J. A. Jordan, Wichita Falls were visitors in Dallas last week and placed an order for equipment for a new theatre in Wichita Falls to be named the Queen. They will open about April 15th.

Robb & Rowley Theatre Enterprises have bought from P. A. Preddy the new Cotton Palace Theatre at Robstown. The Cotton Palace is the new theatre opened about six months ago.

Plans for the new 700 seat theatre at San Angelo, Texas, to be built by Ed Rowley, H. B. Robb and Jas. D. ones, are about completed and bids will be asked for within the next few days it is reported. A ten year lease has been secured on property for construction of the new theatre.

Jack Pickins opened the New Rex Theatre at Harlingen last week.

The Lyric, at Port Neches, Tex., has been reopened by A. B. Rhodes who hails from the north.

Permit has been granted the Riverside Improvement Company of San Antonia, Texas, to erect a theatre and office building on East Houston street, between North St Marys and the San Antonio river, to cost $600,000.

Milton Wade, of Gainesville, has bought the Hempstead at Hempstead, Texas. He is the son of A. V. Wade of the Majestic, Gainesville, Tex.

COSTUMES FOR HIRE PRODUCTIONS EXPLOITATIONS PRESENTATIONS BROOKS 1437 Broadway Tel. 5580 Pen.

THEATRE MANAGEMENT
EQUIPMENT CONSTRUCTION OPERATION

How F & R Put Over a Fiddler's Contest

S. R. O. Business Results from Campaign With Minneapolis Tribune

By EARLE R. BUELL

THEY fought for seats in the State theater, Minneapolis, at 6 o'clock on a recent Friday night.

Several were the reasons.

First were half a dozen old time fiddlers vying in the finals of a contest that had packed them in all week.

There was some doubt in the mind of Ben Ferris, captain of the F. & R. publicity forces when the idea was first suggested to him by Martin Kelly of the St. Paul office, for the reason that old time fiddlers were supposed to be a pretty scarce article around the Twin Cities and fiddling had not been known for a generation or more.

It happened, however, that one radio station had been putting on old time dance programs in the district and finally it was decided to try the plan out in St. Paul. It went big there and when the production department decided to put on an "Old King Cole Revue," Ferris decided that a contest would be put on to pick an old fiddler to be featured in the coming review as one of "the fiddlers three." He turned the job of exploiting it over to Eddie Gallinagh of Frank Woolen's publicity staff.

There is in Minneapolis a feature writer whom Gallinagh decided was essential to the project, Lorena A. Hickok of the Minneapolis Tribune. The plan of persuading the Tribune to assign her to the series of stories involved the interest and consent of T. J. Dillon, editor of the Tribune.

Gallinagh put the whole plan before him in language without frills or subterfuge. It was a good plan, he said, for Finkelstein & Ruben and Mr. Dillon was the man to decide whether or not it could be made a circulation getter for The Tribune. It took Dillon about one minute to visualize the kind of articles that Lorena Hickok would be able to write on a subject so rich in color and human interest. And this was the kind of newspaper writing he was looking for.

Opening the Campaign

The first story broke on the Friday before the Monday on which the contest was to start.

The first of the entries were announced Saturday in The Tribune and more on Sunday, all in first page feature stories.

Monday night came and Eddie Gallinagh trembled as he looked over the house in the Lyric theatre where the first of the preliminaries was scheduled. Business was better but nothing to cable the Prince of Wales about.

The next morning there appeared in The Tribune a Hickok story that set the whole town buzzing. Miss Hickok had attended the preliminaries, she had interviewed the first group of fiddlers and she had a story that was full of character and characters.

From then on preliminary followed preliminary and story followed story. The old time fiddler contest was the talk of the town and while the fiddlers were coming from near and far to try for the 10 weeks engagement and the $100 that was first prize the crowds were coming from nearer and farther to see them perform.

Three Houses Swing in Line

The Lyric was over-run. The Garrick and the State were swung into line. Semifinals in those theaters did a capacity business on Thursday night.

The Garrick hadn't cleaned up its semifinals on Friday and the mob at the box office at the early show indicated what was coming at the State. In the meantime, however, the 60 foot lobby at the State was jammed with people trying to get in.

Some of the crowd stood two hours waiting to get into the house. There were hundreds of refunds to those who for one reason or another could not endure the wait.

And after the finals had been decided throngs still fought to get into the place till it was necessary to put on a special midnight show to satisfy them and this did not wind up till 1:30 Saturday morning.

New Box Office Records Set

When it was all over the Lyric had done record business with "Hands Up," the Garrick had performed practically the same feat with "Mike" and the State with "That Royle Girl" had equalled with its old time fiddlers the spectacular engagement of Gilda Gray which had set the previous high mark.

And in every one of these houses the crowds had stamped their feet in time, cheered themselves hoarse, and applauded until they could applaud no more.

And if you want to know how The Tribune liked the stunt, go into the office and try to buy a copy of the next day's issue—which you can't—and figure up the amount of space given to it.

Equipment

A New Era

By P. M. ABBOTT

Organization and merger have been the order of the day in both the picture and theatre end of this industry. Now these movements are rapidly gaining headway in the equipment field.

Many people in the equipment field view this approaching era of cooperative organization and consolidation with alarm. Yet, it would seem that their fears are not well founded.

Looking back over the past experiences encountered by many of the older equipment concerns, both manufacturers and distributors, any changes that make for greater stability and give more assurance of legitimate profits should be welcomed. Certainly until manufacturers and distributors are organized on a sounder economic basis there will not be carried on the research and experimentation needed for the greatest possible improvement of equipment.

It is well to consider also, that organization and consolidation usually bring with them business expansion and greater opportunity for the individual. Of course, there are exceptions, more often to the individual and less sound manufacturers.

We anticipate radical changes along the lines mentioned above during the next two or three years. Yet, we await these developments with the confidence that they will react to the benefit of this industry.

We have been instigated to make these remarks because of the meeting which important equipment manufacturers are to hold at the Hotel Astor, N. Y. City, on March 12th and 13th. The fact that busy executives should feel disposed to leave their routine business and incur the necessary expense of this meeting is in sharp contrast with the attitude of equipment manufacturers of a few years ago.

Crandall Series of Children's Matinees Close on March 27

Announcement has been made that the last special program for children will be given at Crandall's Tivoli, Washington, D. C., on March 27. The series of special performances closing on that date was the most successful presented since the inauguration of the program under the supervision of Harriet Hawley Locher, director of Public Service and Education Departments of the Crandall Theatres.

Equal success has crowned the efforts of this organization with its Americanization classes in visual instruction, conducted jointly with the Board of Education. The classes hold their sessions in the projection room of Crandall's Metropolitan Theatre. Those of foreign birth seeking naturalization in this country have been faithful in their attendance.

Stage Setting for Program Girl at Allen Theatre

George Langan, manager of the Allen theatre has introduced something new to Cleveland. In the foyer a beautiful girl stands under a flood light distributing programs. She is dressed in an old fashioned dress of the sixties. A light also spreads about her feet, and as she is on a raised platform, she presents the appearance of being attached to the floor, as her full skirts reach to the floor, covering the platform.

Musical Stock and Films at Garrick. Milwaukee

Musical Stock and pictures will compose the programs at the Garrick Theater, Milwaukee, from now on, according to F. C. Gross, owner. For several years past numerous attempts have been made to find a permanent policy for the house, dramatic stock having been given the longest play. It is hoped by Mr. Gross that the new arrangement will prove successful and that at least a partial picture policy will be maintained from now on.

—The— MANAGER'S OFFICE

JAMES McDERMOTT has been appointed manager of the new Alhambra, St. Paul, which replaces the house of the same name destroyed by fire last April. The theatre will offer westerns exclusively.

AL. HICKS, well known publicity director and theatre manager, is now in charge of the Majestic, Madison, Wis., He also is handling publicity for the other two Fischer houses in that city.

CHARLES A. CAMPBELL, formerly manager of the Victoria in Harrisburg, has become manager of the Colonial Theatre, Lebanon, a Carr & Schad house. He succeeds James Clay, who has been recalled to Reading to assume a managerial position with the Carr & Schad organization there.

FRANK PLESSNER of Philadelphia is now the manager of Wilmer & Vincent's State Theatre, Reading. Pa. He succeeds William Masaud who has removed to New York City.

MR. HOWARD, former manager of the Broadway theatre, Council Bluffs, has been assigned to manage the Capitol Theatre at Davenport. Both of these houses are in the A. H. Blank chain. C. M. McNall, formerly assistant manager of the Capitol, Des Moines, transfers to the management of the Council Bluffs house.

S. MUNTER, who has been managing the Savoy Theatre, Philadelphia, has been transferred to the Coliseum, while J. S. McSween, of the Coliseum has succeeded Mr. Munter at the Savoy. Both houses are owned by the Stanley Company.

BERNARD SMITH, who, for the past year has been assistant manager at Reade's Hippodrome, Cleveland, is now managing the American theatre in East Liverpool, O.

Roberts is Booking Benefit Shows at Troy House

Walter Roberts, manager of the Troy theatre, Troy, N. Y., has booked so many benefits with local organizations, for April, that he is now arranging similar affairs for May. One organization in Troy cleared about $1,600 in splitting the receipts of the week, with the theatre.

Cauley Uses Scrip Books to Induce Theatre Parties

A. E. Cauley, proprietor of the Capitol Theatre, Cobourg, Ontario, has been catering to theatre parties and has made good use of the scrip book plan in this connection. These scrip books are books of tickets in $5 or $10 quantities in coupon style, the $10 book selling for $8.50, the coupon tickets being transferable. Manager Cauley had no less than three theatre parties in one recent week, for which he reserved the stated number of seats at designated hours. One party comprised 60 persons. Mr. Cauley personally co-operated with the people arranging the theatre parties so that details would work out without inconvenience.

Cops Stop "Auction Night" Sale of Girl's Clothes

A special act, "Auction Night," in which the garments of a 20-year old chorus girl were "sold," was terminated unexpectedly at the Empress theatre, Kansas City, Monday night when five deputy sheriffs stalked upon the stage and arrested Frank Sears, manager of the theatre.

Amateur Nights Continue at Rose in Troy

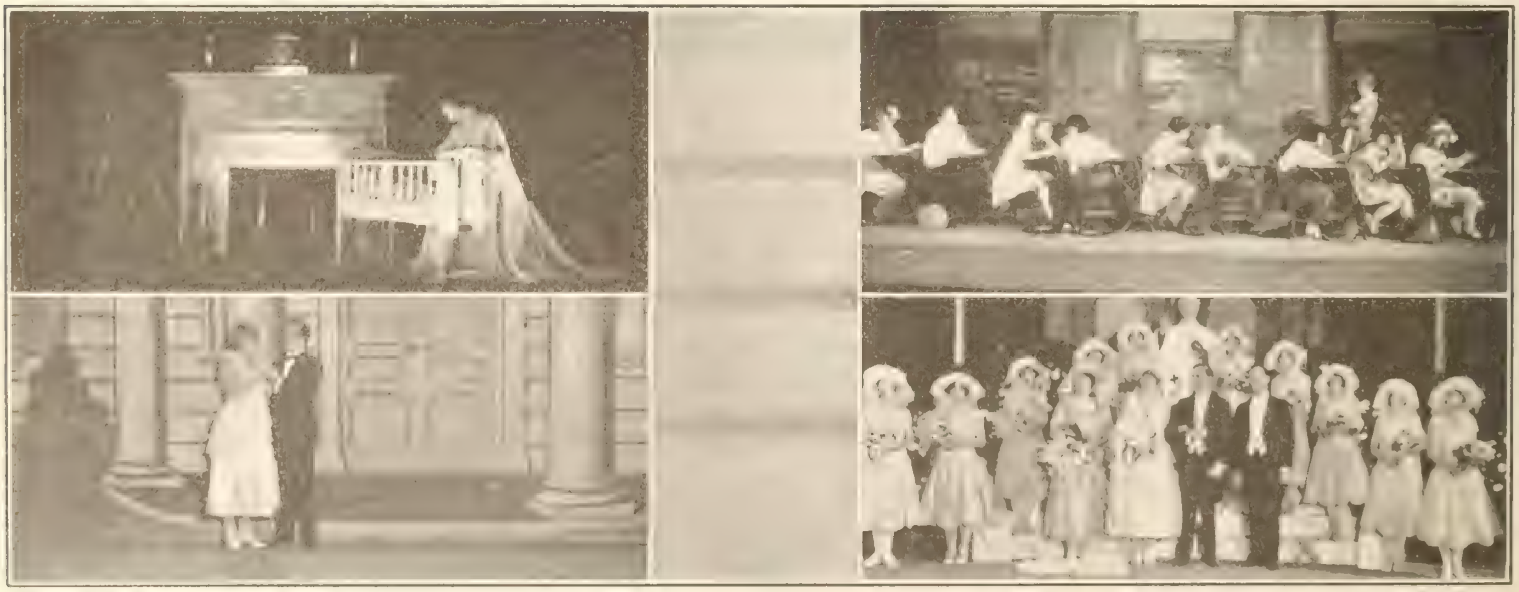
According to Jake Rosenthal, owner of the Rose theatre in Troy, N. Y., amateur nights are to be continued one night a week throughout the spring months, and as far into the summer as they will draw.

Legitimate Again at Majestic

Following a visit in Harrisburg, Pa., of Walter Vincent, of Wilmer & Vincent, it was announced that the Majestic in that city will change back from vaudeville to legitimate productions on April 15.

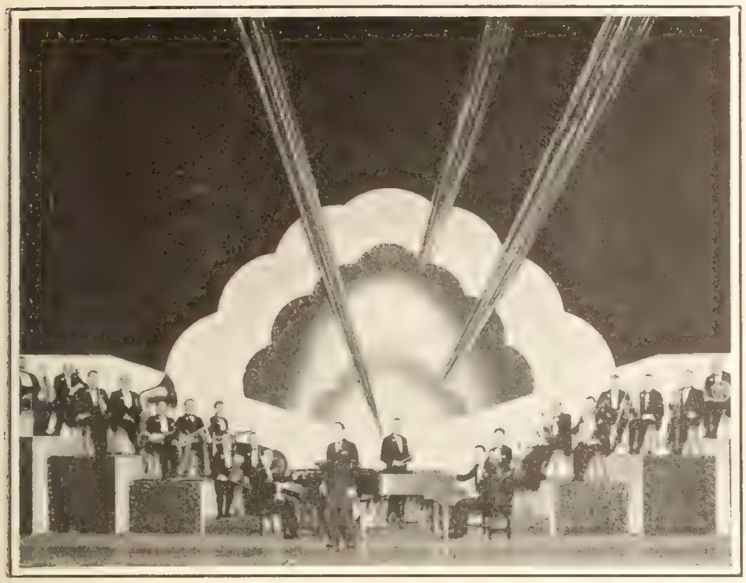
Blind Newsie in Avon Contest

The Avon theatre in Watertown, N. Y., ran an old fiddlers' contest this week, in which there appeared a blind newsie as well as a woman.



THE four-episode prologue staged for First National's "Memory Lane" by Edward L. Hyman at the Brooklyn Mark Strand Theatre is illustrated above. As shown in the photographs, the presentation depicted a romance from the cradle to the marriage altar, the first scene revealing fireside, with a cradle over which a soprano rendered a lullaby; the second, the "school days'" period of the sweethearts; the third, in which a transparent drop showing a colonial mansion exterior, the adolescent stage, with "Maytime" and "Will You Remember?" sung by soprano and tenor; and the finale, the wedding scene, which faded in from the previous episode.

Presentation Ideas And Settings



Unique setting featured in Fanchon & Marco's "Dream Song," in which Rube Wolf made his debut on the stage of Loew's State Theatre, Los Angeles. Curtains at back parted and revealed another stage.

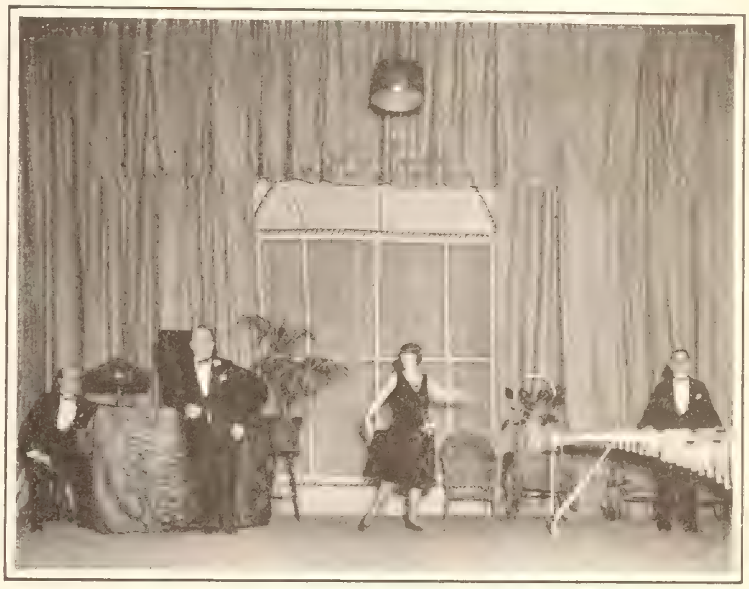
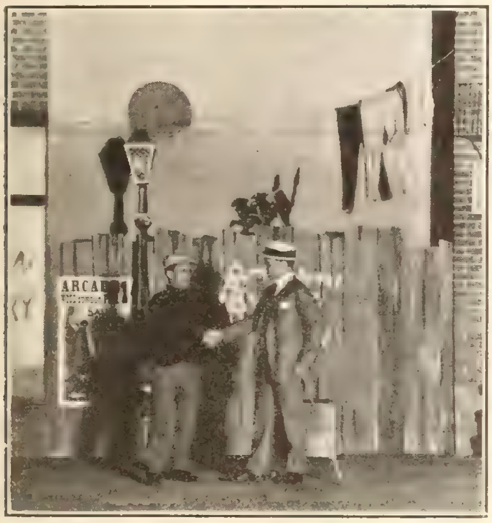
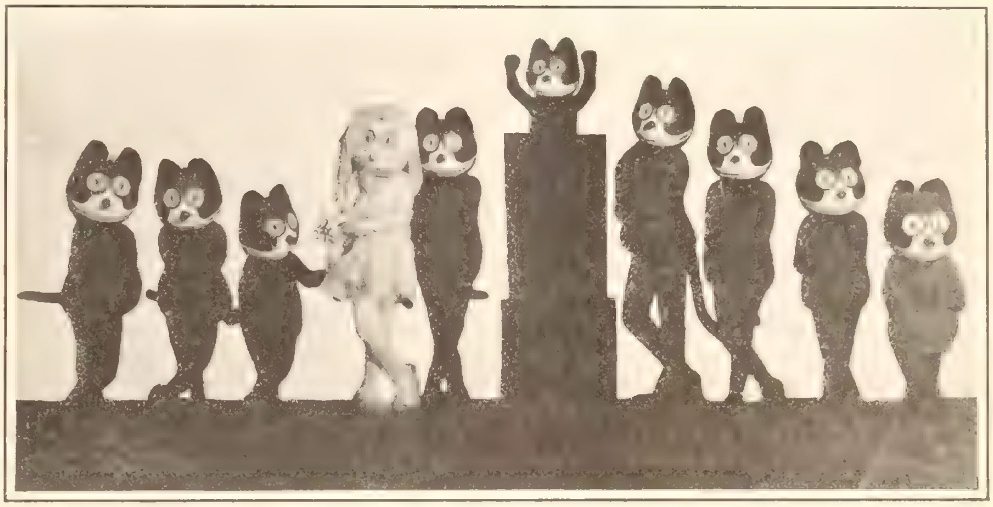


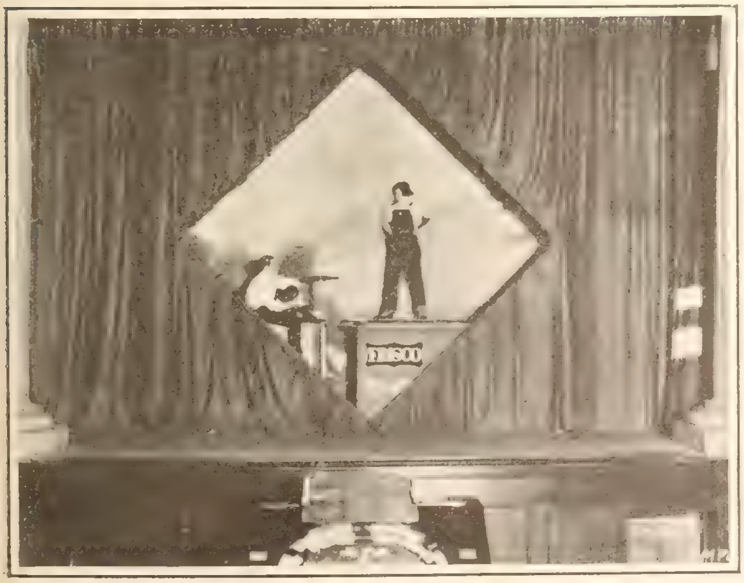
Photo above shows prologue for Warner Bros. "His Jazz Bride" staged at the Broadway Theatre, Charlotte. Jazz music and a Charleston dancer were featured.



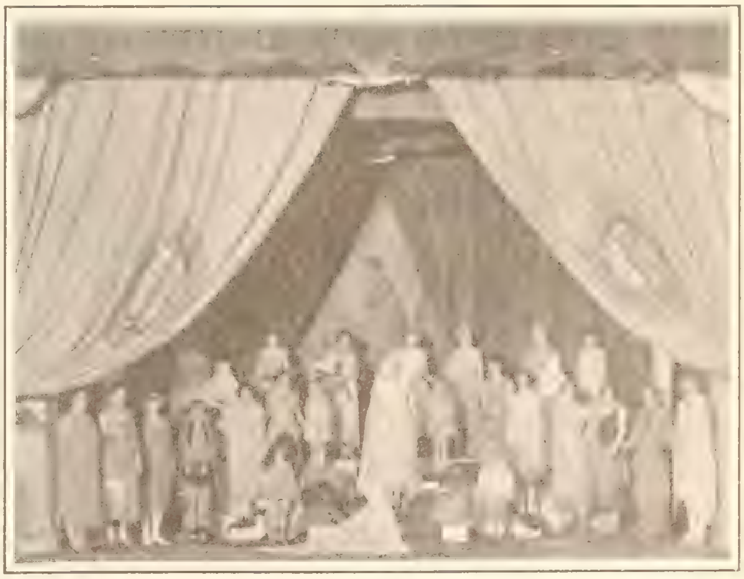
Guy Kenimer's prologue for United Artists' "Little Annie Rooney" at the Arcade, Jacksonville, Fla.



Finale of the "Wedding of Felix," a unique prologue for an Educational-Felix the Cat Cartoon staged by Ralph Ruffner at the Capitol, Vancouver. The number featured boy and girl pupils of a dance school.



An ingenious setting for a prologue for Metro-Goldwyn-Mayer's "Mike," presented at the Criterion Theatre, Oklahoma City. Featuring solos and duets by tenor and soprano.



Ensemble of the Fashion Review presented by Harry Somerville at the Crystal Theatre, Daytona Beach, Fla., in co-operation with local merchants.

Variety In Current Programs At Leading Baltimore Theatres

Elaborate supporting programs are being offered with feature pictures at the big Baltimore theatres this week.

The Embassy, presenting "Phantom of the Opera" for the second week, is offering a stage bill which includes "Rythmic Toes," an Albertina Rasch ballet act with Day & Aileen and 16 dancers featured, and Bernardo De Pace, mandolinist.

Helen Dobbin and 18 girls in an act called "The Ingenues" is the leading stage offering at the Rivoli, which presents "Memory Lane" as the featured screen attraction.

Harry Girard's Californians with "twenty Hollywood beauties" in a singing and dancing revue are on the bill with "The Auction Block" at the Century.

The Royal Garden Orchestra, a jazz band under the direction of Jerry Eby, is the main stage attraction at the New Theatre, where Jackie Coogan in "The Rag Man" is the featured photoplay.

Anderson's "Rhapsody in Jazz" at Rivoli

A John Murray Anderson production called "Rhapsody in Jazz" is the main stage presentation at the Rivoli, New York, this week. The number is based on George Gershwin's "Rhapsody in Blue." Among the novelties is a dog-dance by Jud Brady's Charleston Collies. Robert Stickney, late of the stage play "The Monkey Talks," appears as the "Tallest Waiter in the World."

The Rivoli Orchestra plays "Chimes of Normandy," and other musical features include two violin solos by Eugene Dubois, formerly concertmaster of the Metropolitan Opera Orchestra. Bebe Daniels in "Miss Brewster's Million" is the featured picture. Short films include the Rivoli Movievents, news reel, an Aesop Fable and "Soul of the Cypress," a scenic.

Gilda Gray Act Sets New Record for Mosque

New house records for the Mosque Theatre in Newark, N. J., are credited to Gilda Gray and her "Follies," playing that house the week of February 28. It is reported the Mosque figures were around $40,000 for the week, during which the featured photoplay was "Moana."

The leading stage number at the Mosque last week was Albertina Rasch's "Pastille Ballet." Stella Marchetti and Aramando Marbini, operatic singers, presented vocal music. "The Grand Duchess and the Waiter" was the screen feature.

Gordon Kibbler Orchestra at Broadway Strand

The Broadway Strand, Detroit, featured a double program last week on which Gordon Kibbler and his orchestra of novelty entertainers, featuring Louis Hood and Johnnie Jones, appeared as the stage attraction. The bill offered "Under Western Skies" as the main screen presentation.

New York Strand Bill Held Over

Colleen Moore in "Irene" and Joseph Plunkett's new Mark Strand Frolic were held over for a second consecutive week at the Mark Strand theatre.

Finalists in William Fox-Marion Star old-time fiddlers' championship tournament at the Grand Theatre, Marion. At extreme left, holding "The Iron Horse" cup, is the winner, John H. Mason, aged 68, of Mount Gilead.

Gallagher & Shean Star Act at State, St. Louis

Al Shean and James B. Carson who is pinch hitting for Mr. Gallagher in the latest version of Mr. Gallagher & Mr. Shean were the stage head liners at the Loew's State Theatre, St. Louis, the week of February 27. Most of their jokes revolved around automobiles and Fords. In one quip Shean put a beard on a Ford and sold it to a gentleman for a Lincoln.

Dorma Lee sang the prologue number for the stage feature. Don Albert and Tom Torry offered their usual high standard of music entertainment. "The Torrent" was the featured film of the week.

Jack Smith Heads Stage Bill at Metropolitan

Jack Smith, Victor recording artist known as "the Whispering barytone" is on the bill as an added attraction at Crandall's Metropolitan theatre, Washington, D. C., this week. He sings first at the piano, accompanying himself and then offers some tricky vocalizing in conjunction with the simultaneous rendition on one of the new orthophonic Victor machines. He closes the act with a group of songs with full orchestral accompaniment.

Seven Unit Show Offered at Alhambra, Milwaukee

The Alhambra Theatre last week offered a seven unit show in which the "Gilded Butterfly" was the featured photoplay. On the stage part of the bill were Ruth Pryor with her revue, including Zastro and White, Heinz Roemheld and his Alhambrans and an elaborate atmospheric prologue to the photoplay.

Rodemich Welcomed Home by Grand Central Patrons

Gene Rodemich returned home to the Grand Central, St. Louis, the week of February 27 after having spent several weeks as conductor of the orchestra at the Missouri Theatre, and judging by the welcome given him at the various performances of the week the regulars at the Grand Central were more than pleased to have him back again.

On the stage was a varied revue of the type made famous by Skouras Brothers. The Sixteen Missouri Rockets pranced in and out between the acts. Morton Downey's singing was very pleasing. Jimmy Dunn gave some of his wise old cracks. The Hicks Brothers and their banjos added much to the performances. Paul Small, Genie Wilrick and Desiree Tabor were others on the stage program.

Elaborate Show on Bill With "Mike" at Newman

An elaborate stage production titled "Fads and Fancies" was offered at the Newman, Kansas City with the photoplay "Mike" last week. Among the featured numbers in the presentation were Dempsey and Laveaux who presented a wide variety of sensational dancing. Soloists Marimba Ensemble offered musical selections with scenic interpolations.

Style Show Featured at Rialto, Omaha

The Herzberg-Rialto Spring Style Show with Ivan D. Martin's living models and professional entertainers, was offered in conjunction with "Dancing Mothers" at the Rialto in Omaha last week. The number was elaborate from the production standpoint and featured a wide range of feminine finery.

Taylor & Hawks in Stage Show at State, Detroit

"A Musical Breeze from Salty Seas" was the title of the act staged at the State Theatre, Detroit, last week. Fred Stritt with Herb and His Bunch had the support of several specialty numbers, including Taylor & Hawks, Eddie Mathews, Bob Carter and Lucille Burke. The State featured Buster Keaton in "Go West" on the screen.

"Volga Visions" on Victory Bill

"Volga Visions" was the title of the stage presentation in which Lawrence Bowen and Mary Holliday were featured at the Victory theatre, Denver, last week, in conjunction with "Mike."

Manufacturers to Hold Meeting in New York

THE Manufacturer's Division of the Association of Motion Picture Equipment Dealers of America, Inc., is to hold a meeting at the Hotel Astor, New York City, on March 12th and 13th.

It is expected that about eighty manufacturers will attend and that many important matters will be discussed.

F. & R.'s State at Sioux Falls Opens

M. L. Finkelstein, I. H. Ruben and William Hamm, owners of Finkelstein & Ruben, recently attended the opening of their new State theatre, at Sioux Falls which has just been erected and outfitted as the most complete theatre structure in South Dakota.

This is one of the companion houses which F. & R. had under erection at the same time and two of which will be opened this month. The first of these was the Eau Claire State and the next will be the State at Fargo, opening about March. 15.

The Sioux Falls State seats 1600 and is located on the main street, Phillips Avenue, in this thriving city of 35,000, about three blocks from the accepted "rialto."

Its presence is heralded by the largest theater sign, if not the largest electric sign of any kind in the state of South Dakota.

Incidentally it is said that the placing of this sign has awakened the entire street to the possibilities of the electrically iluminated sign and even the power company located across the street has hung out a big one and other firms are following suit.

Roy Niles has been brought from Mitchell, S. D., to manage the house.

F. & R. are reported as having spent $350,000 on this theatre and it is said to be complete to the last electric wall socket for the curling irons of the occupants of the 10 large dressing rooms provided. The stage is large and the height above it a full 60 feet so that it may accommodate, if desired, any of the traveling productions playing in this part of the country.

Wurlitzer organ equipment is used and the 10 piece orchestra will be directed by C. H. Niles, brother of the manager and a leader of some note in the Dakotas.

Butterfield Acquires New Theatre Site

W. S. Butterfield announces that a deal has been closed for the southeast corner of Federal avenue and Baum St. as the site for the new Saginaw theatre he announced here last month and he stated further that ground will be broken in the early spring for a fire proof structure at a reported cost of between $400,000 and $500,000. The seating capacity will be between 1,800 and 2,000.

Wilmer & Vincent's State Formally Opened

The State theatre, Easton, Pa., the newest in the big chain of vaudeville and picture houses operated by the Wilmer & Vincent Company, of New York City, was formally opened to the public on the night of March 8. It is devoted to Keith vaudeville and pictures and holds three performances a day, at popular prices.

PLAIN FACTS ABOUT PATENTS

on Automatic Ticket Registers

The patent situation in regard to automatic ticket registers is of vital importance to every motion picture exhibitor and dealer in motion picture supplies in the U. S. and Canada.

Only Two Registers

There are only two automatic ticket registers of this type manufactured and sold in this country. These are:

1. Gold Seal Ticket Registers

Manufactured under patent owned by the Automatic Ticket Register Corporation of New York, Inc., and sold by this corporation.

2. Simplex Ticket Registers

Patented by William L. Sullivan and manufactured and sold by the National Electric Ticket Register Company of St. Louis.

Simplex Sues Gold Seal

Attention is called to a certain suit brought in the United States Court for the Southern District of New York by the National Electric Ticket Register Company, William L. Sullivan, President, against the Automatic Ticket Register Corporation of New York for alleged infringement of its patent 1,145,818. This suit was tried in October 1924 before Judge Augustus N. Hand, a leading jurist on patent law, sitting on the United States bench in New York City.

But Simplex Loses Every Point

This suit was decided by Judge Hand in favor of the Automatic Ticket Register Corporation in a decision handed down September 15, 1925; holding each and every claim of said patent 1,145,818 **invalid** and adjudging against the plaintiff all court costs in said case.

Sullivan Was Under Contract To the Temco Company

Attention is called to the fact that William L. Sullivan was employed by the Temco Manufacturing Company of St. Louis from October 1909 to October 1911 as a draftsman. He was under written contract with the Temco Company (the patents of which are controlled by the Automatic Ticket Register Corporation) to assign any inventions made by him while in its employ or for which he files an application for patent within three years after leaving said employ, to the Temco Manufacturing Company.

But Sullivan Broke His Contract And Illegally Sold a Patent To the National Co.

Notwithstanding this contractual obligation, Sullivan, within nine months after leaving the Temco employ, applied for a patent on a motor-driven machine, U. S. Patent 1,308,966, using the knowledge gained by him while in the Temco employ in making an improvement on the Temco Foot Pedal Machine. This patent 1,308,966, Sullivan assigned illegally to the National Electric Ticket Register Company.

However, the Court Awarded This Patent to Its Rightful Owner —the Temco Co.

The St. Louis Circuit Court, before whom the issues were tried, awarded the first patent No. 1,308,966 on motor-driven ticket registers invented by Sullivan, to the Temco Company which now owns said patent. And, as the Temco Company patents are controlled by the Automatic Ticket Register Corporation, this patent is controlled by the makers of Gold Seal Registers.

And Damages Against Sullivan Are Now Being Determined

Under the decree of the St. Louis Circuit Court, the question of determining damages due the Temco Manufacturing Company for the acts of Sullivan and the National Electric Ticket Register Company in connection with Patent 1,308,966, is now pending in St. Louis before a Master in Chancery.

Also a Permanent Injunction Against Sullivan and the National Co. Has Been Issued

The St. Louis decree has also granted a permanent injunction against the National Electric Ticket Register Co. (Manufacturers of Simplex machines), William L. Sullivan, William L. Peabody, et al. against their manufacturing, selling, disposing of, or using Ticket Registers embodying the subject matter of said Patent 1,308,966.

Be careful of claims made by unauthorized Dealers that other ticket registers are "JUST AS GOOD."

Insist on receiving FULL VALUE FOR YOUR MONEY by placing your orders for the world's highest standard, the GOLD SEAL TICKET REGISTER.

For name of your nearest dealer and full information concerning SUPER GOLD SEAL TICKET REGISTERS, including MANAGER'S OFFICE RECORDER, giving complete electrical box office control of every ticket sold.

Write to

AUTOMATIC TICKET REGISTER CORPORATION.
723 Seventh Avenue, New York. N. Y.

Insist on Genuine Gold Seal Registers

This is the stone taken from the world's oldest theatre, the Dionyssus, built at Athens in 496 B. C. The figure below is that of Satyrus, the great Greek comedian. This stone was taken from the Dionyssus Theatre which was built in Athens 496 years B. C. and the Greek Government has permitted the Paramount Films (Greece) Ltd. to remove it to New York to be used in the office building and theatre of the Famous Players-Lasky Corp. which is now under construction.

San Francisco's New Pantages Termed Masterpiece of Construction

THE doors of San Francisco's New Pantages Theatre and office building, constructed at a reported cost of $3,500,000, were opened to the public on the evening of Feb. 20th. The theatre seats 2,400.

Its designer, B. Marcus Priteca, has adapted the lines and motives of the Cantabrian Cathedral of Leon to a building to house vaudeville. The building is Gothic in composition, loaded with renaissance ornament. That quality has been caught well enough by Priteca, who used considerable skill in the task of backing it with modern plate glass—one of the requirements of the age. "Gingerbready," some critics may call it. "Authentic," the more discerning will say.

The foyer is a masterpiece. It is a large anteroom with gray walls, oaken doors, a barrel vault ceiling, laid over with panels in gold and purple covered with intricate arabesques. The hall is in keeping, with sunburst medallions overhead done in Byzantine decoration.

The auditorium is huge, and thoroughly Spanish in a manner novel hereabouts. The masonry is in imitation travetine and limestone, with occasional bits of Boticino marble. The organ facade and grillage give the whole an ecclestiastical effect. It is primitive and striking. The designs are robed figures, in framing bold and ornate in extreme. The lines are rounded.

At the time the Leon Cathedral was built the only available craftsmen were French silversmiths accustomed to work in soft metals. It is curious to see how the idea was carried out in the materials of this day, and with what pleasing and ingenious results.

The ceiling is interwoven and done in Moorish colors, the whole supporting a colossal shell for the central light. There are no beams supporting the balcony, and the smoker's loge above is narrow, just large enough to hold those who would like to smoke while being entertained. That's a liberal idea. San Francisco is one of the few cities in the country where an enlightened fire commission permits smoking in the theatres.

Bell & Howell Establish New London Branch

J. H. McNabb, president of the Bell & Howell Company, accompanied by Mrs. McNabb, has just left for New York enroute to London on an extended business trip.

Mr. McNabb, who is considered an authority in the manufacture and use of motion picture producing and processing equipment, will spend a day of two in New York at the Branch Office of his Company, visiting with the professional film producers using Bell & Howell equipment located in that city, after which he and Mrs. McNabb will embark for London, England where a new branch office is to be established.

"The rapid growth of our foreign business" stated Mr. McNabb shortly before leaving, "has made this move necessary to enable us to extend a closer service to our European users. Personal Service is the foundation on which our business has been built and we feel that only by the establishing of a foreign branch office can we properly serve or increasingly large number of users in England and other countries."

Eighth Link of Cleveland Chain Opened

The Lyric, the eighth link in the Cleveland theatre chain operated by Messrs. Max Lefkowitz and Abe Polster, opened last Thursday night to one of the largest invited audiences ever gathered together in this city. A brand new blizzard and a fifty mile gale did not mar the occasion. The Lyric, located at Lorain Ave., and West 116th St. has 1,200 seats and was built at a cost of $180,000. All seats are on one floor. The owners invited all members of the local exchanges, exhibitors and their friends to attend the formal opening which took place at 10:30 p. m. An elaborate program was presented.

New Theatre at Baltimore Holds Premiere

Len Berman, owner of the Independent Film Corporation, with offices in Philadelphia and Washington, who is building up a chain of theatres in this territory, opened his new Embassy Theatre in Baltimore on Sunday evening, February 28th. The house, which was built in Spanish design, has a seating capacity of 2,500 and is the third house to be acquired by Mr. Berman within the past three months, the others being located in Shenandoah and Bethlehem. He now also has one in course of construction at South Bethlehem. Following the opening, a buffet supper was served in the ballroom of the Hotel Emerson.

New Theatre Planned for Chandler, Oklahoma

The present owners of the Odeon Theatre, Chandler, Okla., have made plans for a new theatre which will have floor space of 30 by 140 feet and a seating capacity of 500, including balcony.

It is announced that the owners are investing sufficient funds in this new building to make it thoroughly modern and attractive.

Capitol Theatre, Niagara Falls, Meets Demand for Family Theatre

NIAGARA FALLS' new Capitol theatre has been opened to the public. Completed at a cost of over $300,000, in arrangement of the interior and richness of design this beautiful community house on Niagara street, near Thirteenth, is one of the most attractive in western New York. The Capitol, which is owned by the Niagara Theatre corporation, with Thomas De Santis, president and treasurer and Peter Paonessa, vice president and general manager, has a seating capacity of 1,400.

The promoters have endeavored to meet the demand for a family theatre more convenient to the thickly populated residential districts removed from the down-town business section, and have succeeded in filling that requirement at no sacrifice of richness and comfort. The policy is motion pictures and two acts of vaudeville.

The house conforms with the latest accepted standards of theatre construction. Flanking the entrance to the lobby at either side are accommodations for three modern and up-to-date stores, and on the second floor facilities have been provided for twelve offices.

The elaborate richness of the interior decorative scheme is apparent, immediately upon entering the lobby, where the decorators have created an atmosphere of welcome in old ivory and gold enlivened with soft tones of rose and blue.

In the lobby are five tear-drop crystal chandeliers, with one central fixture providing both direct and indirect lighting. The lobby side walls are mottled in burnt orange and panelled at the base in specially quarried Italian marbles and quartz. The striking feature of the auditorium is the richness of the central dome and the artistic beauty of the three large paintings visible from any part of the house.

The general scheme of the auditorium appears to be a modern adaptation of the Corinthian style; modern in that the classic simplicity is offset by the richness of the Georgian period. Wide, ceiling-high panels on the sidewalls are done in tapestry effect, with old rose and gold the predominating note. This is reflected in the old rose velvet hangings and the central motif of the design which completely encircles the ceiling and the upper part of the side walls.

The proscenium arch is of classical design, graced at its top by a row of formalized acanthus leaves. It is highlighted in antique gold, rose and blue, and blends with the lavish use of gold leaf which characterizes decorations of the Georgian period. The seats are of the latest design. The capacity of the lower floor has been limited to 1000 by the use of oversize chairs but their pneumatic cushions and greater size gives greater comfort for the patron. Together with the luxurious loges at the front of the upper section, the balcony provides accommodations for 400 and is marked by unusually clear vision of the stage.

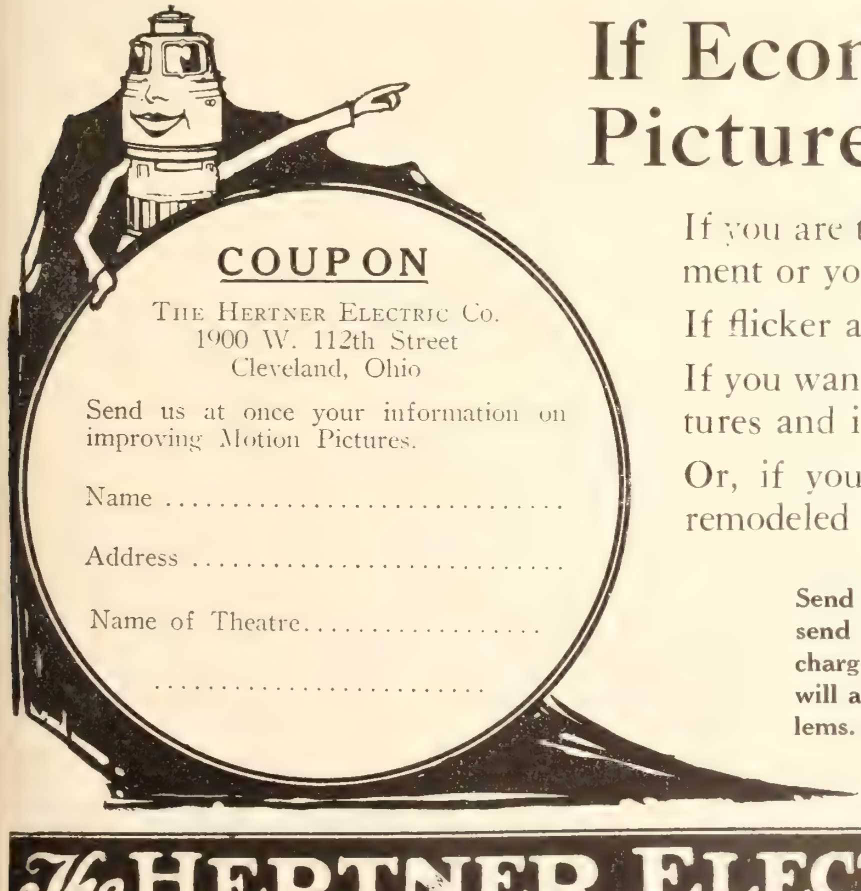
The heating of the auditorium is accomplished by the vacuum system by which the steam is most effective when circulated at the low pressure of from eight ounces to one pound. Concealed by ornamental grilles, a radiation surface of 4700 feet efficiently warms the interior. A system of electric ventilators completely changes the air it is claimed, of the interior every ten minutes.

The stage is of unusually generous proportions and is one of the largest available for vaudeville in Niagara Falls. It is 78 feet wide, 25 feet deep and 50 feet high, provided with every facility for the presentation of the most elaborate productions. The switchboard controls an elaborate electric system which provides all the varying degrees of four different color effects in the auditorium, and three on the stage.

The front curtain of the stage is an innovation in Niagara Falls. Weighing over 2,000 pounds, it is a combination front drop and asbestos in which each thread has a score of strands of brass. A special safety feature is the automatic device which drops the curtain immediately in case of fire. This curtain alone represents an investment of approximately $1,500.

The booth equipment is thoroughly up-to-date. It includes two Simplex machines, with Peerless reflector arc lamps; a Hertner generator, Superlite lenses, spotlights, etc. The equipment was installed by the Becker Theatre Supply Company of Buffalo.

Fire hazards have been eliminated by the care exercised in planning the building, but should it be necessary to empty the building quickly, sixteen exits are instantly available. Arthur H. Fleury is conductor of the orchestra. An organ will be installed at a later date.



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1900 W. 112th Street
Cleveland, Ohio

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If you are troubled with inadequate projection equipment or your cost at the meter is too high —

If flicker and fluctuation are constantly annoying —

If you want to produce better pictures from good pictures and increase your audience —

Or, if your projection room is to be remodeled or equipment altered —

Send in the coupon and we will send you, absolutely free of charge, valuable information that will aid you in solving your problems.

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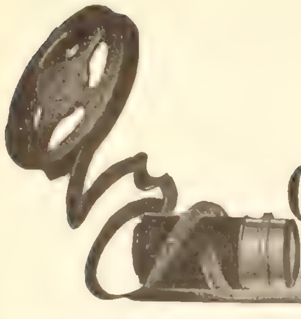
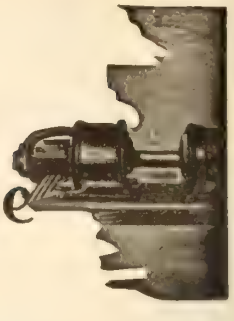
1900 W. 112th. Street Cleveland Ohio U.S.A



Projection

Optics, Electricity, Practical Ideas & advice



Inquiries and Comments

A Wonderful Thing

APROPOS of the discussion of stereoscopic pictures carried in these columns several weeks ago comes news from Hollywood of a wonderful invention for which, to put it mildly, some startling claims are made.

If the claims advanced are true, then such things as stereoscopic pictures, perfect shots through rain, fog and glass windows, and scenes taken at a distance of 50 miles, will all form a part of the day's work occasioning no greater effort than an ordinary snapshot on a bright day.

The source of our information is a news item carrying a Hollywood date line. It reads as follows:

Startling Claims Are Offered by Inventor

HOLLYWOOD, Feb. 20.—Revolutionary changes in motion picture-making may be impending.

Hollywood producers stand amazed before a small device, invented by Max O. Miller, for which these claims are made:

Stereoscopic pictures, with depth dimension.

Perfect shots made in rain and fog.

Scenes made through a glass window.

Scenes taken clearly of objects 50 miles distant.

Faultless pictures of actors without makeup.

Moreover, the device, attached to an ordinary camera, by elimination of strong light, will do away with "Kleig eye."

These claims are not yet proved beyond doubt, but demonstrations made in Hollywood have seemed to verify them.

The value of the Miller invention over others, is that, unlike them, it does not call for new kinds of cameras or screens.

The inventor claims to have been offered $50,000 for outright sale, but will only dispose of licenses to use.

Interesting—If True

It is with no intent of being facetious that we use the term ordinarily applied to unproven claims for inventions, viz., "Interesting—if true."

Lacking more authoritative information than that supplied by a reporter, possibly of the itinerant variety, it behooves us to mark time for a while, pending the reception of more definite advices concerning these all embracing claims.

Yet they should be received with an open mind, for in these days of widespread mechanical ingenuity, with radio-movies seemingly just beyond the horizon, one must be prepared for any eventuality—particularly in the motion picture field.

Speculative Thoughts

In the meantime, we cannot resist the temptation to speculate over the probable character of this device. It presents many tantalizing angles because the separate claims advanced cover so many divergent fields.

Take the matter of stereoscopic pictures. Any true stereoscopic effect would immediately imply a binocular (two lens) affair and the formation of double images. If the device is not of this character, then the claim is based upon illusionary effects of the order described in these columns just recently.

Furthermore, it seems improbable that any device attached to a camera can produce any marked illusion of depth without the assistance of auxiliary devices in the theatre.

Effect of Rain and Fog

The question of making perfect "shots" in heavy rain and fog is open to considerable speculation. It all depends upon the kind of a "shot" desired—whether one in which rain or fog is a natural part of the picture or one in which it is desired to photograph the scene as it would appear were the rain or fog not present.

The well-known grayness and flat appearance of objects so evident during rainy or foggy weather results from the extreme degree of light diffusion in combination with the absorption and reflection of the shorter wave lengths (blue and ultra-violet rays) by the minute particles of water filling the air.

These shorter wave lengths (ultra-violet) are the so-called active rays which are extremely active on a photographic plate and their comparative absence in dense fog and rain make necessary the use of longer exposures or a greater light collecting angle to make up the deficiency.

It would be reasonable to assume, therefore, that this new device possessed such a large collecting angle of light in order to compensate for the lower intensity of photographic light during "dirty weather" as the sailors say.

This is further borne out by the claim that the device will permit the use of lower intensities of light for normal scenes, thus reducing the danger of incurring "Kleig-eyes" which are a direct result of over exposing the eyes to the action of ultra-violet rays. These two claims are thus related.

Glass Windows

The photographing of scenes through clear glass windows is, ordinarily, not a difficult matter. The thing that is required is a fairly high intensity of light on the scene behind the window—or at least an intensity much higher than that on the camera side of the window so as to wipe out images which, otherwise, would be reflected from the surface of the window and superimposed upon the real image, giving a double exposure effect.

It is difficult to see just how the device in question would get around these reflected images unless a specially prepared dark background (back of the camera) was used.

Scenes at 50 Miles

Here again there is some question as to what is meant—whether scenes used in the pictorial sense or scenes as used in motion picture language (containing characters, props, etc.).

Mere distance, fortunately, is no obstacle to photography, else modern astronomy would find little wherewith to support its claims concerning the characteristics and behavior of celestial bodies. Here the distances involved are not miles, but "light-years"—hundred of millions of miles.

On this earth of ours, scenes, as used in the sense of the post-card artist, located far away from the camera are photographed by means of the telephoto lens—a combination of a long focal length positive lens with a negative one of short focal length.

The two used together (placed a certain distance apart) result in the combination having a focal length much less than that of the positive element without in any way impairing its operation. In other words, the advantage of long focal length is obtained without the inconvenience of using excessively long cameras.

If detail is to be observed at great distances the only thing involved (assuming clear atmosphere) is magnification. It is reasonable to suppose, however, that the new device is intended to overcome the diminution in light intensity due to heavy atmospheric absorption and if this is true, the thing involved is again wide collecting angle.

Vague

The claim of "faultless pictures of actors without makeup" is rather vague since makeup is necessary if for no other reason than that of character portrayal. It is difficult to see just wherein lies the basis for this claim as, in a large way, the photographic effect of various colors, used in makeup, is involved.

There are too many possibilities open for reasonable conjecture on this point.

DUPLEX
Adjustable Splicing Block

BY FAR THE BEST
AND MOST LASTING
LOW PRICED SPLICING MACHINE
MANUFACTURED

$14.00 Plus Postage

Duplex Motion Picture Industries, Inc.
Dept. N Long Island City, N. Y.

Convention of S. M. P. E. to Be Held in Washington

THE spring meeting of the Society of Motion Picture Engineers will be held in Washington, D. C., May 3rd to 6th, inclusive.

Mr. C. Francis Jenkins has been appointed Chairman of the Arrangements Committee and is planning many special features for this coming convention.

E. J. Vallen Co. Broadcasts Weekly From WADC

An innovation in the methods of securing publicity by motion picture theatre equipment manufacturers was inaugurated by E. J. Vallen of the Vallen Electric Company, Akron, Ohio, who is broadcasting through Station WADC located at the Allen Theatre, Akron, Ohio, for one-half hour each week during March.

It is understood that the Vallen-Company are to put on a very interesting program during their half-hour each week, and that as a result of this publicity it will be interesting to watch the effectiveness of this new form of advertising for equipment manufacturers.

Ticket Machine Lets Manager Watch Sales in Office

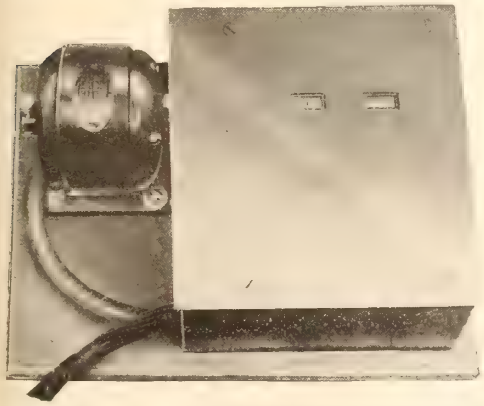
One evidence of the prosperity of the Motion Picture Business is the heavy demand for uptodate and new equipment and accessories.

One of the newest devices for facilitating efficiency in theatre management, is the Manager's Office Recorder, just brought out by the Automatic Ticket Register Corp.

Edgar S. Bowman, Treasurer of that Corp. is very enthusiastic about the way this new recorder has been received by some of the most prominent and important theatre managers in the country.

It's particular value is to the busy manager who does not have to interfere with the work of his cashier in order to observe the number of tickets sold. He is able to do this from his own office, and that this convenience is appreciated is shown by the number of orders for installation the Automatic Company has received.

The new Super Gold Seal 1926 model ticket machines now in production, are being delivered to theatres who have contracted for such installations.



A new ticket machine that gives long distance vision to managers. The "Manager's Office Recorder" just placed on the market by the Automatic Ticket Register Corp. permits managers to watch the sales of tickets made at their box offices through records automatically made while in their private offices.

L. J. Sinnott, newly appointed district sales manager of Hertner Electric Co.

L. J. Sinnott Made District Sales Mgr. of Hertner Electric

L. J. Sinnott, for ten years connected with General Electric Company and a pioneer in the motion picture equipment industry, has been appointed district sales manager for the Hertner Electric Company of Cleveland, manufacturers of the Hertner Transverter, it is announced by John Hertner, president.

The company under the direction of Mr. Hertner has just completed the biggest year in its history, with indications pointing to a new high mark in 1926. To Mr. Hertner is credited much of the advancement made in screen results in the country's theatres in the past fifteen years, during which he has made many important contributions to the field of theatre equipment.

Mr. Sinnott in joining the Hertner organization brings to it a wealth of practical experience in the motion picture industry. For ten years with the General Electric Company, he has the distinction of having installed one of the first direct motion picture mercury arc rectifiers ever used in Cleveland. Many years of experience as salesman and sales promotion executive qualifies him admirably for the new work he has undertaken.

The Hertner product is sold through leading distributors throughout the country. More than 2,000 transverters are now in use in representative theatres.

Fight Competition of other houses with Action in your Sign

Reco

Flashers

Made up to give any desired action effect. Have been leaders for 20 years. Used on 85% of the flashing electric signs. Exceptional features of adjustability.

Color Hoods

Made for standard sizes of bulbs in clear, fadeless colored glass. Choice of six brilliant colors. Superior to and cheaper than dipping

REYNOLDS ELECTRIC COMPANY
2628 W. Congress St., Chicago
Mfrs. also of Reynolds Motors, Reco Show Window Flashers, Traffic Controls, Reflectors for Poster Boards, etc

RADIO-MAT
PATENTED

TALK from your screen
WITH your quickly
TYPEWRITTEN MESSAGES.

WHITE, AMBER or GREEN.

Accept no substitute.

IS THE STATIONERY OF THE SCREEN

RadiO-Mat Slide Co.
New York

REACH THE THEATRE BY MAIL THRU OUR UP-TO-DATE MAILING LIST SERVICE
18138 U. S. THEATRES SHOWING PICTURES

Under 250 seats, 30%; under 500, 70%; under 800, 85%; over 800, 15%.
The most economical method of reaching theatres is our ADDRESSING SERVICE. $4.00 PER M UP. Lists if desired. 30 to 50% saved in postage, etc., through elimination of dead and duplicate theatres usually listed. Lists of Producers, Distributors and Supply Dealers.

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AN improved type of lens, unsurpassed for light transmission, sharpness, and reproduction of all the fine tone gradations of the film image.

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853 Clinton Ave., North Rochester, N. Y.

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents.

Wanted

WANT to lease movie theatre 600 seats or over; anywhere in State of Wisconsin; would consider house somewhat run down, or will buy interest in bona fide proposition where owner wishes to retire; all replies absolutely confidential. Address, Box 660, Motion Picture News, Chicago, Ill.

MANAGER or Assistant; 5 years with Broadway picture house; efficient; live wire; progressive; best references. Box 630, Motion Picture News, New York City.

MUSICAL DIRECTOR.—At liberty; 16 years in prominent New York movie theatres; age, 37; wish connection with first class theatre anywhere where a perfect musical setting is demanded and appreciated; immense library. Director, care of Cody, 425 W. 46th St., New York.

WANTED.—To lease good theatre, or take job as manager; have had 12 years' experience; married; can give best of reference. Address, E. L. Marquet, Opera House, Richmond, Ohio.

MOVING PICTURE OPERATOR (licensed), signpainter, wishes steady position anywhere. J. Hengartner, 841 Tiffany St., New York City.

OPERATOR and electrician with 9 years' experience in large houses; married; wants work at once. W. F. Ingalls, 313 So. "B" St., Oskaloosa, Iowa.

MANAGER.—At liberty after March 15th; 20 years' experience managing vaudeville, road show, combination, picture, and picture with presentation houses; able to do own publicity and exploitation work; able to build own presentations and prologues; also able to buy and book vaudeville, pictures and road shows; have the very best of references from former positions and recognized showmen; am a business getter, as proven, and like lots of hard work; prefer large Class A theatre or a group of smaller houses; salary, what I am worth to you, or will consider percentage proposition, or a fair starting salary; married; 39 years old; will go anywhere if there is chance of advancement. Address, Manager, Motion Picture News, New York City.

For Sale

TWO SIMPLEX MACHINES, complete with motors; fine condition, $300 each; National ticket-selling machine, $50; Brandt Changer (cost $100), $25. Box 82, Canton, Ohio.

THEATRE for long lease or sale; fully equipped pictures or road shows; seating capacity, 900. Charles Bellinger, Findlay, Ohio.

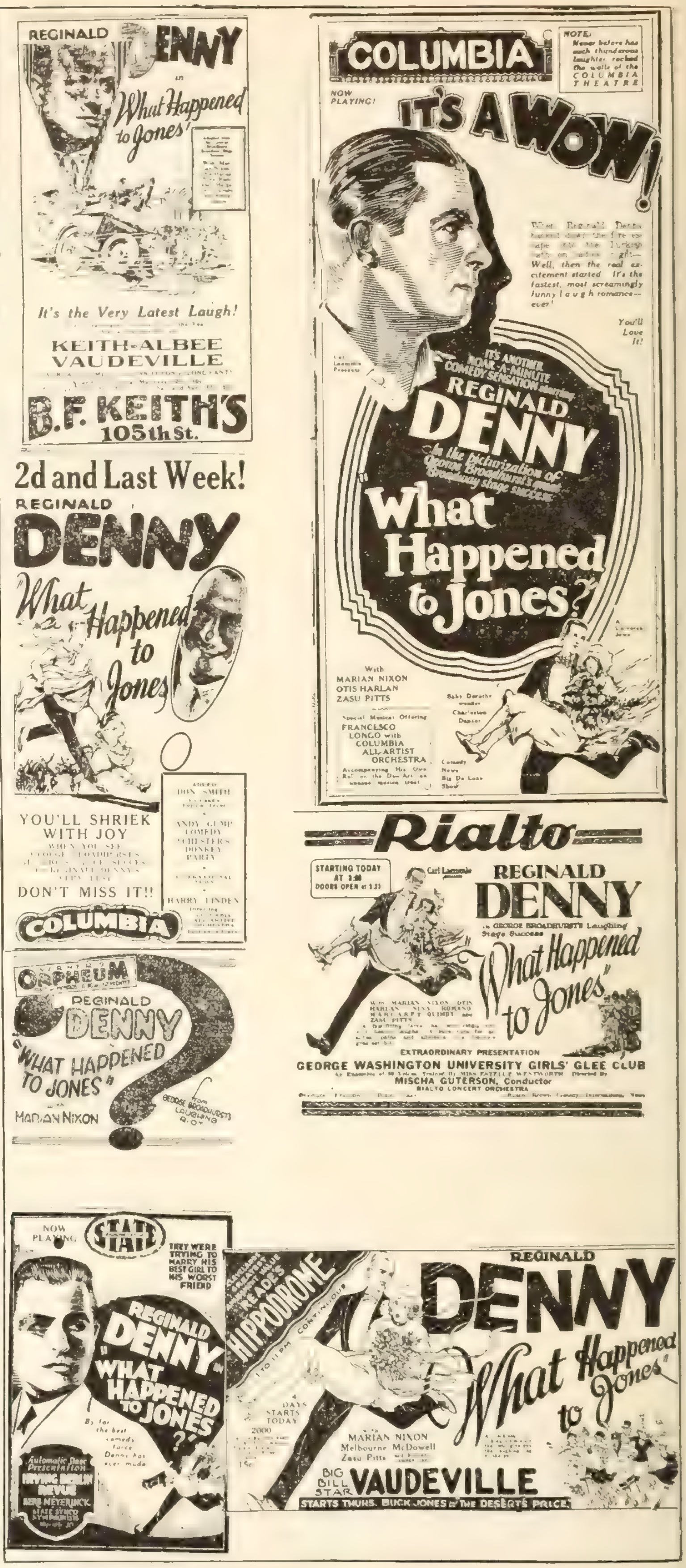
FOR SALE.—Beadle's dime novels; invaluable plot material. James Madison, 544 Market St., San Francisco.

SUITCASE PROJECTORS.—Brand new, modern, popular make; complete, ready to run; while they last, $50 each. Brinkman, 607 W. 137th St., New York. Mail only.

DEALERS.—Verascope stands and mechanisms; Edison supermechanisms at bargain prices; Gundlach Radiant lenses, new, 5¼, 5½ and 7-inch focus; value, $45; sell $15 each; like new Kliegl plugs and pin connectors, 5, 15 and 30-ampere, 50 cents each. Brinkman, 607 W. 137th St., New York. Mail only.

FULLY EQUIPPED neighborhood theatre in northern Indiana city; doing fine business; for rent; priced right for quick sale; worth investigating. Box 640, Motion Picture News, New York City.

ORGAN.—See D'Art Ridge for bargains in used Wurlitzers, Seeburgs, Fotoplayers, Cremonas, Kimballs, Bartolas, Robert Mortons, Reproducos, Electric Pianos and Music rolls. Have you an organ, piano or music roll to sell? List them with D'Art Ridge, 845 S. Wabash (6th floor), Chicago.


REGINALD DENNY in What Happened to Jones
It's the Very Latest Laugh!
KEITH-ALBEE VAUDEVILLE
B. F. KEITH'S 105th St.
COLUMBIA
NOTE: Never before has such thunderous laughter rocked the walls of the COLUMBIA THEATRE
NOW PLAYING!
IT'S A WOW!
You'll Love It!
REGINALD DENNY
What Happened to Jones?
MARIAN NIXON
OTIS HARLAN
ZASU PITTS
2d and Last Week!
REGINALD DENNY
What Happened to Jones
YOU'LL SHRIEK WITH JOY
DON'T MISS IT!!
COLUMBIA
ORPHEUM
REGINALD DENNY
"WHAT HAPPENED TO JONES"
MARIAN NIXON
Rialto
STARTING TODAY
REGINALD DENNY
"What Happened to Jones"
EXTRAORDINARY PRESENTATION
GEORGE WASHINGTON UNIVERSITY GIRLS' GLEE CLUB
MISCHA GUTERSON, Conductor
NOW PLAYING
STATE
THEY WERE TRYING TO MARRY HIS BEST GIRL TO HIS WORST FRIEND
REGINALD DENNY
WHAT HAPPENED TO JONES?
HIPPODROME
REGINALD DENNY
What Happened to Jones
MARIAN NIXON
Melbourne McDowell
Zasu Pitts
BIG BILL STAR VAUDEVILLE
STARTS THURS. BUCK JONES in THE DESERT'S PRICE

The dash and humor of "What Happened to Jones" (Universal) has been reflected in rather telling fashion by the newspaper displays of first-run houses, the majority of which elected, wisely enough, to follow closely the press-book suggestions and layouts. The ads shown in the group above include displays by: State, Oakland, Cal.; Columbia, Portland, Ore.; B. F. Keith's, Cleveland; Warners' Orpheum, Chicago; Reade's Hippodrome, Cleveland; Columbia, Seattle.

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Amazing Quest, The	Henry Edwards	Cranfield & Clarke	5500 feet	
As No Man Has Loved	Special Cast	Fox	7929 feet	Feb. 28
Battler, The	Kenneth McDonald	Bud Barsky (S. R.)	5000 feet	
Below The Line	Rin-Tin-Tin (dog)	Warner Brothers	6001 feet	Oct. 31
Big Pal	William Russell	Ginsberg Dist	4543 feet	Oct. 24
Black Cyclone	Rex (horse)	Pathe	5058 feet	May 30
Business of Love	Pitts-Horton	Astor Dist. (S. R.)	6008 feet	Dec. 19
California Straight Ahead	Reginald Denny	Universal	7238 feet	Sept. 12
Coast of Folly	Gloria Swanson	Paramount	6840 feet	Sept. 12
Coming of Amos	Rod La Rocque	Prod. Dist. Corp	5677 feet	Sept. 19
Cyclone Cavalier	Reed Howes	Rayart (S. R.)	4928 feet	Sept. 26
Dark Angel, The	R. Colman-V. Banky	First National	7311 feet	Sept. 26
Don Q, Son of Zorro	Douglas Fairbanks	United Artists	10264 feet	June 27
Free to Love	C. Bow-D. Keith	B.P.Schulberg(S.R.)	4825 feet	Jan. 2
Freshman, The	Harold Lloyd	Pathe	6883 feet	July 25
Galloping Jinx	Buddy Roosevelt	Artclass Pict	4488 feet	
Great Sensation, The	W. Fairbanks-P. Garon	Columbia (S. R.)	4560 feet	Sept. 26
Havoc	Special Cast	Fox	9200 feet	Aug. 29
High and Handsome	" Lefty " Flynn	F. B. O	5669 feet	Feb. 20
His Majesty Bunker Bean	M. Moore-Devore	Warner	7149 feet	Sept. 26
His Master's Voice	Thunder (dog)	Lumas Film	5700 feet	Nov. 14
If Marriage Fails	J. Logan-C. Brook	F. B. O	6006 feet	May 23
Kentucky Pride	Special Cast	Fox	6652 feet	Sept. 19
Knockout Kid, The	Jack Perrin	Rayart Pict. Corp. (S. R.)	4901 feet	Jan. 9
Let's Go Gallagher	Tom Tyler	Film Book. Offices	5182 feet	Oct. 8
Live Wire, The	Johnny Hines	First National	7000 feet	Sept. 12
Lost World, The	Special Cast	First National	9700 feet	Feb. 21
Man of Nerve	Bob Custer	F. B. O	4452 feet	Nov. 28
Man Who Found Himself	Thomas Meighan	Paramount	7168 feet	Sept. 5
Mystic, The	Pringle-Earle	M-G-M	6239 feet	Sept. 12
Never the Twain Shall Meet	Stewart-Lytell	Metro-Goldwyn	8143 feet	Aug. 8
New Champion, The	Wm. Fairbanks	Columbia Pict. (S.R.)	4547 feet	Dec. 19
Not So Long Ago	Betty Bronson	Paramount	6849 feet	Aug. 8
Once In a Lifetime	Richard Holt	Gerson Pict. (S. R.)	5000 feet	Dec. 5
Outlaw's Daughter, The	Josie Sedgwick	Universal	4375 feet	Dec. 19
Parisian Nights	E. Hammerstein - L. Tellegen	F. B. O.	6278 feet	June 20
Part Time Wife	Alice Calhoun	Lumas Film (S. R.)	6100 feet	Dec. 5
Plastic Age, The	Special Cast	B. P. Schulberg (S.R.)	6848 feet	Oct. 10
Pretty Ladies	Zazu Pitts	Metro-Goldwyn	5828 feet	July 25
Primrose Path, The	Bow-MacDonald	Arrow	5475 feet	Oct. 31
Ridin' the Wind	Fred Thomson	Film Book. Offices	5014 feet	Oct. 24
Scandal Street	Kennedy-Welch	Arrow	6923 feet	Nov. 14
Sealed Lips	Revier-Landis	Columbia Pict. (S.R.)	5770 feet	Nov. 7
Seven Days	Lillian Rich	Prod. Dist. Corp	6974 feet	Sept. 12
Shore Leave	Barthelmess-Mackaill	First National	6856 feet	Aug. 29
Siege	Virginia Valli	Universal	6424 feet	June 20
Son of His Father, A	Special Cast	Paramount	6925 feet	Sept. 19
Souls for Sables	Windsor-O'Brien	Tiffany (S. R.)	7000 feet	Sept. 12
Speed Madness	Frank Merrill	Hercules Film	4579 feet	
Spook Ranch	Hoot Gibson	Universal	5247 feet	May 2
Steppin' Out	Sterling-Revier	Columbia	5267 feet	Dec. 19
Sun Up	Special Cast	Metro-Goldwyn	5906 feet	Aug. 29
Tearing Loose	Wally Wales	Weiss Bros. (S. R.)	5060 feet	June 13
Teaser, The	Laura La Plante	Universal	6967 feet	May 30
Three Wise Crooks	Evelyn Brent	Film Book. Offices	6074 feet	Oct. 24
Timber Wolf, The	Buck Jones	Fox	4869 feet	Sept. 26
Trouble With Wives, The	Vidor-T. Moore	Paramount	6489 feet	Aug. 11
Wall Street Whiz, The	Richard Talmadge	Film Book. Offices	5452 feet	Nov. 7
What Fools Men	Stone-Mason	First National	7349 feet	Oct. 10
Wheel, The	Special Cast	Fox	7325 feet	Aug. 2
White Outlaw, The	Jack Hoxie	Universal	4830 feet	June 27
Wild Horse Mesa	Special Cast	Paramount	7221 feet	Aug. 22
Wild, Wild Susan	Bebe Daniels	Paramount	5774 feet	Aug. 15
With This Ring	Mills-Tellegen	B. P. Schulberg	5333 feet	Oct. 3

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
American Pluck	George Walsh	Chadwick	6000 feet	July 11
Beautiful City	R. Barthelmess	First National	6460 feet	Nov. 14
Bobbed Hair	Prevost-Harlan	Warner Brothers	7781 feet	Oct. 31
Borrowed Finery	Louise Lorraine	Tiffany (S. R.)	6500 feet	Dec. 5
Bustin' Through	Jack Hoxie	Universal	4506 feet	Oct. 24
Circle, The	Eleanor Boardman	Metro-Goldwyn	5511 feet	Oct. 31
Circus Cyclone, The	Art Acord	Universal	4609 feet	Aug. 22
Classified	Corinne Griffith	First National	6927 feet	Oct. 17
Clothes Make the Pirate	Errol-D. Gish	First National	7000 feet	Nov. 14
Compromise	Irene Rich	Warner Bros	6586 feet	Nov. 7
Desert Demon, The	Buffalo Bill, Jr	Artclass Pict	5012 feet	Feb. 27
Dollar Down	Ruth Roland	Truart (S. R.)	5860 feet	Aug. 29
Everlasting Whisper, The	Tom Mix	Fox	5611 feet	Oct. 24
Exchange of Wives, An	Special Cast	Metro-Goldwyn	6300 feet	Oct. 17
Fighting Heart, The	Geo. O'Brien	Fox	7032 feet	Oct. 3
Golden Princess, The	Bronson-Hamilton	Paramount	6395 feet	Sept. 19
Heads Up	" Lefty " Flynn	F. B. O	5482 feet	Nov. 21
Heartless Husbands	Gloria Grey	Madoc Sales	5000 feet	Dec. 26
Hell's Highroad	Leatrice Joy	Prod. Dist. Corp	6084 feet	Sept. 5
Hurricane Horseman, The	Wally Wales	Artclass Pict	4440 feet	
In Search of a Hero	Richard Holt	Gerson Pictures	5000 feet	Feb. 13
Iron Horse, The	O'Brien-Bellamy	Fox Film Corp	10424 feet	Sept. 13 '24
Keeper of the Bees, The	Robert Frazer	F. B. O	6712 feet	Oct. 17
Little Annie Rooney	Mary Pickford	United Artists	8850 feet	Oct. 31
Lorraine of the Lions	Kerry-Miller	Universal	6753 feet	Aug. 15
Lovers in Quarantine	Daniels-Ford	Paramount	6570 feet	Oct. 24
Luck and Sand	Leo Maloney	Clarion Photoplays	5000 feet	Feb. 27
Man on the Box, The	Sydney Chaplin	Warner Bros	7282 feet	Oct. 10
Midshipman, The	Ramon Novarro	Metro-Goldwyn	7498 feet	Oct. 24
New Brooms	Hamilton-Love	Paramount	5443 feet	Oct. 24
No Man's Law	Bob Custer	F. B. O	4042 feet	Nov. 21
One of the Bravest	Ralph Lewis	Lumas Film (S.R.)	5679 feet	Dec. 5
Other Woman's Story	Calhoun-Frazer	B. P. Schulberg	6080 feet	Nov. 7
Pace That Thrills, The	Ben Lyon	First National	6911 feet	Oct. 29
Peacock Feathers	Logan-Landis	Universal	6802 feet	Aug. 26
Pony Express, The	Betty Compson	Paramount	9801 feet	Sept. 26
Prairie Pirate, The	Harry Carey	Prod. Dist. Corp	4603 feet	Sept. 24
Pride of the Force, The	Tom Santschi	Rayart	5139 feet	Nov. 21
Red Hot Tires	Monte Blue	Warner Bros	6447 feet	Oct. 31
Regular Fellow, A	Raymond Griffith	Paramount	5027 feet	Oct. 17
Seven Keys to Baldpate	Douglas MacLean	Paramount	6648 feet	Nov. 7
Storm Breaker, The	House Peters	Universal	6093 feet	Sept. 26
Substitute Wife, The	Jane Novak	Arrow	5994 feet	Nov. 7
Thunder Mountain	Special Cast	Fox	7537 feet	Oct. 10
Tower of Lies	Chaney-Shearer	Metro-Goldwyn	6849 feet	Oct. 10
Wandering Fires	Constance Bennett	Arrow	6600 feet	Oct. 17
Wandering Footsteps	Taylor-Washburn	Ginsberg Dist. Corp	5060 feet	Nov. 28
Why Women Love	Blanche Sweet	First National	6750 feet	Oct. 31
Win, Lose or Draw	Leo Maloney	Clarion Photoplays	4988 feet	
Winding Stair, The	Special Cast	Fox	6107 feet	Oct. 17
Without Mercy	Vera Reynolds	Prod. Dist. Corp	6550 feet	Oct. 26

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Action Galore	Buddy Roosevelt	Artclass Pict	4659 feet	
After Marriage	Margaret Livingston	Madoc Sales	5500 feet	Nov. 14
All Around Frying Pan	Fred Thomson	F. B. O	5519 feet	Nov. 28
Ancient Highway, The	Jack Holt	Paramount	6034 feet	Nov. 21
Best Bad Man, The	Tom Mix	Fox	4983 feet	Dec. 12
Best People, The	Special Cast	Paramount	5700 feet	Nov. 7
Bright Lights	Ray-Starke	Metro-Goldwyn	6260 feet	Nov. 28
Calgary Stampede, The	Hoot Gibson	Universal	5924 feet	Oct. 16
Call of Courage, The	Art Acord	Universal	4661 feet	Sept. 19
Camille of the Barbary Coast	Busch-O. Moore	Assoc. Exhib	5600 feet	Aug. 1
Clash of the Wolves	Rin-Tin-Tin (dog)	Warner Bros	6478 feet	Nov. 28
Cobra	Valentino	Paramount	6895 feet	Nov. 21
Daring Days	Josie Sedgwick	Universal	4622 feet	Mar. 6
Durand of the Bad Lands	Buck Jones	Fox	5844 feet	Oct. 24
Eagle, The	Rudolph Valentino	United Artists	6756 feet	Nov. 21
East Lynne	Special Cast	Fox	8553 feet	Oct. 10
Fifty-Fifty	L.Barrymore-H.Hampton	Assoc. Exhib	5561 feet	June 24
Fight to a Finish, A	Wm. Fairbanks	Columbia (S. R.)	4603 feet	Dec. 5
Flower of Night	Pola Negri	Paramount	6374 feet	Oct. 31
Fool, The	Edmund Lowe	Fox	9488 feet	April 25
Galloping On	Wally Wales	Artclass Pictures	4292 feet	Feb. 27
Go West	Buster Keaton	Metro-Goldwyn	6256 feet	Nov. 7
His Buddy's Wife	Glenn Hunter	Assoc. Exhib	5600 feet	July 25
Home Maker, The	Alice Joyce	Universal	7755 feet	Aug. 8
Keep Smiling	Monty Banks	Assoc. Exhib	5400 feet	Aug. 1
King on Main St., The	Adolphe Menjou	Paramount	6229 feet	Nov. 7
Last Edition, The	Ralph Lewis	Film Book. Offices	6400 feet	Oct. 17
Lazybones	Special Cast	Fox Film	7236 feet	Oct. 31
Lights of Old Broadway	Marion Davies	Metro-Goldwyn	6437 feet	Nov. 14
Manhattan Madness	Dempsey-Taylor	Assoc. Exhib	5500 feet	July 25
Merry Widow	Mae Murray	Metro-Goldwyn	10027 feet	Sept. 12
Midnight Limited	Glass-Hawley	Rayart	5855 feet	Jan. 2
New Commandment	Sweet-Lyon	First National	6980 feet	Nov. 14
Old Clothes	Jackie Coogan	Metro-Goldwyn	5915 feet	Nov. 14
Only Thing, The	Special Cast	Metro-Goldwyn	5824 feet	Dec. 5
People vs. Nancy Preston	Bowers-De La Motte	Prod. Dist. Corp	6300 feet	Nov. 7
Phantom Express, The	Special Cast	Ginsberg Dist	4614 feet	Dec. 12
Phantom of the Opera	Lon Chaney	Universal	8464 feet	Sept. 19
Ridin' Streak, The	Bob Custer	Film Book. Offices	4540 feet	Dec. 12
Road to Yesterday, The	Joseph Schildkraut	Prod. Dist. Corp	9980 feet	Nov. 21
Romance Road	Raymond McKee	Truart	5000 feet	Aug. 8
Rose of the World	Special Cast	Warner Bros	7506 feet	Nov. 21
Saddle Cyclone	Buffalo Bill Jr	Artclass Pict	4728 feet	
Satan in Sables	Lowell Sherman	Warner Bros	7000 feet	Oct. 24
Scarlet Saint, The	Astor-Hughes	First National	6880 feet	Nov. 21
Seven Sinners	Marie Prevost	Warner Bros	6286 feet	Dec. 19
Shadow on the Wall	Creighton Hale	Lumas Film (S. R.)	5800 feet	Dec. 12
Simon the Jester	Rich-O'Brien	Prod. Dist. Corp	5070 feet	Oct. 24
Some Pun'kins	Chas. Ray	Chadwick (S. R.)	6500 feet	Sept 19
S.O.S. Perils of the Sea	Elaine Hammerstein	Columbia Pict	5118 feet	Dec. 26
Sporting Life	Special Cast	Universal	6763 feet	Sept. 26
Stage Struck	Gloria Swanson	Paramount	6691 feet	Nov. 28
Stella Dallas	Bennett-Colman	United Artists	10157 feet	Nov. 28
Tessie	McAvoy-Agnew	Arrow	6221 feet	Oct. 24
Thank U	Special Cast	Fox	6839 feet	Sept. 19
Unchastened Woman, The	Theda Bara	Chadwick (S. R.)	6800 feet	Jan. 2
Under the Rouge	Tom Moore	Assoc. Exhib	6500 feet	July 25
Unguarded Hour, The	Sills-Kenyon	First National	6613 feet	Dec. 5
Wedding Song, The	Leatrice Joy	Prod. Dist. Corp	7373 feet	Nov. 28
We Moderns	Colleen Moore	First National	6609 feet	Dec. 5
When Husbands Flirt	Dorothy Revier	Columbia	5625 feet	Dec. 5
Where Was I?	Reginald Denny	Universal	6630 feet	Aug. 29
Wild Girl	Louise Lorraine	Truart (S. R.)	5000 feet	Mar. 6
Wyoming Wild Cat, The	Tom Tyler	F. B. O	5156 feet	Nov. 28

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Blind Trail, The	Leo Maloney	Clarion Photoplays	4900 feet	
Blue Blood	George Walsh	Chadwick	5600 feet	Feb. 13
Bluebird's Seven Wives	Lyon-Wilson-Sweet	First National	7774 feet	Jan. 9
Broadway Lady	Evelyn Brent	F. B. O.	5500 feet	Dec. 12
Counsel for the Defense	Peters-Compson	Assoc. Exhib	6022 feet	Nov. 21

Feature	Star	Distributed by	Length	Reviewed
Cowboy Musketeer, The	Tom Tyler	Film Book. Offices	4500 feet	Dec. 26
Desert's Price, The	Buck Jones	Fox	5529 feet	Dec. 19
Don't	S. O'Neil-B. Roach	Metro-Goldwyn	6000 feet	Mar. 6
Fate of a Flirt	Dorothy Revier	Columbia Pict	5823 feet	Jan. 23
Golden Strain, The	Special Cast	Fox	5989 feet	Jan. 2
Goose Woman, The	Special Cast	Universal	7500 feet	Aug. 22
Great Love, The	Dana-Agnew	M-G-M		
Handsome Brute, The	W. Fairbanks-Corbin	Columbia Pict. (S.R.)	4779 feet	Feb. 20
His People	Rudolph Schildkraut	Universal	8983 feet	Nov. 14
His Secretary	Norma Shearer	M-G-M	6433 feet	Jan. 2
Hogan's Alley	Harlan-Miller	Warner Bros.	6610 feet	Dec. 5
Infatuation	Special Cast	First National	5794 feet	Jan. 16
Irish Luck	Thomas Meighan	Paramount	7008 feet	Nov. 28
Joanna	Mackaill-Mulhall	First National	7900 feet	Dec. 26
Kiss for Cinderella, A	Betty Bronson	Paramount	9221 feet	Dec. 26
Lady Windermere's Fan	Special Cast	Warner Brothers	7816 feet	Dec. 19
Lodge in the Wilderness, The		Tiffany (S. R.)	6500 feet	
Lord Jim	Percy Marmont	Paramount	6702 feet	Nov 21
Lover's Island	Hampton-Kirkwood	Assoc. Exhib		Jan. 23
Madam Behave	Eltinge-Pennington	Prod. Dist. Corp	5417 feet	Nov. 14
Man From Red Gulch	Harry Carey	Prod. Dist. Corp.	5437 feet	Dec. 5
Masked Bride, The	Mae Murray	Metro-Goldwyn	5699 feet	Dec. 12
Midnight Flyer, The	Landis-Devore	F. B. O.	6200 feet	Jan. 9
Morals for Men	Tearle-Mills	Tiffany (S. R.)	6500 feet	Dec. 5
North Star, The	Strongheart (dog)	Assoc. Exhib	5 reels	Jan. 16
Northern Code, The	Eva Novak	Lumas	5920 feet	Jan 9
Pals	Louise Lorraine	Truart (S. R.)	5500 feet	Mar. 13
Perfect Clown, The	Larry Semon	Chadwick	5600 feet	Dec. 26
Pinch Hitter, The	Glenn Hunter	Asso. Exhibitors		Dec. 12
Pleasure Buyers, The	Irene Rich	Warner Brothers	7202 feet	Feb. 13
Prince of Pep	Richard Talmadge	F. B. O	4911 feet	Jan. 2
Sally, Irene and Mary	Special Cast	Metro-Goldwyn	5564 feet	Dec 19
Smilin' at Trouble	"Lefty" Flynn	F. B. O.	5175 feet	Dec. 19
Soul Mates	Special Cast	M-G-M	6000 feet	Jan. 6
Splendid Road, The	Anna Q. Nilsson	First National	7646 feet	Dec. 12
Streak of Luck, A	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4884 feet	
That Royle Girl	Dempster-Fields	Paramount	10253 feet	Dec. 19
Three Faces East	Goudal-Ames	Prod. Dist. Corp	7369 feet	Jan. 2
Thundering Through	Buddy Roosevelt	Artclass Pict.	4527 feet	Mar. 6
Time, The Comedian	Cody-Busch	Metro-Goldwyn	4557 feet	Dec. 20
Triple Action	Pete Morrison	Universal	4800 feet	Nov. 14
Tumbleweeds	Wm. S. Hart	United Artists	7254 feet	Nov. 28
Two Fisted Jones	Jack Hoxie	Universal	4555 feet	Dec. 5
Wages for Wives	Special Cast	Fox	6352 feet	Dec. 5
When the Door Opened	Special Cast	Fox	6515 feet	Nov. 28
Woman of the World, A	Pola Negri	Paramount	6353 feet	Dec. 26
Womanhandled	Richard Dix	Paramount	6765 feet	Jan. 16

JANUARY

Feature	Star	Distributed by	Length	Reviewed
American Venus, The	Special Cast	Paramount	7931 feet	Jan. 16
Arizona Sweepstakes, The	Hoot Gibson	Universal	5418 feet	Nov. 21
Bashful Buccaneer, The	Reed Howes	Rayart (S. R.)	5000 feet	Nov. 14
Black Bird, The	Lon Chaney	M-G-M	6688 feet	Feb. 13
Blue Streak, The	Rich, Talmadge	F. B. O	4954 feet	Feb. 22
Braveheart	Rod LaRocque	Prod. Dist. Corp	7256 feet	Jan. 16
Checkered Flag, The	Elaine Hammerstein	Ginsberg Dist. Corp. (S. R.)	6071 feet	Feb. 13
Cowboy and the Countess, The	Buck Jones	Fox	6 reels	Jan. 9
Dance Madness	Windsor-Nagel	Metro-Goldwyn	6393 feet	Feb. 6
Danger Girl, The	Priscilla Dean	Prod. Dist. Corp	5660 feet	Feb. 6
Demon, The	Jack Hoxie	Universal	4539 feet	
Desperate Moment	Hawley-Von Eltz	Ginsberg Dist. Corp	5781 feet	Jan. 9
Enchanted Hill, The	Special Cast	Paramount	6326 feet	Jan. 9
Exquisite Sinner, The	Nagel-Adoree	Metro-Goldwyn		
Fifth Avenue	De La Motte	Prod. Dist. Corp	5503 feet	Feb. 6
Fighting Edge, The	Harlan-Miller	Warner Brothers	7 reels	Feb. 20
First Year, The	Special Cast	Fox	6038 feet	Feb. 6
Flaming Waters	Special Cast	F. B. O	5700 feet	Jan. 30
Gilded Butterfly, The	Special Cast	Fox	6200 feet	Jan. 16
Girl from Montmartre	La Marr-Stone	First National	8 reels	Feb. 13
Golden Cocoon	Chadwick-Gordon	Warner Bros.	7200 feet	Dec. 26
Hands Up	Raymond Griffith	Paramount	5883 feet	Jan. 16
Hearts and Fists	Bowers-de la Motte	Assoc. Exhib		Jan. 23
His Jazz Bride	Prevost-Moore	Warner		
Hoodoo Ranch, The	Buddy Roosevelt	Artclass Pictures	4800 feet	
Husband Hunters		Tiffany	6500 feet	
I Do	Harold Lloyd	Assoc. Exhib.		
Just Suppose	Richard Barthelmess	First National	7 reels	Jan. 30
Lady from Hell	Blanche Sweet	Assoc. Exhib	6 reels	Feb. 6
Little Giant, The	Glenn Hunter	Universal	6850 feet	Jan. 30
Lure of the Wild	Jane Novak	Columbia (S. R.)	5570 feet	Feb. 13
Mannequin	Special Cast	Paramount	6981 feet	Jan. 2
Man Rustlin'	Bob Custer	Film Book. Offices	4666 feet	Jan. 16
Marrying Money		Truart (S. R.)	5800 feet	
Memory Lane	Boardman-Nagel	First National		Jan. 23
Outsider, The	J. Logan	Fox	5424 feet	Jan. 30
Phantom of the Forest	Thunder (dog)	Lumas Film	5800 feet	Feb. 6
Prince of Broadway	George Walsh	Chadwick	5800 feet	Jan. 2
Queen O'Diamonds	Evelyn Brent	F. B. O	5129 feet	Feb. 6
Reckless Lady	Belle Bennett	First National	7336 feet	Feb. 6
Roaring Rider, The	Wally Wales	Artclass Pictures	4800 feet	
Rocking Moon	Bowers-Tashman	Prod. Dist. Corp	6000 feet	Jan. 23
Sea Beast, The	John Barrymore	Warner Bros	6393 feet	Jan. 30
Shadow of the Law	Bow-Lewis	Assoc. Exhib	5 reels	Feb. 20
Splendid Crime	Daniels-Hamilton	Paramount	6000 feet	Dec. 26
Steel Preferred	William Boyd	Prod. Dist. Corp	6680 feet	Dec. 26
Stella Maris	Mary Philbin	Universal	5786 feet	Jan. 30
Stop, Look and Listen	Larry Semon	Pathe	5305 feet	Jan. 30
Sweet Adeline	Charles Ray	Chadwick	6000 feet	Jan. 23
Thrilling Youth	Billy West	Rayart (S. R.)	5000 feet	
Too Much Money	Nilsson-Stone	First National		Jan. 23
Traffic Cop, The	"Lefty" Flynn	F. B. O.	5175 feet	Feb. 27
Trip to Chinatown, A	Special Cast	Fox		
Western Pluck	Art Accord	Universal	4207 feet	Feb. 6
What Happened to Jones	Reginald Denny	Universal	6700 feet	Dec. 19
When Loves Grows Cold	Mrs. Rudolph Valentino	F. B. O	7 reels	Feb. 13
Where the Worst Begins	Ruth Roland	Truart (S. R.)	5800 feet	Dec. 12
White Mice	Jacquelin Logan	Associated Exhib.	6 reels	Mar. 6
Without Orders	Leo Maloney	Clarion Photoplays	4900 feet	
Yankee Senor, The	Tom Mix	Fox	5 reels	Jan. 61

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Auction Block, The	Boardman-Ray	M-G-M	6239 feet	Feb. 27
Beautiful Cheat, The	Laura La Plante	Universal	6583 feet	Feb. 13
Behind The Front	W. Beery-Hatton	Paramount	6 reels	Feb. 20
Beyond the Rockies	"Bob" Custer	F. B. O	4851 feet	Feb. 20
Broadway Boob, The	Glenn Hunter	Assoc. Exhib.	6 reels	Mar. 13
Cave Man, The	Prevost-Moore	Warner Bros.	7 reels	Feb. 27
Cohens and the Kellys, The	Special Cast	Universal	7774 feet	Mar. 6
Count of Luxembourg	George Walsh	Chadwick	6300 feet	Dec. 26
Dancer of Paris, The	Special Cast	First National	7 reels	Mar. 13
Dangers of a Great City	Special Cast	Fox		
Desperate Game, The	Pete Morrison	Universal	4450 feet	Dec. 12
Devil's Circus, The	Norma Shearer	M-G-M		
Double Fisted	Jack Perrin	Rayart (S. R.)	5000 feet	
Driftin' Thru	Harry Carey	Pathe	5 reels	Jan. 30
Far Cry, The	Sweet-Mulhall	First National	8 reels	Mar. 6
Fighting Cheat, The	Wally Wales	Artclass Pictures	4800 feet	
Grand Duchess and the Waiter	Menjou-Vidor	Paramount	6314 feet	Feb. 6
Heavy Odds	Leo Maloney	Clarion Photoplays	4900 feet	
Ibanez' Torrent	Garbo-Cortez	M-G-M	6769 feet	Mar. 6
Irene	Colleen Moore	First National	9 reels	Feb. 27
Johnstown Flood, The	Special Cast	Fox	6258 feet	Mar. 13
King of the Turf	Special Cast	F. B. O	6210 feet	Mar. 6
Ladies of Leisure	Elaine Hammerstein	Columbia (S. R.)		
Made for Love	Leatrice Joy	Prod. Dist. Corp	5700 feet	Feb. 13
Man Upstairs, The	Monte Blue	Warner Bros	7 reels	Feb. 13
Million Dollar Handicap, The	Vera Reynolds	Prod. Dist. Corp	6117 feet	Jan. 30
Miracle of Life, The	Busch-Marmont	Assoc. Exhib		
Moana		Paramount	7 reels	Jan. 30
Morganson's Finish	Special Cast	Tiffany (S. R.)	6500 feet	
My Own Pal	Tom Mix	Fox		
Night Cry, The	Rin-Tin-Tin	Warner Bros		
Night Watch, The	Special Cast	Truart (S. R.)		
Outside the Law	Dean-Chaney	Universal (re-issue)		
Palace of Pleasure	Special Cast	Fox	5467 feet	Jan. 23
Rainbow Riley	Johnny Hines	First National	7 reels	Feb. 20
Road to Glory, The	Special Cast	Fox	5600 feet	Feb. 20
Ship of Souls	B. Lytell-L. Rich	Assoc. Exhib	6800 feet	Feb. 6
Silent Witness, The	Louise Lorraine	Truart (S. R.)	5800 feet	
Sky High Corral	Art Acord	Universal		
Song and Dance Man, The	Tom Moore	Paramount	7 reels	Jan. 30
Speed Limit, The	Raymond McKee	Lumas Film	5940 feet	Feb. 20
Thrill Hunter, The	Special Cast	Columbia		
Tough Guy, The	Fred Thomson	F. B. O.	5455 feet	Feb. 27
Transcontinental Limited	Special Cast	Chadwick (S. R.)	6400 feet	Mar. 13
Trumpin' Trouble	Buffalo Bill, Jr	Artclass Pict. (S. R.)	4800 feet	
Two Can Play	Bow-MacDonald	Assoc. Exhib	6 reels	Mar. 6
Under Western Skies	Norman Kerry	Universal	7 reels	
Vanishing American, The	Dix-Wilson	Paramount	10063 feet	Nov. 7
Wanderer, The	William Collier, Jr.	Paramount	8173 feet	Sept. 12
Watch Your Wife	Virginia Valli	Universal	6980 feet	Feb. 27

MARCH

Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion		Truart (S. R.)	5800 feet	
Arizona Streak, The	Tom Tyler	F. B. O		
Bar C Mystery, The	Phillips-MacDonald	Pathe	5 reels	
Barrier, The	Kerry-Barrymore	Metro-Goldwyn		
Bat, The	Special Cast	United Artists		
Beverly of Graustark	Marion Davies	M-G-M		
Big Show, The	Lowell-Russell	Assoc. Exhib		
Blue Blazes	Pete Morrison	Universal	4659 feet	Jan. 23
Broadway Billy	Billy Sullivan	Rayart (S. R.)	5000 feet	
Broken Hearts of Hollywood	Harlan-Miller	Warner Brothers		
Champion Lover, The		Prod. Dist. Corp		
Chip of the Flying U	Hoot Gibson	Universal	6596 feet	Mar. 6
Combat	House Peters	Universal	6714 feet	Feb. 20
Coming and Going	Buffalo Bill, Jr	Artclass Pictures	4800 feet	
Dancing Mothers	Special Cast	Paramount	8 reels	Feb. 27
Dangerous Virtue	Jane Novak	Lee-Bradford (S. R.)	6000 feet	
Dixie Merchant, The	Special Cast	Fox		
Earth Woman, The	Alden-Bonner	Assoc. Exhib.		
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp		
Happiness	Special Cast	Film Book. Offices		
Hearts and Spangles	Wanda Hawley	Lumas Film	6200 feet	
Hell's Four Hundred	Margaret Livingston	Fox		
Her Second Chance	Nilsson-Frazer	First National		
Highbinders, The	Tilden-Daw	Assoc. Exhib.		
High Steppers	Special Cast	First National		
Honeymoon Express, The	Special Cast	Warner Bros		
How to Train a Wife	Valli-O'Brien	Assoc. Exhib.		
Little Irish Girl, The	Special Cast	Warner Bros		
Love Toy, The	Lowell Sherman	Warner Bros	6 reels	Mar. 13
Man Four Square	Buck Jones	Fox		
Manhood	Special Cast	Fox		
Man in the Saddle, The	Hoot Gibson	Universal	5738 feet	
Marriage	Special Cast	Fox		
Mlle Modiste	Corinne Griffith	First National		
Monte Carlo	Special Cast	M-G-M		
My Old Dutch	Special Cast	Universal		
Night Patrol, The	Richard Talmadge	F. B. O		
Non-Stop Flight, The		F. B. O		
Nutcracker, The	E. E. Horton	Assoc. Exhib		
Oh, What a Nurse	Syd Chaplin	Warner Brothers	6930 feet	Mar. 6
Other Women's Husbands	Blue-Prevost	Warner Bros		
Partners Again	Sidney-Carr	United Artists	5562 feet	Feb. 27
Red Dice	Rod La Rocque	Prod. Dist. Corp		
Roaring Forties, The	Special Cast	Jans (S. R.)		
Sap, The	M. Moore-D. Devore	Warner Bros.		
Secret Orders	Evelyn Brent	F. B. O		
Siberia	Special Cast	Fox		
Six Shooting Romance	Jack Hoxie	Universal	4837 feet	Jan. 30
Tangled Herds	Buddy Roosevelt	Artclass Pictures	4800 feet	
Taxi Mystery, The	Roberts-Agnew	Ginsberg (S. R.)		
Test of Donald Norton	George Walsh	Chadwick		
Tramp, Tramp, Tramp	Harry Langdon	First National		
Unknown Dangers	Frank Merrill	Hercules (S. R.)	4700 feet	
Vanishing Hoofs	Wally Wales	Artclass Pictures	4800 feet	
Why Girls Go Back Home	Marie Prevost	Warner Brothers		
Winning the Futurity	Special Cast	Chadwick (S. R.)		
Yellow Fingers	Olive Borden	Fox		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts	Special Cast	Fox		
Among Those Present	Lloyd-Davis	Assoc. Exhib.		
Bells, The	Lionel Barrymore	Chadwick Pictures		
Border Sheriff, The	Jack Hoxie	Universal	4110 feet	Mar. 13
Danger Quest, The	Reed Howes	Rayart (S. R.)	5000 feet	
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
Fighting Thorobreds	Billy Sullivan	Rayart (S. R.)	5000 feet	
Flames	Valli-O'Brien	Assoc. Exhib.		
Hidden Way, The	Mary Carr	Assoc. Exhib.		

Feature	Star	Distributed by	Length	Reviewed
Isle of Retribution, The	Special Cast	Film Book. Offices		
Kiki	Norma Talmadge	First National		
Play Safe	Banks-Corbin	Assoc. Exhib.		
Racing Blood		Lumas Film (S. R.)		
Rustlers Ranch	Art Acord	Universal	5230 feet	
Rustling for Cupid	G. O'Brien-A. Stewart	Fox		
Sandy	Madge Bellamy	Fox		
Shamrock Handicap, The	Special Cast	Fox		
Silken Shackles	Irene Rich	Warner Bros.		
Skinner's Dress Suit	Reginald Denny	Universal	6887 feet	Dec. 26
Somebody's Mother	Mary Carr	Rayart	6000 feet	
Starlight's Revenge	Jack Perrin	Rayart	5000 feet	
Streets of Sin		Fox		
Tony Runs Wild	Tom Mix	Fox		
Twin Triggers	Buddy Roosevelt	Artclass Pict. (S. R.)	4800 feet	

MAY

Feature	Star	Distributed by	Length	Reviewed
Bride of the Storm	Costello-Harron	Warner Bros.		
Chasing Trouble	Pete Morrison	Universal		
Early to Wed	M. Moore-K. Perry	Fox		
Footloose Widow, The	Irene Rich	Warner Bros		
Gentle Cyclone, The	Buck Jones	Fox		
Hell Bent for Heaven	Monte Blue	Warner Bros		
Honeymoon Express, The	M. Moore-D. Devore	Warner Bros		
Looking for Trouble	Jack Hoxie	Universal		
Love Thief, The	Norman Kerry	Universal		
Man From Oklahoma, The	Jack Perrin	Rayart	5000 feet	
Pals in Paradise		Fox		
Perils of the Coast Guard	Special Cast	Rayart		
Sally in our Alley	Mary Philbin	Universal		
Sign of the Claw	Peter the Great (dog)	Lumas Film	5925 feet	
Silent Simpson	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	
Three Weeks in Paris	Moore-Devore	Warner Bros	6050 feet	
Windjammer, The	Billy Sullivan	Rayart	5000 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Call of the Klondike, The	Special Cast	Rayart		
Fighting Buckaroo, The	Buck Jones	Fox		
Gilded Highway, The	Dorothy Devore	Warner Bros		
Hard Boiled	Tom Mix	Fox		
Hero of the Big Snows, A	Rin Tin Tin (dog)	Warner Bros		
One Punch O'Day	Billy Sullivan	Rayart		
Passionate Quest, The	Marie Prevost	Warner Bros		
Rolling Home	Reginald Denny	Universal		
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5
Social Highwayman, The	Harlan-Miller	Warner Bros		
Still Alarm, The	Chadwick-Russell	Universal	7207 feet	Jan. 16
Yellow Contraband	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	

JULY

Feature	Star	Distributed by	Length	Reviewed
Dangerous Dude, The	Reed Howes	Rayart	5000 feet	

Comedy Releases

Feature	Star	Distributed by	Length	Reviewed
Absentminded	Neely Edwards	Universal	1 reel	
Accidents Can Happen	Al Alt	Universal	2 reels	Feb. 20
Account of Monte Cristo		Bischoff, Inc.	2 reels	
Air Cooled	" Aesop Fable "	Pathe	1 reel	
Alice Blues	Alice Ardell	F. B. O	2 reels	
Alice Plays Cupid		Winkler (S. R.)	2 reels	
Alice the Jail Bird		Winkler (S. R.)	2 reels	
All Abroad	" Helen & Warren "	Fox	2 reels	Dec. 19
Al's Trouble	Al Alt	Universal	2 reels	Mar. 13
Are Golfers Cuckoo?		Tennek Film Corp		
Bachelor's Babies	Special Cast	Educational	2 reels	Dec. 12
Back to Nature	Charles Puffy	Universal	1 reel	
Badly Broke	Charles Puffy	Universal	1 reel	Jan. 30
Bad Man, The	" Dinky Doodle "	F. B. O.	1 reel	
Bankrupt Honeymoon, A	Special Cast	Fox	2 reels	Feb. 13
Barnyard Follies	" Aesop Fable "	Pathe	1 reel	Sept. 5
Beauty Parlor, A	" Fat Men "	F. B. O		
Be Careful	Jimmie Adams	Educational	2 reels	Aug. 22
Be Careful Dearie		Educational	1 reel	Jan. 30
Bedtime Story, A	Arthur Lake	Universal	1 reel	
Better Movies	" Our Gang "	Pathe	2 reels	Nov. 7
Between Meals		Pathe	1 reel	
Beware of Your Relatives	Neely Edwards	Universal	1 reel	
Big City, The	Edna Marian	Universal	2 reel	Feb. 13
Big Kick, The	Mohan-Engle	Pathe	1 reel	Oct. 10
Bombs and Bums	Hal Hodes		1 reel	Feb. 20
Bonehead Age, The	" Aesop Fable "	Pathe	1 reel	
Brainstorm, The	Smith-Bennett	Fox	2 reels	
Broken China	Bobby Vernon	Educational	1 reel	
Brotherly Love		Educational	1 reel	Jan. 23
Buried Treasure	" Our Gang "	Pathe	2 reels	Feb. 20
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster's Bust Up	Trimble-Turner	Universal	2 reels	Jan. 23
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Nightmare	Trimble-Turner	Universal	2 reels	
Buster's Nose Dive	Arthur Trimble	Universal	2 reels	
Buster's Sky Rocket	Trimble and Dog	Universal	2 reels	
By the Sea	Chas. Puffy	Universal	1 reel	Oct. 10
California Here We Come	" The Gumps "	Universal	2 reels	
Camel's Hump		Film Book. Offices	1 reel	
Captain Suds	Eddie Gordon	Universal	2 reels	Dec. 19
Careful Please	Lloyd Hamilton	Educational	2 reels	Feb. 20
Caretaker's Daughter, The	Charley Chase	Pathe	2 reels	Oct. 10
Cat's Whiskers, The	Neely Edwards	Universal	1 reel	
Charley My Boy	Charles Chase	Pathe	2 reels	Jan. 30
Cheap Skates	Lige Conley	Educational	2 reels	Dec. 12
Cheaper to Move	"Helen and Warren"	Fox	2 reels	
Chester's Donkey Party	Joe Murohy	Universal	2 reels	
Circus Today	Special Cast	Pathe	2 reels	Mar. 13
Cleaning Up	Johnny Arthur	Educational	2 reels	Nov. 14
Closer Than a Brother	" Aesop Fable "	Pathe	1 reel	
Cloudy Romance	Special Cast	Fox	2 reels	Oct. 10
Constant Simp, The	Alberta Vaughn	F. B. O.	2 reels	
Control Yourself	Smith-Bennett	Fox	2 reels	Nov. 28
Crashing Through	Cliff Bowers	Educaitonal	1 reel	
Criss-Cross Cruise, A	" Hodge-Podge "	Educational	1 reel	
Crowning the Count	Eddie Gordon	Universal	2 reels	
Cuckoo Love	Glenn Tryon	Pathe	2 reels	Oct. 17
Cupid a La Carte	Florence Gilbert	Fox	2 reels	Dec. 26
Cupid's Victory	Wanda Wiley	Universal	2 reels	
Cured Hams	Jack Richardson	Bischoff, Inc	2 reels	Oct. 31
Custard's Last Wallop		Tennek Film Corp		
Dancing Daddy	Jack Duffy	Educational	2 reels	
Dangerous Curves Behind	Mack Sennett	Pathe	2 reels	Nov. 7
Day's Outing, A	" Aesop Fable "	Pathe	1 reel	
Day's Pleasure, A	Charles Chaplin	Pathe	2 reels	
Dinky Doodle at the Circus		Film Book. Offices	1 reel	
Dinky Doodle in the Hunt		Film Book. Offices	1 reel	
Dizzy Daddies	Special Cast	Pathe	2 reels	
Dog Daze	Bowes-Marlowe	Educational	1 reel	
Dog's Life, A	Charles Chaplin	Pathe	3 reels	
Don't Stop	Cliff Bowes	Educational	1 reel	Mar. 13
Don't Butt In		Pathe	1 reel	
Do Your Duty	" Snub " Pollard	Pathe	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
East Side, West Side		Fox	2 reels	Dec. 12
Ebony Clean Up		L. B. Cornwell (S.R.)	1 reel	
Educating Buster	Trimble-Turner	Universal	2 reels	Aug. 29
Eighteen Carat	Edna Marian	Universal	2 reels	
Elsie in New York	Special Cast	Fox	2 reels	Mar. 6
English Channel Swim, The	" Aesop Fable "	Pathe	1 reel	Dec. 26
Failure	Special Cast	Fox	2 reels	Nov. 21
Faint Heart	Charles Puffy	Universal	1 reel	Nov. 28
Fair But Foolish	Jimmie Adams	Educational	2 reels	Nov. 21
Fair Warning	Al St. John	Educational	2 reels	Sept. 26
Felix the Cat Busts Into Business	" Cartoon	Educational	1 reel	
Felix the Cat in Blunderland	" Cartoon "	Educational	1 reel	Mar. 6
Felix the Cat in Eats Are Wets	" Cartoon "	Educational	1 reel	Nov. 21
Felix the Cat in The Cold Rush	" Cartoon "	Educational	1 reel	
Felix the Cat on the Farm	" Cartoon "	Educational	1 reel	
Felix the Cat Fans the Flames	" Cartoon "	Educational	1 reel	
Felix the Cat Flirts with Fate	" Cartoon "	Educational	1 reel	Feb 13
Felix the Cat Kept on Walking		Educational	1 reel	Jan. 23
Felix the Cat Misses the Cue	" Cartoon "	Educational	1 reel	
Felix the Cat on the Job	" Cartoon "	Educational	1 reel	
Felix the Cat Laughs It Off	" Cartoon "	Educational	1 reel	
Felix the Cat Spots the Spooks	" Cartoon "	Educational	1 reel	Jan. 30
Felix the Cat Tries the Trades	" Cartoon "	Educational	1 reel	
Felix the Cat Trips Thru Toyland	" Cartoon "	Educational	1 reel	
Felix the Cat Uses His Head	" Cartoon "	Educational	1 reel	
Felix the Cat Weathers the Weather	" Cartoon "	Educational	1 reel	
Fighting Dude, The	Lupino Lane	Educational	2 reels	Dec. 5
Fighting Tailor, A		Fox	2 reels	Jan. 23
Fire Away	Al St. John	Educational	2 reels	Nov. 7
Fire Fighters, The	" Aesop's Fable "	Pathe	1 reel	
Flaming Affair, A	Special Cast	Fox	2 reels	Jan. 30
Flivver Vacation, A	Eddie Gordon	Universal	2 reels	
Flyin' Fool	Sid Smith	Fox	2 reels	Dec. 26
Flying Wheels	Wanda Wiley	Universal	2 reels	Mar. 6
Fly Time	" Aesop Fable "	Pathe	1 reel	
Fool's Luck	Lupino Lane	Educational	2 reels	
For Sadie's Sake	Jimmie Adams	Educational	2 reels	Jan. 30
Framed	Lloyd Hamilton	Educational	2 reels	Nov. 28
Fraternity Mixup, A	Alice Ardell	F. B. O		
Free Ride, A	Arthur Lake	Universal	1 reel	
Fresh Faces	Walter Hier	Educational	2 reels	
Fresh Paint	Neeley Edwards	Universal	1 reel	
From the Cabby's Seat	" O. Henry "	Fox		
From Rags to Britches	Billy Bevan	Pathe	2 reels	Dec. 19
Funnymooners	Ralph Graves	Pathe	1 reel	Feb. 13
Going Good	Wanda Wiley	Universal	2 reels	
Gold Rush, The	" Aesop Fable "	Pathe	1 reel	
Good Cheer	" Our Gang "	Pathe	2 reels	Jan 30
Good Morning Madam	Ralph Graves	Pathe	2 reels	Oct. 17
Goofy Gob, A	Billy Dooley	Educational	2 reels	Oct. 31
Gooseland	Alice Day	Pathe	2 reels	Feb. 20
Gosh Darn Mortgage, The		Pathe	2 reels	
Great Open Spaces, The	" Aesop Fable "	Pathe	1 reel	
Green-Eyed Monster, The	Arthur Lake	Universal	1 reel	
Half Fare	Arthur Lake	Universal	1 reel	
Happy Go Lucky	Neeley Edwards	Universal	1 reel	Dec. 5
Hard to Hold		Tennek Film Corp		
Has Anybody Here Seen Kelly	" Ko Ko "	Red Seal	1 reel	Mar. 6
Haunted House, The	" Aesop Fable "	Pathe	1 reel	
Heart Breaker, The	Special Cast	Fox	2 reels	Oct. 24
Heavy Love	" Fat Men "	F. B. O		
Helpful Al	Al Alt	Universal	2 reels	Feb. 6
Her Lucky Leap	Wanda Wiley	Universal	2 reels	Jan. 30
Hero Wins, The	" Aesop Fable "	Pathe	1 reel	
Hired and Fired	Paul Parrott	Pathe	1 reel	
His Own Lawyer	Perry-Cooley	Fox	2 reels	Dec. 26
His Wooden Wedding	Charlie Chase	Pathe	2 reels	
Hollywouldn't	Johnny Sinclair	Bischoff, Inc	2 reels	Sept. 12
Hold Everybody	Perry-Cooley	Fox	2 reels	
Hold Everything	Special Cast	Pathe	1 reel	Dec. 12
Hold Tight	Alice Ardell	F. B. O	2 reels	
Hold Your Hat	Al. St. John	Educational	2 reels	Mar. 6
Home Cured	Johnny Arthur	Educational	2 reels	
Honeymoon Hotel, The	Neeley Edwards	Universal	1 reel	
Honeymoon Squabble, The	Edna Marian	Universal	2 reels	Jan. 23
Honor System, The	" Aesop Fable "	Pathe	1 reel	Nov. 21
Horse Laugh	Chas. Puffy	Universal	1 reel	
Hot Cakes for Two	Alice Day	Pathe	2 reels	Jan. 23
Hot Dog	Arthur Lake	Universal	1 reel	Jan. 23
Hot Doggie	Walter Hiers	Educational	2 reels	Nov. 14
Hot Feet	Cliff Bowes	Educational	1 reel	Nov. 14
Hotsy Totsy	Alice Day	Pathe	2 reels	Dec. 26
How the Bear Got His Short Tail		Film Book. Offices	1 reel	
How the Elephant Got His Trunk		F. B. O.	1 reel	
Hug Bug, The	Glenn Tryon	Pathe	2 reels	Mar. 13
Humming Birds, The	Buddy Messinger	B'way Dist. Corp.	2 reels	
Hungry Hounds	" Aesop Fable "	Pathe	1 reel	
Hunting in 1950	" Aesop's Fable "	Pathe		
Hurry, Doctor	Ralph Graves	Pathe	2 reels	
In Deep	Cliff Bowes	Educational	1 reel	Oct 10
Inventors, The		Tennek Film Corp		
Isn't Love Cuckoo	Raymond McKee	Pathe	2 reels	Dec. 5

Feature	Star	Distributed by	Length	Reviewed
Jiminy Crickets	Neeley Edwards	Universal	1 reel	
June Bride, A	" Aesop's Fable "	Pathe	1 reel	Feb. 13
Just Spooks	" Dinky Doodle "	F. B. O.	1 reel	
Keep Trying	Cliff Bowes	Educational	1 reel	Feb. 27
Kick Me Again	Charles Puffy	Universal	1 reel	
Klynick, The	" Hey Fellas "	Davis Dist.	2 reels	Sept. 5
Ko Ko Baffles the Bulls	Cartoon	Red Seal	1 reel	Feb. 27
Ko-Ko Nuts	" Cartoon "	Red Seal	1 reel	Sept. 5
Ko-Ko Packs 'Em In	" Cartoon "	Red Seal	1 reel	Nov 14
Ko-Ko Steps Out	" Cartoon "	Red Seal	1 reel	Jan. 23
Ko-Ko on the Run (Out-of-Inkwell)		Red Seal Pict.	1 reel	Oct. 3
Lame Brains	Alice Ardell	F. B. O.	2 reels	
Laughing Ladies	Special Cast	Pathe	2 reels	Dec. 5
Lickety Split	Lige Conley	Educational	2 reels	Feb. 6
Light Housekeeping	Lige Conley	Educational	2 reels	
Lighter Than Air	"Aesop's Fables "	Pathe	1 reel	Jan. 30
Lion and the Monkey, The	" Aesop Fables "	Pathe	1 reel	Oct. 10
Little Brown Jug, The	" Aesop's Fables "	Pathe	1 reel	Feb. 13
Little Red Riding Hood	Baby Peggy	Universal	2 reels	
Live Cowards		Educational	2 reels	
Long Pants	Glenn Tryon	Pathe	2 reels	Feb. 13
Love and Kisses	Alice Day	Pathe	2 reels	Oct. 3
Love and Lions	Special Cast	Fox	2 reels	
Love My Dog	Arthur Lake	Universal	1 reel	Dec. 19
Mad Racer, The	" Van Bibber "	Fox	2 reels	
Maid in Morocco	Lupino Lane	Educational	2 reels	Oct. 17
Mail Coach, The	" Aesop's Fables "	Pathe	1 reel	Mar. 6
Maizie Won't Tell	Alberta Vaughn	F. B. O.	2 reels	
Mamma Behave	Ralph Graves	Pathe	2 reels	Mar. 6
Meet My Girl	Ralph Graves	Pathe	2 reels	Mar. 13
Merchant of Weenies	Charles Delaney	Bischoff, Inc.	2 reels	Sept. 12
Min's Away	" The Gumps "	Universal		
Min's Home on the Cliff	Joe Murphy	Universal	2 reels	
Min Walks In Her Sleep	" The Gumps "	Universal	2 reels	
Misfit Sailor, A	Billy Dooley	Educational	2 reels	Oct. 3
Monkey Business	" Krazy Kat "	Winkler (S. R.)	1 reel	
Monkey Business	" Our Gang "	Pathe	2 reels	
Moonlight and Noses	Clyde Cook	Pathe	2 reels	Oct. 3
More Mice Than Brains	" Aesop Fable "	Pathe	1 reel	
Mortgaged Again	Arthur Lake	Universal	1 reel	
Movies, The	Lloyd Hamilton	Educational	2 reels	Oct. 3
Moving Day	Cooley-Perry	Fox	2 reels	Mar. 6
Muddled Up	Charles Puffy	Universal	1 reel	
My Stars		Educational	2 reels	Jan. 23
My Swedie	Neal Burns	Educational	2 reels	
Nobody's Business	Lloyd Hamilton	Educational	2 reels	
No Father to Guide Him	Charles Chase	Pathe	2 reels	Sept. 5
Number One Society, A	"East Side, West Side"	Fox		
Nursery Troubles	Edna Marian	Universal	2 reels	Oct. 24
Nuts and Squirrels	" Aesop Fable "	Pathe	1 reel	
Off His Beat	Walter Hiers	Educational	2 reels	Sept. 12
Officer No. 13	Eddie Gordon	Universal	1 reel	
Officer of the Day	Special Cast	Fox	2 reels	Feb. 13
Oh Buster	Arthur Trimble	Universal	2 reels	Nov. 7
On Edge	Lige Conley	Educational	2 reels	
On the Links	" Fat Men "	F. B. O.	2 reels	
On Thin Ice	" Mutt & Jeff "	Hal Hodes	1 reel	Mar. 6
One Wild Night	Neely Edwards	Universal	1 reel	
One Wild Ride	" Our Gang "	Pathe	2 reels	Dec. 12
Only Son, The	Paul Parrott	Pathe		
Oo-La-La	Bobby Vernon	Educational	2 reels	
Or What Have You	Alberta Vaughn	F. B. O.	2 reels	
Over There-Abouts	Mack Sennett	Pathe	2 reels	
Page Me	Special Cast	Educational	2 reels	Feb. 27
Papa, Be Good!	Glenn Tryon	Pathe	2 reels	Dec. 5
Parisian Knight, A	Earle Foxe	Fox	2 reels	Dec. 19
Pawnshop Politics	" East Side "	Fox		
Pay the Cashier	Paul Parrott	Pathe	1 reel	Feb. 20
Peacemakers, The	" Helen & Warren "	Fox	2 reels	Nov. 7
Peggy in a Pinch	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Heroes	"Sheiks and Shebas"	Davis Dist.	2 reels	Oct. 10
Peggy's Pests	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Putters	"Sheiks and Shebas"	Davis Dist.	2 reels	
Perfect Lie, The	Neely Edwards	Universal	1 reel	
Phoney Express, The	Charles Puffy	Universal	1 reel	Mar. 13
Pie Eyed Pie	" Krazy Kat "	Winkler (S. R.)	1 reel	
Pike's Pique	Alberta Vaughn	Film Book. Offices	2 reels	
Piping Hot	Al Alt	Universal	2 reels	Oct. 10
Pleasure Bent	Charles Puffy	Universal	1 reel	
Pleasure Bound	Lige Conley	Educational	2 reels	Aug. 22
Polar Baron, The		Fox		
Prep School	Arthur Lake	Universal	1 reel	
Punch in the Nose, A	Special Cast	Pathe	2 reels	Oct. 31
Quick Service	Cliff Bowes	Educational	1 reel	
Rainbow's End, The	" Felix the Cat "	Educational	1 reel	Dec. 19
Rainy Knight, A		Pathe	2 reels	
Raisin' Cain	Big Boy	Educational	2 reels	
Raisin' Trouble		Arrow	2 reels	
Reporter, The	" Van Bibbers "	Fox		
Roomers Afloat	Jack Cooper	Bischoff (S. R.)	2 reels	Oct. 31
Run Tin Can	Burns-Steadman	Educational	2 reels	Feb. 20
Salty Sap, A	Billy Dooley	Educational	2 reels	
Salute	Alice Ardell	Film Book. Offices	2 reels	
Saturday Afternoon	Harry Langdon	Pathe	3 reels	Feb. 6
Saving a Safe	Jimmy Aubrey	F. B. O.	2 reels	
Scandal Hunters	Al Alt	Universal	2 reels	
Scrambled Eggs	Special Cast	Educational	1 reel	Oct. 17
Sea Scamps	Big Boy	Educational	2 reels	Feb. 13
Shoes	Special Cast	Fox	2 reels	Aug. 29
Shore Shy	Dooley-Joyce	Educational	2 reels	
Should Sailors Marry	Clyde Cook	Pathe	2 reels	Nov. 14
Sky Bound	Al. St. John	Educational	2 reels	
Sky Hooks		Educational	1 reel	
Sky Jumper, The	Earle Foxe	Fox	2 reels	
Slippery Feet	Bobby Vernon	Educational	2 reels	Oct. 31
Slow Down	Cliff Bowes	Educational	1 reel	Nov. 28
Smash Up, The	" The Gumps "	Universal	2 reels	
Soapsuds Lady, The	Alice Day	Pathe	2 reels	Nov. 28
Social Triangle, A	" O. Henry "	Fox		
Soft Pedal	Charles Parrott	Pathe	1 reel	Feb. 13
Solid Ivory	Mohan-Engle	Pathe	1 reel	Oct. 17
So Long Bill	Billy West	Arrow	2 reels	
Some Baby	Kerr King	Cantor & Brandell		
Somebody's Wrong	Bowes-Newman	Educational	1 reel	
Somewhere in Somewhere	Special Cast	Pathe	2 reels	Sept. 26
So's Your Old Man	Alberta Vaughn	Film. Book. Offices	2 reels	
So This is Paris	Neeley Edwards	Universal	1 reel	
Spanish Love	" Aesop Fable "	Pathe	1 reel	Mar. 13
Spanking Breezes	Alice Day	Pathe	1 reel	
Speedy Marriage, The	Wanda Wiley	Universal	2 reels	Nov. 14
Spooky Spooks		Bischoff (S. R.)	2 reels	Sept. 12
Spot Light	Lige Conley	Educational	2 reels	Oct. 24
Starvation Blues	Clyde Cook	Pathe	2 reels	Dec. 19
Stranded	Edna Marian	Universal	2 reels	Sept. 5
Strong for Love	Special Cast	Fox	2 reels	
Sweet and Pretty	Bowes-Marlowe	Educational	1 reel	
Sweet Marie	Special Cast	Fox	2 reels	Aug. 29
Sweet Pickle, A	Alice Day	Pathe	2 reels	Oct. 24
Tailoring	" Fat Men "	F. B. O.	2 reels	
Take Your Time	Ralph Graves	Pathe	2 reels	Nov. 21
Taxi War, A	Eddie Gordon	Universal	2 reels	Oct. 31
Tea for Love		B'way Dist. Corp.	2 reels	
There He Goes	Harry Langdon	Pathe	3 reels	
Three Blind Mice	"Aesop's Fables "	Pathe	1 reel	Jan. 23
Three Wise Goofs	" Fat Men "	F. B. O.	2 reels	
Tight Cargo	Charles Puffy	Universal	1 reel	Jan. 30
Time Flies	Lupino Lane	Educational	2 reels	Feb. 6
Tin Ghost, The	Lige Conley	Educational	2 reels	
Tonight's the Night	Bowes-Bradley	Educational		
Too Many Relations	"Helen and Warren"	Fox	2 reels	
Too Much Mother-in-Law	Constance Darling	Universal	2 reels	Sept. 12
Tourist, The	Johnny Arthur	Educational	2 reels	Aug. 15
Transients in Arcadia	Special Cast	Fox	2 reels	Oct. 31
Trimmed in Gold	Special Cast	Pathe	2 reels	Feb. 20
Tune Up	Charles Puffy	Universal	1 reel	Mar. 6
Ugly Duckling, The	" Aesop Fable "	Pathe	1 reel	Sept. 26
Uncle Tom's Gal	Edna Marian	Universal	2 reels	Oct. 3
Understudy, The	Arthur Lake	Universal	1 reel	
Uneasy Three, The	Charles Chase	Pathe	2 reels	Nov. 21
Unfriendly Enemies	Jas. Finlayson	Pathe	1 reel	
Up in the Air	" Aesop Fable "	Pathe	1 reel	
Wandering Papas	Clyde Cook	Pathe	2 reels	
Wandering Willies		Pathe	2 reels	
Watch Out	Bobby Vernon	Educational	2 reels	Aug. 29
Weak But Willing	Walter Hiers	Educational	2 reels	Dec. 13
Westward Ho	Chas. Puffy	Universal	1 reel	Oct. 9
What's the World Coming To	Clyde Cook	Pathe	2 reels	Jan. 23
What's Up	Cliff Bowes	Educational	1 reel	Dec. 12
When Hell Froze Over	Hal Hodes		1 reel	Feb. 20
Whispering Whispers		Pathe	2 reels	Jan. 30
Whistling Lions	Parrott-Ralston	Pathe	1 reel	
Whoa Emma	Jimmie Adams	Educational	2 reels	
Who's Which	Cliff Bowes	Educational	1 reel	Oct. 10
Wicked City, The	" Aesop Fable "	Pathe	1 reel	Feb. 27
Wide Open Faces	Ralph Graves	Pathe	2 reels	Jan. 23
Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	
Wildcats of Paris	" Aesop Fable "	Pathe	1 reel	Nov. 21
Windjammers, The	"Aesop Fable "	Pathe	1 reel	Feb. 20
Window Dummy, The	Ralph Graves	Pathe	2 reels	Dec. 19
Winning Pair, A	Wanda Wiley	Universal	2 reels	Oct. 24
Wireless Lizzie	Walter Hiers	Educational	2 reels	Mar. 13
Woman of Letters, A	" Helen and Warren "	Fox	2 reels	Mar. 6
Working for the Rest	Johnny Sinclair	Bischoff (S. R.)	2 reels	Oct. 31
Wrestler, The	Earle Foxe	Fox	2 reels	Aug. 29
Yearning for Love	Wanda Wiley	Universal	2 reels	
Yes, Yes, Babette	Bobby Vernon	Educational	2 reels	Dec. 19
Your Husband's Past	Special Cast	Pathe	2 reels	Feb. 13
Your Own Back Yard	" Our Gang "	Pathe	2 reels	Oct. 3

Short Subjects

Feature		Distributed by	Length	Reviewed
Ace of Spades (Serial)	William Desmond	Universal	10 episodes	Oct. 24
All Astride (Sportlight)		Pathe	1 reel	Jan. 30
All for a Girl	Buddy Messinger	B'way Dist. Co.	2 reels	
All for a Queen	Hal Hodes		1 reel	Feb. 20
All Tied Up	" Fat Men "	Film Book. Offices	2 reels	
All Wool	Mohan-Engle	Pathe	1 reel	Oct. 31
Amazing Mazie	Alberta Vaughn	F. B. O.	2 reels	Oct. 24
Amundsen Polar Flight, The		Pathe	3 reels	Nov. 21
Angelus, The		Cranfield & Clarke (S. R.)	1 reel	
Animated Hair Cartoons (Series)		Red Seal Pict	1 reel	Jan. 30
Animated Hair Cartoon No. 4		Red Seal	1 reel	Feb. 27
Are Parents Pickles?	Parrott-Ralston	Pathe	1 reel	
At Home	" Our Gang "	Pathe	2 reels	
Baby Be Good	" Juvenile "	Educational	3 reels	Oct. 24
Bar-G Mystery (Serial)		Pathe		
Barrier Busters (Sportlight)		Pathe	1 reel	Sept. 12
Bed Time Stories		Sierra Pictures	2000 feet	
Big Game (Mustang)		Universal	2 reels	Feb. 20
Boundary Line, The (Mustang Series)		Universal	2 reels	Oct. 31
Breakin' Loose (Mustang Series)		Universal	2 reels	Dec. 5
Burmah Blues	Hal Hodes		1 reel	Feb. 27
Call of Hazard, The (Fred Humes)		Universal	2 reels	
Casey of the Coast Guard (O'Hara-Ferguson)		Pathe	Serial	Feb. 20
Clever Feet (Sportlight)		Pathe	1 reel	
Colorful Fashions From Paris (Novelty)		Educational	1 reel	Mar. 6
Criss Cross Cruize, A (Hodge Podge)		Educational	1 reel	Mar. 13
Crook Buster, The (Mustang)		Universal	2 reels	
Cuba Steps Out (Variety)		Fox	1 reel	
Dixie Doodle (Sportlight)		Pathe	1 reel	
Egypt Today		Fox	1 reel	Feb. 13
Fight Within, The	George Larkin	Universal	2 reels	
Film Facts (Series No. 1)		Red Seal Pict	1 reel	Jan. 30
Fish for Two		Red Seal	1 reel	Feb. 27
Flame Fighter, The (Serial)	Herbert Rawlinson	Rayart	10 episodes	
Flaming West, The (Mustang Series)		Universal	2 reels	
Flashes of the Past		Pathe	2 reels	
Flirting With Death		Red Seal Pict.	2 reels	Sept. 26
From A to Z Thru Filmdom (Hodge Podge)		Educational	1 reel	
Giraffe's Long Neck, The		F. B. O	1 reel	
Gold Trap, The (Mustang Series)		Universal	2 reels	Oct. 10
Great Arena, The (Sportlight)		Pathe	1 reel	Mar. 6
Green Archer, The (Serial)	Ray-Miller	Pathe	10 episodes	Dec. 5
Grinning Fists (Fred Humes)		Universal	2 reels	
Gunless Bad Man, The		Universal	2 reels	
Hearts of the West	Edmund Cobb	Universal	2 reels	Feb. 6
Her First Night in Philadelphia		Cranfield & Clarke	2 reels	
Hero of Piperock	Corbett-Holmes	Universal	2 reels	Jan. 30
His Pal		Chesterfield M. P. Co. (S. R.)	2 reels	
In a China Shop (Variety)		Fox	1 reel	
I Remember		Short Films Syn.	2 reels	Sept. 26
Iron Trail Around (Variety)		Fox	1 reel	Dec. 26
Just Cowboys (Mustang Series)		Universal	2 reels	Oct. 10
Knickknacks of Knowledge (Hodge Podge)		Educational	1 reel	Nov. 14
Leaps and Bounds (Sportlight)		Pathe	1 reel	Mar. 13
Life's Greatest Thrills		Universal	2 reels	Sept. 26
Lightning Hutch (Serial)		Arrow		
Lightnin' Strikes		Tennek Film Corp.	2 reels	
Magic Hour, The		Cranfield & Clark	1 reel	Dec. 19
Magical Movies (Hodge Podge)		Educational	1 reel	

Feature	Distributed by	Length	Reviewed
Man With a Scar, The (Fred Humes)	Universal	2 reels	Jan. 30
Marionettes (Hope Hampton)	Educational	1 reel	Dec. 5
Marvels of Motion (Series)	Red Seal Pict.	1 reel	Sept. 5
Montana of the Range.....Josie Sedgwick	Universal	2 reels	Feb. 6
Mother Goose's Movies (Hodge Podge)	Educational	1 reel	Feb. 6
Mountain Molly O (Mustang)	Universal	2 reels	
My Bonnie (Ko-Ko Series)	Red Seal Pict.	1 reel	Oct. 3
My Own Carolina (Variety)	Fox	1 reel	Aug. 29
Neptune's Domain	Educational	1 reel	
No Woman's Land......Hal Hodes		1 reel	Feb. 27
One Wild Time (Corbett & Holmes)	Universal	2 reels	
Outings For All (Sportlight)	Pathe	1 reel	
Parisian Modes in Color	Educational	1 reel	Jan. 30
Perils of the Wild (Serial)	Universal	10 episodes	
Queen of the Hills.......Josie Sedgwick	Universal	2 reels	
Raid, The (Mustang Series)	Universal	2 reels	Oct. 10
Range Law (Mustang Series)	Universal	2 reels	Nov. 23
Rider of the Pass (Mustang Series)	Universal	2 reels	
Ridin' for Love (Jack Mower)	Universal	2 reels	
River Nile, The (Variety)	Fox	1 reel	Nov. 28
Road From Latigo, The (Mustang Series)	Universal	2 reels	Oct. 17
Runaway Taxi, A (Stereoscopik)	Pathe	1 reel	Oct. 3
Rustlers of Boulder Canyon, The (Mustang Series)	Universal	2 reels	Nov. 21
Rustler's Secret The (Mustang)	Universal	2 reels	
Rustlin' Kid, The (Mustang Series)	Universal	2 reels	
Scarlet Streak, The (Serial) Jack Daugherty	Universal	10 episodes	
Scotty of the Scouts (Serial)	Rayart	Serial	
Searchlight (Issue C)	Red Seal	1 reel	Mar. 6
Shadows of the Tiger	Tennek Film Corp	2 reels	
Shakespeare (Gems of the Screen)	Red Seal	1 reel	
Shooting at Time (Sportlight)	Pathe	1 reel	
Shootin' Wild (Mustang Series)	Universal	2 reels	Oct. 24
Silvery Art	Red Seal	2 reels	Sept. 26
Sky Skidder, The	Bischoff	10 episodes	
Sky Tribe, The (Variety)	Fox	1 reel	
Songs of Ireland (Music Film)	Pathe	1 reel	
Songs of Scotland (Music Film)	Pathe	1 reel	
Soul of the Cypress	Red Seal	1 reel	Feb. 27
Starting an Argument (Sportlight)	Pathe	1 reel	
Story Teller, The (Hodge Podge)	Educational	1 reel	Oct. 3
Strenuous Life, The (Sportlight)	Pathe	1 reel	Feb. 20
Taking Chances (Mustang Series)	Universal	2 reels	
Then and Now (Sportlight)	Pathe	1 reel	
Tiger Hunt, The........Hal Hodes		1 reel	Feb. 20
Toiling for Rest (Variety)	Fox	1 reel	
Too Many Bucks (Mustang Series)	Universal	2 reels	Nov. 21
Top Hand (Edmund Cobb)	Universal	2 reels	Dec. 19
Tricked (Mustang Series)	Universal	2 reels	Sept. 12
Uncle Tom's Cabin	F. B. O	1 reel	
Uprising Generation (Sportlight)	Pathe	1 reel	Feb. 6
Vanishing Millions	Sierra Pictures	Serial	
Walloping Wonders (Sportlight)	Pathe	1 reel	
What Price Touchdown (Sportlight)	Pathe	1 reel	
Whirlpool, The (Variety)	Fox	1 reel	
White Paper (Variety)	Fox	1 reel	
With Pencil, Brush and Chisel (Variety)	Fox	1 reel	
Wild Beasts of Borneo	Educational	2 reels	Sept. 12
Wild West (Serial) Ferguson-Mulhall	Pathe	10 episodes	Sept. 12
Winged Rider, The......Edmund Cobb	Pathe	2 reels	Feb. 13
Winking Idol, The (Serial) Desmond-Sedgwick	Universal	10 episodes	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
30 Below Zero	Buck Jones	Fox		
Accused	Special Cast	Inde. Films	5000 feet	Jan. 16
Aloma of the South Seas	Gilda Gray	Paramount		
Altars of Desire	Special Cast	M-G-M		
Amateur Gentleman, The	Richard Barthelmess	First National		
Apache Princess	Wilson-Gerber	Davis Dist.-Vital		
Ancient Mariner, The	Special Cast	Fox	5548 feet	Jan. 30
Aristocrat, The	Special Cast	B. P. Schulberg (S. R.)		
Atlantis		First National		
Back Slapper, The	Special Cast	M-G-M		
Bad Habits	Special Cast	Astor Dist. (S. R.)		
Bankrupt		Ginsberg-Kann		
Barriers of Fire	Monte Blue	Warner Bros.		
Bat, The	Special Cast	United Artists		
Battling Butler	Buster Keaton	M-G-M		
Beau Geste		Paramount		
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Ronald Colman	United Artists		
Behind the Screen	Special Cast	M-G-M		
Bellamy the Magnificent	Special Cast	M-G-M		
Ben Hur	Special Cast	M-G-M	12000 feet	Jan. 16
Big Night, The	Laura La Plante	Universal		
Big Parade, The	John Gilbert	Metro-Goldwyn	12550 feet	Nov. 23
Black Pirate, The	Douglas Fairbanks	United Artists		
Blind Goddess, The	Special Cast	Paramount		
Border, Intrigue	Franklyn Farnum	Inde. Pict. (S. R.)	5 reels	June 6
Border Women	Special Cast	Phil Goldstone (S.R.)	5000 feet	
Born to Battle	Tom Tyler	F. B. O	5100 feet	Feb. 13
Borrowed Plumes	Daw-Welch	Arrow		
Broken Hearts of Hollywood		Warner Bros.		
Broken Homes	Lake-Glass	Astor Dist.		
Brooding Eyes	Lionel Barrymore	Ginsberg Dis. Corp. (S. R.)		
Brown of Harvard	Jack Pickford	Metro-Goldwyn		
Call in the Night, A		Truart (S. R.)		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Charity Ball, The		Metro-Goldwyn		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Cleaner Flame, The	Louise Carter	Arrow		
College Widow, The	Syd Chaplin	Warner Brothers		
Coney Island	Special Cast	M-G-M		
Courage of Captain Plumb	Special Cast	Davis Dist.-Vital		
Crashing Through	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crown of Lies, The	Pola Negri	Paramount		
Cruel Truth, The		Ginsberg-Kann		
Cyclone Bob	Bob Reeves	Anchor Film Dist.		
Cyrano de Bergerac	Special Cast	Atlas Dist. (S. R.)	9500 feet	July 18
Danger Line, The	Special Cast	Astor Dist. (S. R.)		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Daughter of the Sioux, A	Wilson-Gerber	Davis Dist.-Vital	5 reels	Oct. 24
Dead Command, The	Special Cast	M-G-M		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9
Demon Rider, The	Ken Maynard	Davis Dist.-Vital	5000 feet	Aug. 2
Desert Gold	Holt-Dove	Paramount		
Desert Healer	Stone-Bedford	First National		
Detour		Prod. Dist. Corp		
Devil Horse, The	Rex (horse)	Pathe		
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O		
Don Juan	John Barrymore	Warner Bros		
Don't Lie to Your Wife	Haver-McDonald	Arrow		
Don X	Bruce Gordon	B. A. Goodman (S.R.)	5000 feet	Feb. 13
Door Mat, The		Warner Bros.		
Duchess of Buffalo, The	Constance Talmadge	First National		
Dumb Head		Tiffany (S. R.)	6500 feet	
East of the Setting Sun	Constance Talmadge	First National		
Eden's Fruit		B. P. Schulberg (S.R.)		
Ella Cinders	Colleen Moore	First National		
Ermine and Rhinestone		H. F. Jans (S. R.)		
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp		
False Steps	Special Cast	Paramount		
Fangs of Fate	Bill Patton	Chesterfield (S.R.)	5000 fet	Feb. 13
False Pride		Astor Dist.		
Fascinating Youth	Junior Stars	Paramount		Mar. 13
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford (S. R.)		
Fighting Boob, The	Bob Custer	F. B. O.		
Fighter's Paradise, The	Rex Baker	Phil Goldstone	5000 feet	
Fighting Courage	Ken Maynard	Davis Dist.-Vital	5 reels	July 11
Fighting Fate	Billy Sullivan	Rayart (S. R.)	4991 feet	Feb. 6
Fighting Heart, The	Frank Merrill	Bud Barsky Prod. (S. R.)	5000 feet	
Fighting Smile, The	Bill Cody	Inde. Pict. Corp.(S.R.)	4630 feet	
Fig Leaves		Fox		
Fine Manners	Gloria Swanson	Paramount		
Flames	Special Cast	M-G-M		
Flaming Forest, The		M-G-M		
Flaming Frontier, The	Special Cast	Universal		
Flashing Steeds	Bill Patton	Chesterfield (S. R.)	5000 feet	Feb. 27
Fleet Foot	Marilyn Mills	Davis Dist.-Vital		
Flight to the Hills, The		Paramount		
Flyin' Thru	Al Wilson	Davis Dist.-Vital		Nov. 7
Flying Fool, The	Dick Jones	Sunset Prod. (S. R.)		
Forest of Destiny, The		Gotham Prod. (S. R.)		
Forever After	Corinne Griffith	First National		
For Heaven's Sake	Harold Lloyd	Paramount		
Fort Frayne	Ben Wilson	Davis Dist	5000 feet	Aug. 29
Four Feathers	Richard Barthelmess	First National		
Four Stragglers, The	Special Cast	M-G-M		
Friends	Special Cast	Vitagraph		
Frisco Sal	Special Cast	M-G-M		
Frivolity		B. P. Schulberg (S.R.)		
Galloping Dude, The	Franklyn Farnum	Inde. Pict. Corp.(S.R.)	4700 feet	
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Get Off the Earth	Raymond Griffith	Paramount		
Glorifying the American Girl		Paramount		
Gold Hunters, The	David Butler	Davis Dist.-Vital	6500 feet	Nov. 7
Good Luck	Conway Tearle	First National		
Goose Man, The	Special Cast	M-G-M		
Great Deception, The		First National		
Greatest Show on Earth		Paramount		
Great Jewel Robbery	Herbert Rawlinson	Dependable Films	4800 feet	Jan. 9
Grey Vulture, The	Ken Maynard	Davis Dist.-Vital		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hands Across the Border	Fred Thomson	F. B. O.		
Harem Girl, The	Special Cast	Astor Dist. (S. R.)		
Haunted Range, The	Ken Maynard	Davis Dist.-Vital		Sept. 26
Haven, The	Special Cast	M-G-M		
Her Big Adventure	Special Cast	Kerman (S. R.)	4800 feet	Jan. 16
Her Honor, The Governor		F. B. O		
Her Next Steps		Ginsberg Kann		
Here He Comes	Earle Douglas	Sierra Pictures	5000 feet	
High Society	Tom Mix	Fox		
His Woman	Special Cast	Whitman Bennett	7 reels	
Horses and Women		B. P. Schulberg		
House Behind the Hedge		Ginsberg-Kann		
Human Mill, The	Special Cast	M-G-M		
Hurricane, The	Special Cast	Truart (S. R.)		
I Can Do It	Special Cast	M-G-M		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Imposter, The	Evelyn Brent	F. B. O.		
Inevitable Millionaires, The	M. Moore-Devore	Warner Bros		
In His Arms	Special Cast	M-G-M		
In Praise of James Carabine	Special Cast	M-G-M		
In the Third Degree		Ginsberg-Kann		
In to Her Kingdom	Corinne Griffith	First National		
Jason	Special Cast	M-G-M		
Justice of the Far North		C. B. C. (S. R.)	5500 feet	
Kid Boots	Eddie Cantor	Paramount		
Kid Gloves	Johnny Hines	First National		
Killer, The	Marilyn Mills	Davis Dist.-Vital		
La Boheme	Gish-Gilbert	Metro-Goldwyn	8781 feet	Mar. 13
Lady of the Harem, The	Special Cast	Paramount		
Lady of Leisure	Special Cast	M-G-M		
Lawful Cheater, The	Bow-McKee	B. P. Schulberg	4946 feet	Jan. 9
Lawless Love	Al Ferguson	Davis Dist.-Vital		
Lawless Trails	Bruce Gordon	B.A.Goodman (S.R.)	5000 feet	Feb. 20
Law or Loyalty	Lawson Harris	Davis Dist. Div	4800 feet	Nov. 14
Lena Rivers	Special Cast	Arrow	6521 feet	
Les Miserables		Universal		
Let's Get Married	Richard Dix	Paramount	6664 feet	Mar. 13
Life of a Woman		Truart (S. R.)	6500 feet	
Lightnin'		Tiffany (S. R.)	6500 feet	
Lightning Jack	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Lightning Passes, The	Al Ferguson	Fleming Prod. (S. R.)		
Lights of Mojave, The	Ken Maynard	Davis Dist.-Vital		
Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 12
Long Odds	Marilyn Mills	Davis Dist. Div		
Lover's Oath, A	Ramon Novarro	Astor (S. R.)	5800 feet	Oct. 17
Love's Blindness	Starke-Moreno	M-G-M		
Love Thief, A	Kerry-Nissen	Universal		
Lovey Mary	Bessie Love	M-G-M		
Loyalties	Special Cast	Fox		
Lunatic at Large, The	Leon Errol	First National		
Lying Wives	Special Cast	Ivan Abramson (S.R.)	7 reels	May 2
Man and the Moment		Metro-Goldwyn		
Man With a Thousand Faces	Special Cast	M-G-M		

Feature	Star	Distributed by	Length	Reviewed
Mare Nostrum	Special Cast	M-G-M	11000 feet	Feb. 27
Married	Special Cast	Jans (S. R.)	5772 feet	Mar. 13
Married Cheats		Fox		
Memories	Ramon Novarro	M-G-M		
Men of the Night		Ginsberg-Kann		
Men of Steel	Milton Sills	First National		
Message to Garcia, A	Special Cast	M-G-M		
Midnight Flames		Columbia Pict. (S. R.)		
Midnight Special		Truart (S. R.)		
Miss Brewster's Millions	Bebe Daniels	Paramount		
Million Dollar Doll		Assoc. Exhib		
Millionaire Policemen	Special Cast	Ginsberg Dist. (S. R.)		
Mismates	Doris Kenyon	First National		
Miss 318	Special Cast	M-G-M		
Miss Nobody	Anna L. Nilsson	First National		
Modern Musketeer, A	Gene Corrado	Bud Barsky (S.R.)	5000 feet	
Molasses		First National		
Money Talks	Special Cast	M-G-M		
Mr. Battling Butler	Buster Keaton	M-G-M		
My Lady of Whims	Clara Bow	Arrow	6089 feet	Jan. 23
My Neighbor's Wife	Herbert Rawlinson	Davis Dist.-Vital		
Mystery Club, The	Matt Moore	Universal		
Mysterious Island	Special Cast	M-G-M		
Mystery Lady, The	Special Cast	M-G-M		
Nell Gwyn	Dorothy Gish	Paramount	9 reels	Feb. 6
Nervous Wreck, The		Prod. Dist. Corp		
New Klondike, The	Thomas Meighan	Paramount		
Nine and 3-5 Seconds	Charles W. Paddock	A. G. Steen, Inc	5600 feet	Nov. 12
Nocturne	Special Cast	M-G-M		
North of Nome	Special Cast	Arrow	5491 feet	
Oh! Baby	Little Billy	Universal		
Old Army Game, The	W. C. Fields	Paramount		
Old Ironsides		Paramount		
Old Soak, The	Jean Hersholt	Universal		
Open Book	Special Cast	M-G-M		
Ordeal, The	Special Cast	M-G-M		
Padlocked	Special Cast	Paramount		
Palace of Pleasure		Fox		
Palm Beach Girl, The	Bebe Daniels	Fox		
Pals First		First National		
Paris	Charles Ray-E.Boardman	Metro-Goldwyn		
Paris at Midnight	Special Cast	Prod. Dist. Corp		
Partners Again	Sidney-Carr	United Artists		
Passionate Youth	Special Cast	Truart (S. R.)	6 reels	July 11
Peggy Takes a Chance	Peggy O'Day	Davis Dist.-Vital		
Peggy in Chinatown	Peggy O'Day	Davis Dist.-Vital		
Peggy in Danger	Peggy O'Day	Davis Dist.-Vital		
Peggy From Headquarters	Peggy O'Day	Davis Dist.-Vital		
Peggy on the Job	Peggy O'Day	Davis Dist.-Vital		
Peggy of the Secret Service	Peggy O'Day	Davis Dist.-Vital		
Peggy Scores a Victory	Peggy O'Day	Davis Dist.-Vital		
Peggy Under Orders	Peggy O'Day	Davis Dist.-Vital		
Perch of the Devil		Universal		
Plumes	Special Cast	M-G-M		
Poker Faces	Special Cast	Universal		
Poor Girl's Romance, A	Special Cast	Film Book. Offices		
Prince of Pilsen	Special Cast	Prod. Dist. Corp		
Prisoners of the Storm	House Peters	Universal		
Prowlers of the Night	Fred Humes	Universal		
Puppets	Milton Sills	First National		
Pursued	Dorothy Drew	Dependable (S. R.)	5000 feet	Nov. 14
Quality Street		Metro-Goldwyn		
Quo Vadis	Emil Jannings	First National		Nov. 28
Rainmaker, The	Wm. Collier, Jr.-G. Hale	M-G-M		
Red Clay	William Desmond	Universal		
Red Kimona, The	Mrs. Wallace Reid	Davis Dist.-Vital		Jan. 2
Red Mill, The	Marion Davies	M-G-M		
Red Signals		Ginsberg-Kann		
Remember		Columbia Pictures		
Return of a Soldier	Special Cast	Metro-Goldwyn		
Rise and Fall of Jesse James		J. S. Woody		
Road That Led Home, The		Vitagraph		
Rogue's Riches	Special Cast	Astor Dist. (S. R.)		
Rolling Home	Reginald Denny	Universal		
Romance a la Carte	Richard Dix	Paramount		
Romance of an Actress		Chadwick		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rust	Special Cast	M-G-M		
Sagebrush Lady, The	Eileen Sedgwick	Chesterfield M.P. Corp.	5000 feet	Feb. 6
Sailors' Wives		First National		
Salvage		Truart (S. R.)	5800 feet	
Savage, The	Ben Lyon	First National		
Scarlet Letter, The	Lillian Gish	M-G-M		
Sea Horses	Special Cast	Paramount	7 reels	Feb. 27
Sea Wolf, The	Ralph Ince	Ralph Ince Prod	7500 feet	Dec. 19
Self Defense	Aileen Percy	Arrow Film Corp		
Separate Rooms	Special Cast	Fox		
Seventh Heaven	Special Cast	Fox		
Seward's Folly	Special Cast	M-G-M		
Shadow of the Mosque	Odette Taylor	Cranfield & Clarke (S. R.)	6200 feet	
Shadow of the Mosque	Stewart Rome	Ufa	5750 feet	Dec. 26
Share and Share Alike	Jane Novak	Arrow	5569 feet	
Shenandoah		B. P. Schulberg (S. R.)		
She's My Baby		Ginsberg-Kann		
Shipwrecked	Owen-Schildkraut	Prod. Dist. Corp		
Shootin' Square	Jack Perrin	Ambassador Pict.(S.R.)	5000 feet	
Siegfried		Ufa		Sept. 12
Silence	H. B. Warner	Prod. Dist. Corp.		
Silken Lady, The	Hulette-Hamilton	Arrow		
Silken Shackles	Irene Rich	Warner Bros		
Silk Hat Cowboy, The	Tom Mix	Fox		
Silky Anne	Constance Talmadge	First National		
Silver Lanterns	Special Cast	Arrow		
Silver Treasure, The	Special Cast	Fox		
Sir Lumberjack	Lefty Flynn	F. B. O.		
Sky Rocket The	Peggy Hopkins Joyce	Assoc. Exhib.		
Smith of Cornell	George Walsh	Chadwick		
Son of the Sheik, The	Rudolph Valentino	United Artists		
Sorrows of Satan	Special Cast	Paramount		
Sparrows	Mary Pickford	United Artists		
Starlight Ranch	Wilson-Gerber	Davis Dist.-Vital		
Star Maker, The	Dove-Bushman	Universal		
Strange Bedfellows		Metro-Goldwyn		
Sunshine of Paradise Alley	Special Cast	Chadwick Pict.		
Sweet Rosie O'Grady		Columbia Pict		
Take a Chance	Richard Dix	Paramount		
Tale of a Vanishing People		Tiffany (S. R.)	6500 feet	
Temptress, The	Garbo-Moreno	M-G-M		
Tentacles of the North	Special Cast	Davis Dist.-Vital		
Ten to Midnight		Prod. Dist. Corp.		
Texan's Oath, The	Ken Maynard	Davis Dis.-Vital		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9
That's My Baby	Douglas MacLean	Assoc. Exhib		
There You Are	Nagel-Roberts	M-G-M		
Thoroughbred, The	Special Cast	Truart	5481 feet	Sept. 19
Three Bad Men		Fox		
Three Pals	Marilyn Mills	Davis Dist. Vital	4987 feet	Dec. 5
Timber Wolves	Ken Maynard	Davis Dist.-Vital		
Toilers of the Sea	Special Cast	M-G-M		
Tongues of Scandal		Ginsberg-Kann		
Tongo	Special Cast	M-G-M		
Tonio, Son of the Sierras	Wilson-Gerber	Davis Dist.-Vital	5000 feet	Dec. 19
Toto	Lew Cody	M-G-M		
Trailing Shadows	Edmond Lowe	Fox Film		
Trapped	Elinor Faire	Sierra Pictures	5000 feet	
Travelin' Fast	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Travis Coup, The		Tiffany (S. R.)	6500 feet	
Tricks	Marilyn Mills	Davis Dist. Div.	5 reels	Sept. 15
True North, The	Special Cast	C. C. Griffin Prod.	7000 feet	Dec. 19
Unknown Lover, The	Elsie Ferguson	Vitagraph	6895 feet	Nov. 23
Unknown Soldier, The		P. D. C		
Unknown Treasures		Ginsberg-Kann		
Up and At 'Em	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Vengeance of Durand, The	Irene Rich	Warner Bros.		
Viennese Medley	Special Cast	First National		
Volcano, The	Bebe Daniels	Paramount		
Volga Boatman, The	Elinor Fair	Prod. Dist. Corp.		
Warrior Gap	Wilson-Gerber	Davis Dist.	4900 feet	Aug. 22
Way of an Eagle, The	Special Cast	M-G-M		
Web, The	Eileen Sedgwick	Chesterfield (S. R.)	5000 feet	Feb. 20
Wedding March, The		Paramount		
Wet Paint	Raymond Griffith	Paramount		
What Will People Say		Metro-Goldwyn		
What Price Glory?		Fox		
When We Were Twenty-One	Special Cast	M-G-M		
Whispering Canyon	J. Novak-R. Ellis	Ginsberg Dist. Corp. (S. R.)		
Whispering Smith	Special Cast	P. D. C		
White Chief, The	Monte Blue	Warner Brothers		
White Fury	Marilyn Mills	Davis Dist.-Vital		
White Heat	Special Cast	M-G-M		
Whole Town's Talking, The	Ed. Horton	Universal		
Wide Open	Dick Jones	Sunset Prod. (S. R.)		
Wife, The	Special Cast	M-G-M		
Wild Oats Lane	Dana-Agnew	Prod. Dist. Corp.		
Wilderness Woman, The	Special Cast	First Natinal		
Winner, The	Charles Ray	Chadwick (S. R.)		
Winning of Barbara Worth	Colman-Banky	United Artists		
Wise Guy, The	James Kirkwood	First National		
With Kit Carson Over the Great Divide	Special Cast	Sunset Prod. (S. R.)		
Wives at Auction	Special Cast	Astor Dist. (S. R.)		
Wives of the Prophet	Special Cast	Lee-Bradford (S.R.)	6600 feet	Jan. 9
Wolf Hunters, The	Special Cast	Davis Dist. Div.		
Wolves of the Air		Ginsberg-Kann		
Woman's Heart, A		Ginsberg-Kann		
Woman Who Did Not Care		Gotham (S. R.)		
Women and Wives		Metro-Goldwyn		
World's Illusion, The		Metro-Goldwyn		
Worst Man of the Troop	Wilson-Gerber	Davis Dist. Div.		
Worst Woman, The	Special Cast	B. P. Schulberg (S. R.)		
Yoke, The	Special Cast	Warner Brothers		
Young April	Special Cast	Prod. Dist. Corp.		
You Too	Special Cast	M-G-M		

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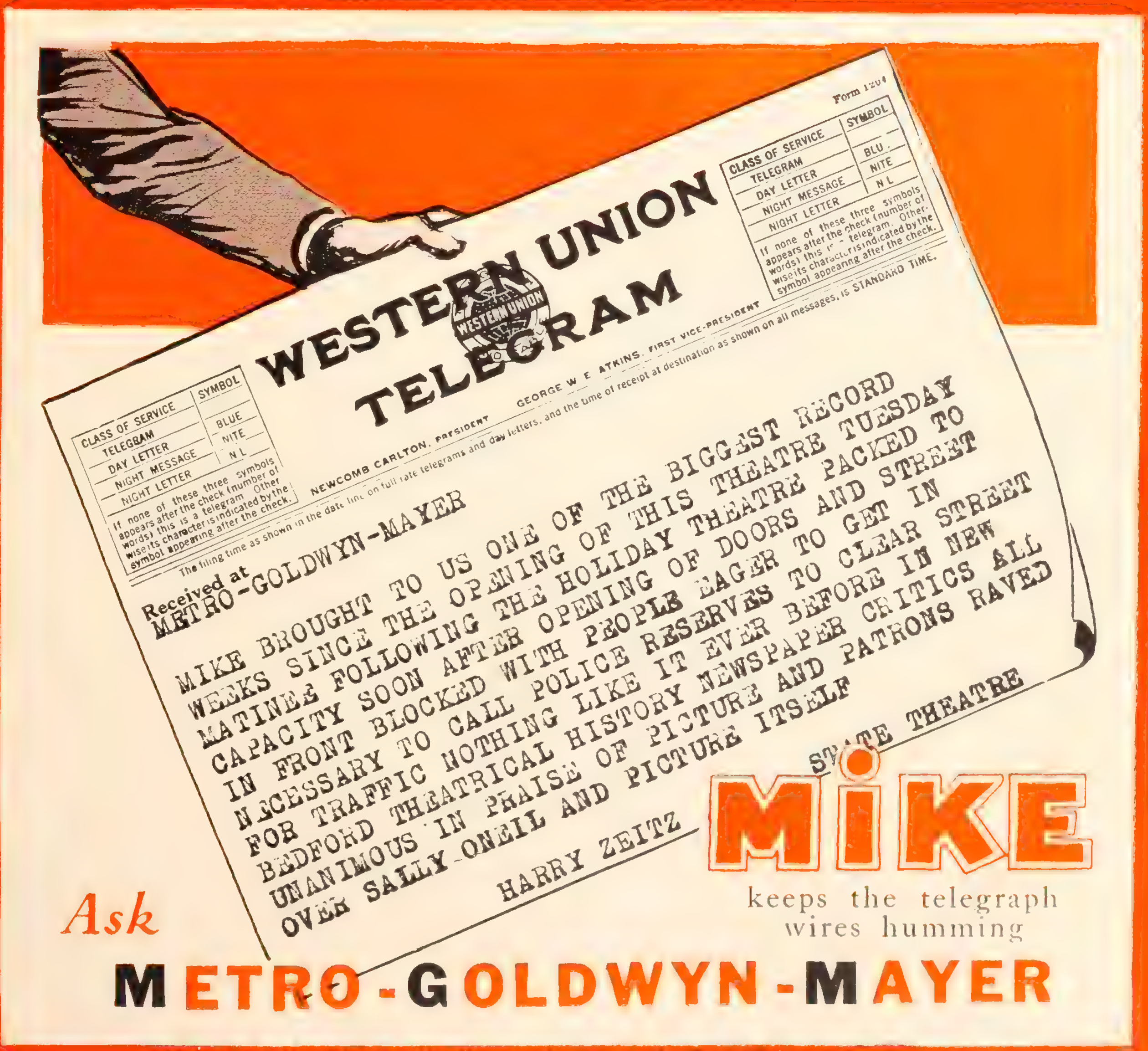
March 27, 1926

Motion Picture News

Reg. U. S. Patent Office



Form 1204

WESTERN UNION TELEGRAM

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Received at
METRO-GOLDWYN-MAYER

MIKE BROUGHT TO US ONE OF THE BIGGEST RECORD
WEEKS SINCE THE OPENING OF THIS THEATRE TUESDAY
MATINEE FOLLOWING THE HOLIDAY THEATRE PACKED TO
CAPACITY SOON AFTER OPENING OF DOORS AND STREET
IN FRONT BLOCKED WITH PEOPLE EAGER TO GET IN
NECESSARY TO CALL POLICE RESERVES TO CLEAR STREET
FOR TRAFFIC NOTHING LIKE IT EVER BEFORE IN NEW
BEDFORD THEATRICAL HISTORY NEWSPAPER CRITICS ALL
UNANIMOUS IN PRAISE OF PICTURE AND PATRONS RAVED
OVER SALLY ONEIL AND PICTURE ITSELF

STATE THEATRE
HARRY ZEITZ

Ask

MIKE

keeps the telegraph
wires humming

METRO-GOLDWYN-MAYER

Entered as second-class matter January 31, 1925, at the Post Office at Albany, New York, under act of March 3, 1879

l. XXXIII No. 13 Published Weekly — $2.00 a year PRICE, 20 CENTS

Albany — Los Angeles — New York — Chicago

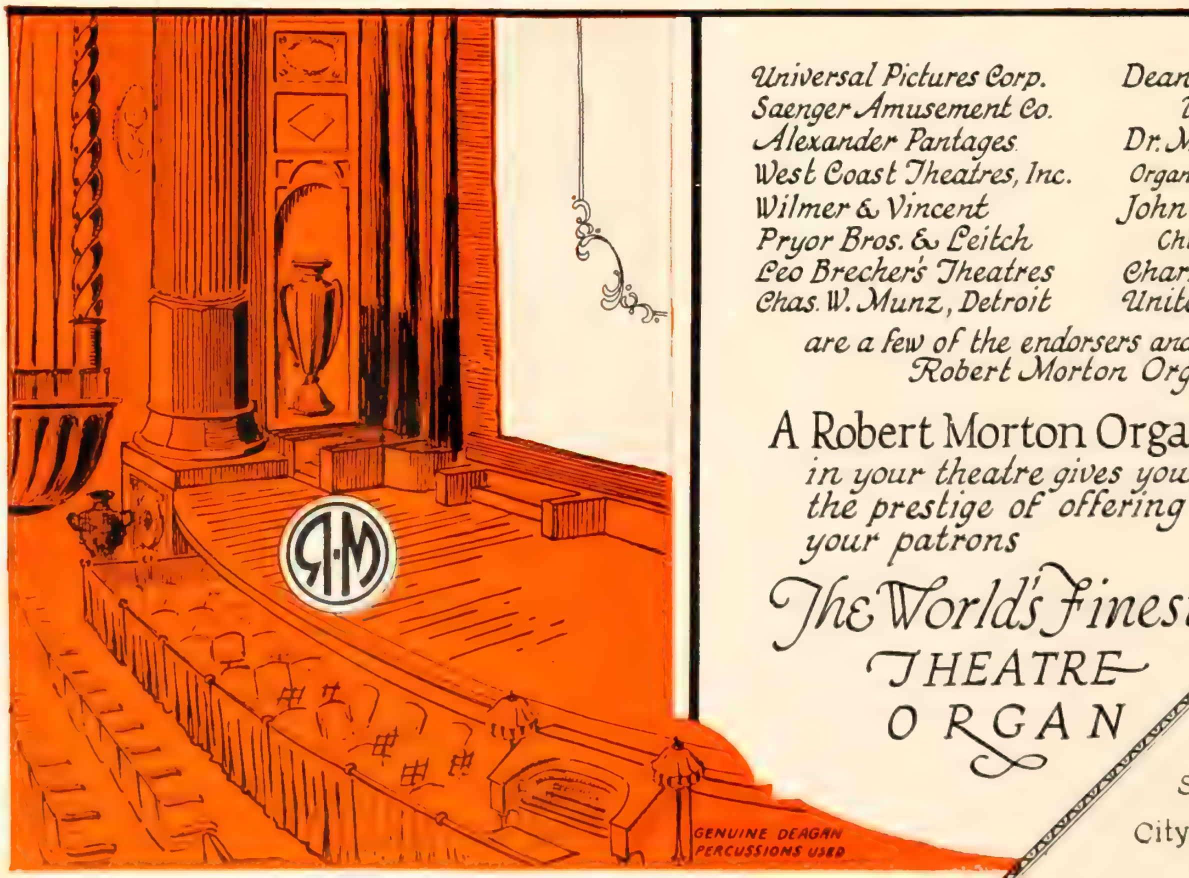
Prestige

is never accidental

Prestige is the reflection of *Extraordinary Merit* ∽ the recognition of *Unusual Achievement* . . . . . .

Robert Morton Prestige is evidenced in its selection by *foremost Exhibitors, great Organists, great Educators, Performers* and *distinguished individuals in theatrical and public life* –

ROBERT MORTON Unit ORGANS



Universal Pictures Corp.
Saenger Amusement Co.
Alexander Pantages
West Coast Theatres, Inc.
Wilmer & Vincent
Pryor Bros. & Leitch
Leo Brecher's Theatres
Chas. W. Munz, Detroit
Dean W. F. Skeele, Univ. of So. California
Dr. Mauro Cottone, Featured Organist, Capitol Theatre, N.Y.
John Eberson, Chicago's Architect Genius
Charles Chaplin
United Artists Corp.

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A Robert Morton Organ
in your theatre gives you the prestige of offering your patrons

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THEATRE
ORGAN

MAIL TO NEAREST ADDRESS FOR NEW SELLING PLAN

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Chicago ~ 845 So. Wabash
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Theatre . . . .
Seating Capacity . . . .
City *and* State . . . .

N

Says the Paramount Exhibitor:

"WHAT a great line of shows I'm getting from Paramount... Week after week... Big money pictures like "Vanishing American," "Grand Duchess and the Waiter," "Song and Dance Man," "Let's Get Married," "Miss Brewster's Millions."... And a clean-up like "Behind the Front!"... All since February 1st.

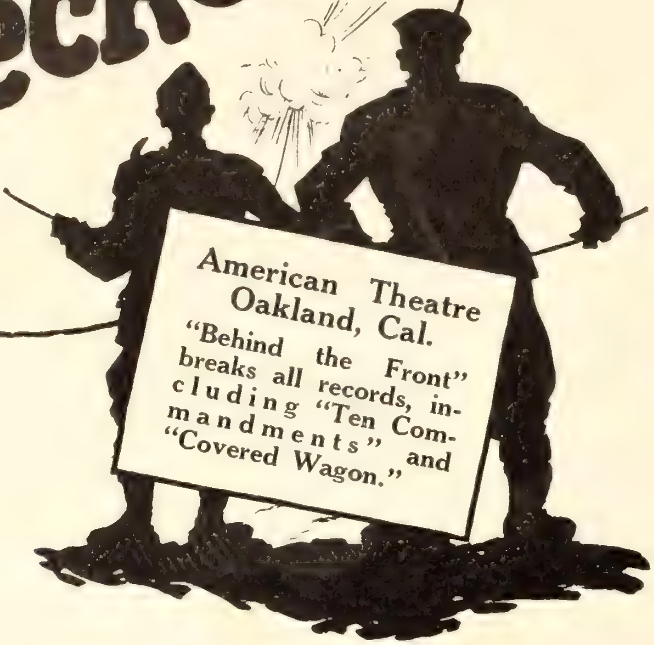
With Harold Lloyd in "For Heaven's Sake!"... And Thomas Meighan and Gloria Swanson... And Doug MacLean and Raymond Griffith and W. C. Fields ... And "The Blind Goddess," a knockout!... Coming...

SAY, WHERE'S THERE ANYTHING IN SIGHT CAN TOUCH THIS PARAMOUNT LINE-UP!

PARAMOUNT PICTURES

Member Motion Picture Producers and Distributors of America, Inc. Will H. Hays, Pres.

Record Wreckers!



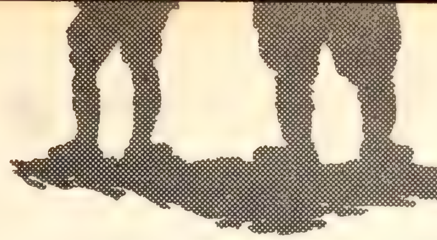
American Theatre
Oakland, Cal.
"Behind the Front" breaks all records, including "Ten Commandments" and "Covered Wagon."

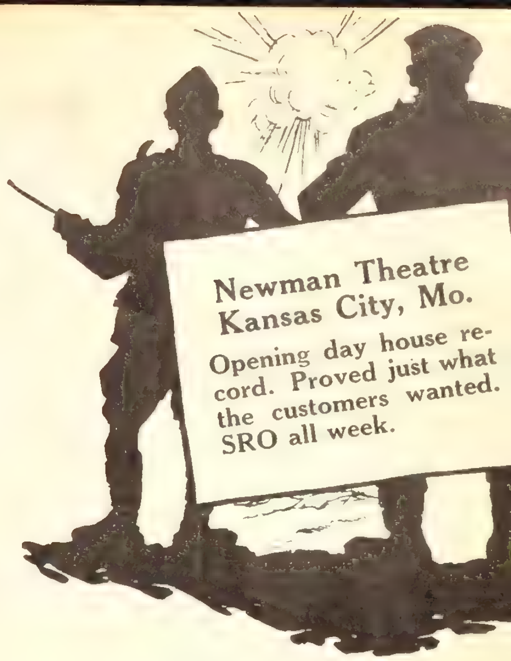
Poli's Capitol
Hartford, Conn.
For first time since opening seven years ago, breaks policy to hold "Behind the Front" over second week.

State Theatre
Sioux Falls, S. D.
"Behind the Front" sensation! Theatre seats 1400 — showed to over 5,000 people opening day.

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

"BEHIND THE FRONT"





Newman Theatre
Kansas City, Mo.

Opening day house record. Proved just what the customers wanted. SRO all week.

Madison Theatre
Detroit, Mich.

"Behind the Front" playing to more people than have ever witnessed a picture here. SRO every performance.

Englert Theatre
Iowa City, Iowa

Exceptional business. On third day of engagement, played to over three times seating capacity.

Comedy Bomb-Shell

WITH
WALLACE BEERY
RAYMOND HATTON
MARY BRIAN
AN EDWARD
SUTHERLAND
PRODUCTION
FROM "THE SPOILS OF WAR" BY HUGH WILEY
ADAPTED BY MONTY BRICE
SCREEN PLAY BY ETHEL DOHERTY

Paramount's

and it's only one of a flock of *Paramount* hits you can play NOW!

MAE TINÉE PICKS A WINNER

"The MILLION DOL

"It's a Winner!" Get down on it

PICKING winners is a pastime with some—with others a business. Mae Tinée is one of the best 'film-track dopesters' in the list of sharp shooters of the public press. She is paid to 'pick winners', and those who follow her choices clean up in the long run.

YOU will CLEAN UP ON "The Million Dollar Handicap." In the language of the race-track fraternity, "it's a SPEED MARVEL—a COPPER RIVETED CINCH!"

It's the fastest, most colorful and exciting melodrama of the turf ever filmed, teeming with heart-interest, comedy and nerve-tingling situations. A double-barrelled race-track comedy, with spills, thrills and laughs aplenty—the kind of picture that keeps the audience keyed up to a high pitch, and sends them away happy.

IT'S THE BEST BET O

WITH
VERA REYNOLDS
EDMUND BURNS
& RALPH LEWIS
ADAPTED BY
F. McGREW WILLIS
FROM THE NOVEL
"THOROUGHBREDS"
BY **W.A. FRASER**
DIRECTED BY
SCOTT SIDNEY
A METROPOLITAN PRODUCTION
PRESENTED BY JOHN C. FLINN

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Producers International Corporation
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New York, N. Y.

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LAR HANDICAP"

VERA REYNOLDS
Cecil B. DeMille's
Latest Find

Chicago Sunday Tribune

HORSE RACING ADDS ZEST TO THIS FILM

By Mae Tinee

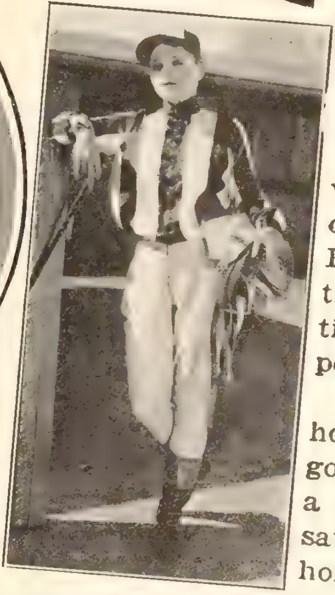
"THE MILLION DOLLAR HANDICAP"

Produced by Metropolitan. Directed by Scott Sidney. Presented at the State-Lake Theater.

THE CAST.

Alice Porter..
Mortimer..Vera Reynolds
John Porter..Edmund Burns
Phillip Dobbs..Ralph Lewis
Stable Man..Ward Crane
Langdon..Tom Wilson
Jockey McKay..Clarence Burton
[illegible]thilda Porter..Danny Hoy
[illegible]ward[illegible]rter..Rosa Gore
[illegible]..Walter Emerson

[illegible]OOD[illegible]rnin[illegible] you[illegible]e g[illegible] w[illegible] I tell you there's a pippin o[illegible]se [illegible]ctur[illegible]wn! BECAUSE [illegible]ER[illegible] ove[illegible] h[illegible]e r[illegible] If human, of c[illegible]s—if [illegible]na[illegible] The bi[illegible] a[illegible] th[illegible]lm[illegible] w[illegible]r, [illegible]sn[illegible]happen t[illegible]e th[illegible]ac[illegible]y're [illegible]ne—[illegible]d [illegible]—to be [illegible] But what "[illegible]s [illegible]ou abou[illegible] Million Dolla[illegible] H[illegible]dican"[illegible] thousand and one[illegible] introduced between ra[illegible]s, a[illegible]t were. The things folks and h[illegible] do and the way they do the[illegible] Happenings human, humorous and thrilling, sped home to you by subtitles that are keen and to the point.



VERA REYNOLDS as Alice in "The Million Dollar Handicap."

There's the girl who saves the horse that's supposed to be no good from ignominious service with a milkman and who, in turn, is saved from the heels of another horse by the redeemed, that further proves his gratitude and sporting spirit by taking the place of still another horse in the handicap and gloriously running to victory.

There's the stubborn, anti-Volstead gentleman in the high hat who meanders about the race track, hounded by a zealous tout who would get him to lay some bets. And the gentleman will not. He doesn't argue. Just shakes his head. And shakes it. And walks away, and, cornered again, shakes it some more. And kee[illegible] o[illegible] sha[illegible]ng [illegible] wa[illegible]ng an[illegible] in va[illegible]ous wa[illegible]s [illegible]twitting the tou[illegible] [illegible]til finally, o[illegible] his own accord he bursts into speech.

"I'm going to bet on Dixie because it's my favorite song," he says, and ambles forth to make his word good.

"Hey, whadda ya mean—this is going to be a race not a band concert!" says the ambitious follower, bitterly "C'mon back." The

E SCREEN!

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CASH IN NOW

"The HIGHB

Story by
William T. Tilden

Directed by
George Terwilliger

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ASSOCIATED EXHIBITORS, Inc
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on the hundreds of columns of pace being devoted to the activities of "Big Bill" Tilden, Tennis Champion~

WORTHY PICTURES, Inc. Presents

NDERS"

with

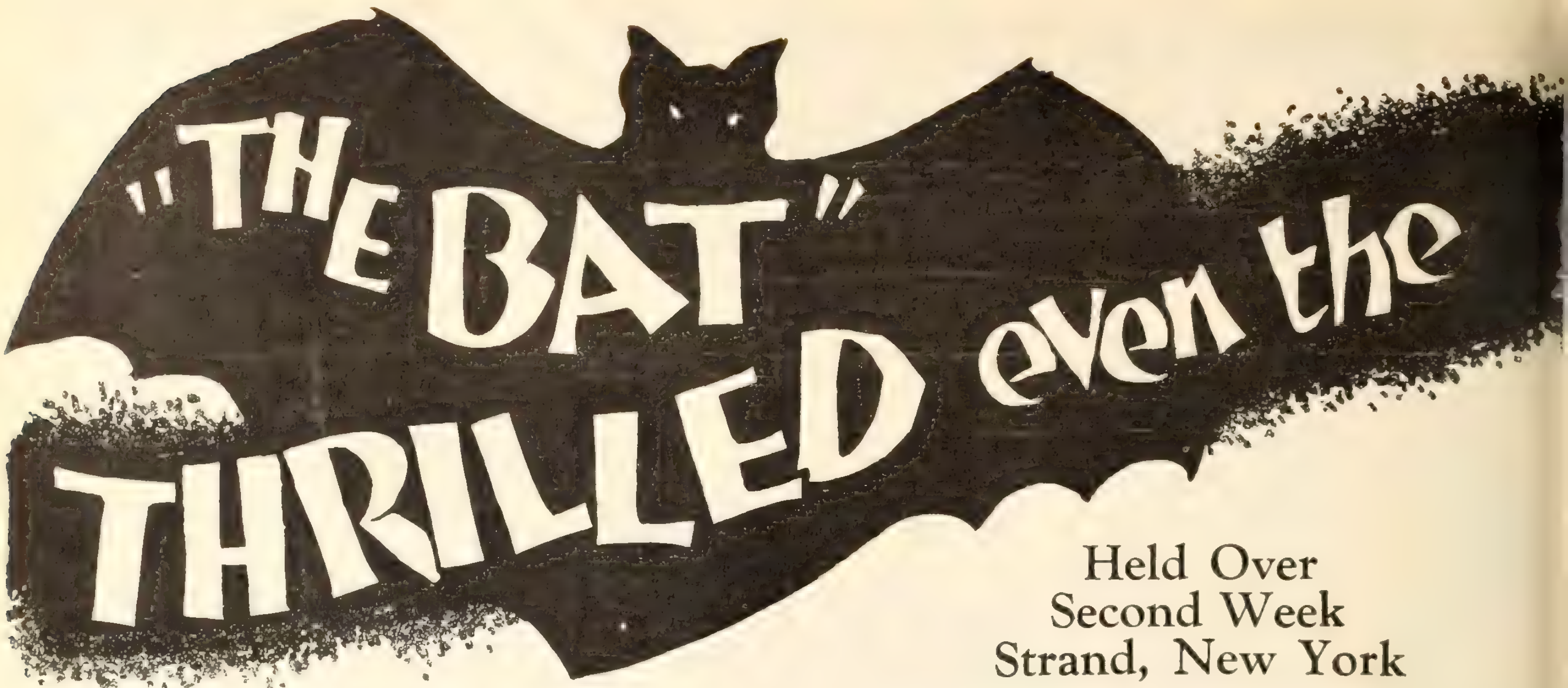
William T. Tilden

[Tennis Champion]

and

Marjorie Daw

A KNOCKOUT melodrama with a knockout cast. A roaring action picture of society and the underworld, with such supporting players as Ben Alexander, George Hackathorne, Edmund Breese, Walter Long, George Marion, Effie Shannon, Hugh Thompson and many others. By all means get this one—NOW!



Held Over
Second Week
Strand, New York

"A KNOCKOUT"

"A knockout. It's wonderful. Thrills. Mystery. Comedy. If you don't see 'The Bat' you are robbing yourself of excellent entertainment." —DAILY NEWS

"Creepy thrills and hearty laughs. Interesting and absorbing. Entertainment that makes movie-going worth while." —MORNING TELEGRAPH

"A picture that will hold your interest from the first flicker to the last. Don't miss 'The Bat'." —HERALD-TRIBUNE

"THRILL-A-SECOND"

"For gorgeous entertainment that keeps you in suspense and thrills see 'The Bat'. Lights flare and darken, Shadows on the wall. Secret passages. Suspects. Clews. And the audience is taken in." —EVE. JOURNAL

"A thrilling picture. Shivers run up your spine." —EVE. WORLD

"You will enjoy it whether you saw the play or whether you didn't." EVE. POST

Sold individually — on merit.

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Mary Pickford — *Charles Chaplin*
Douglas Fairbanks — *D. W. Griffith*
Joseph M Schenck Chairman Board of Directors — *Hiram Abrams, President*

Critics on BROADWAY

"SPINE-CHILLING"

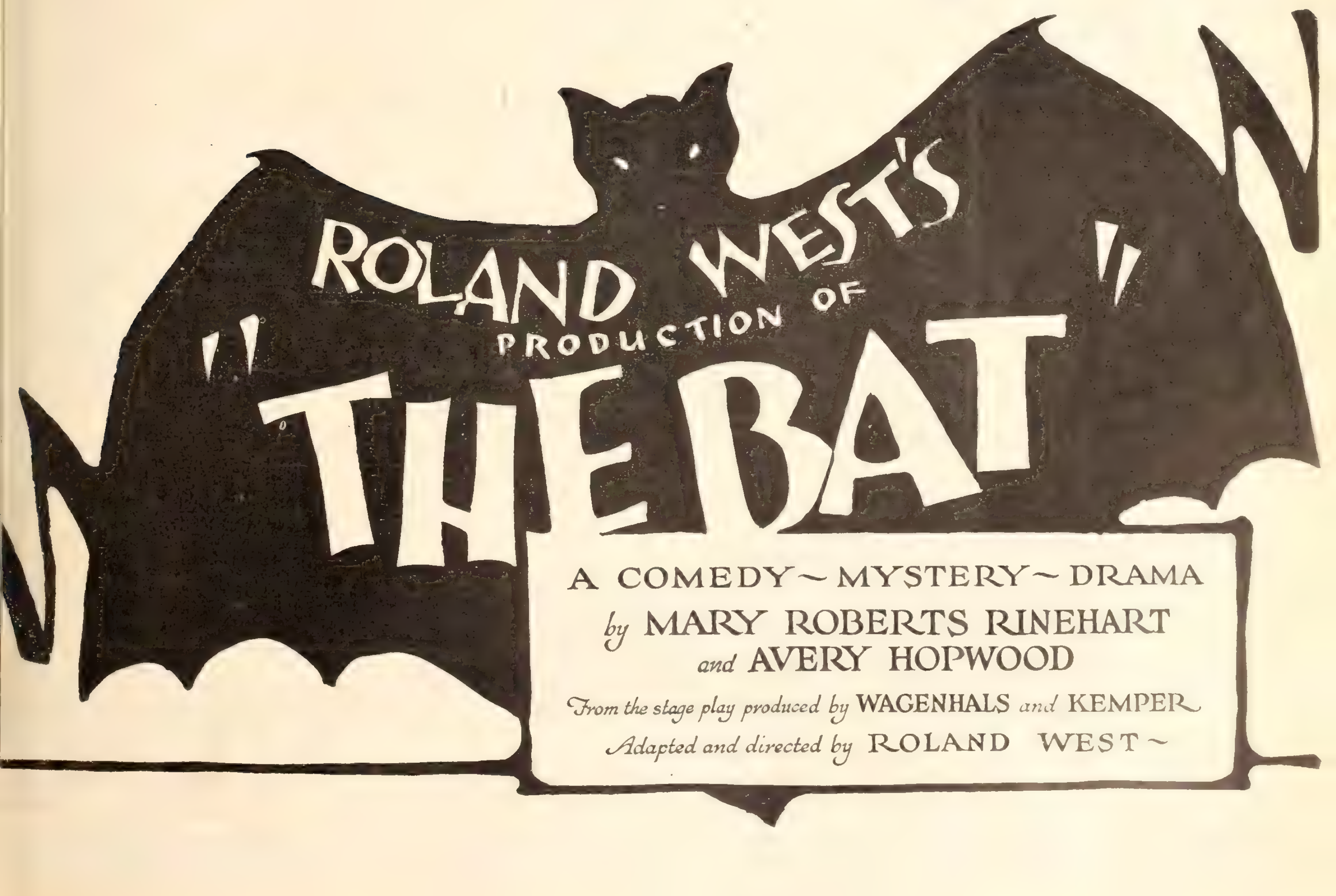
"'The Bat' is both entertaining and exciting. People in the theatre were distinctly affected by the spine-chilling episodes, and relieved by the comedy interludes." TIMES

"'The Bat' has lost none of its humor, mystery, or thrills on the screen." —GRAPHIC

"ELECTRIC"

"If you enjoy electric entertainment, go see 'The Bat'. Our teeth rattled like a skeleton on the roof with a cold in its head. We are going back for more." —TELEGRAM

"For all with a taste for a whooping good mystery story let me recommend 'The Bat'." —AMERICAN



A COMEDY ~ MYSTERY ~ DRAMA
by MARY ROBERTS RINEHART
and AVERY HOPWOOD
From the stage play produced by WAGENHALS *and* KEMPER
Adapted and directed by ROLAND WEST ~

Thousands were we
The crowds screame

Says the **N. Y. DAILY NEWS**

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The Laugh Sensation Of the Year!

In New York and Brooklyn, N. Y.

STRAND THEATRES

"Take off your hat to Chaplin's ability." *N. Y. Morning Telegraph*

"The comedy is fast and furious." *N. Y. Evening Journal*

"Riotous and swift moving—whoops and squeals of mirth." *N. Y. World*

"Round after round of laughter." *N. Y. Times*

"Hurricane of laughter—be sure and go." *N. Y. Mirror*

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Alexander and Rodney Pantages

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See Your Vitagraph Exchange

Sweet Profits! Another Great Cle

ak from laughing!
and rolled in their seats!

SYD CHAPLIN

in

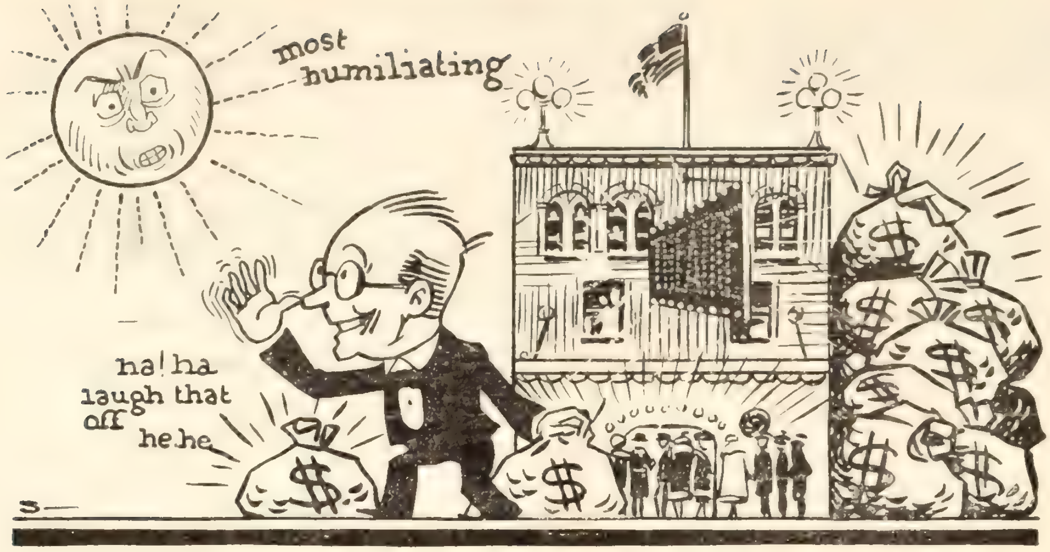
"Oh! What a Nurse!"

with **PATSY RUTH MILLER**

DIRECTED BY
CHARLES REISNER

---

an-up from **WARNER BROTHERS!**


most humiliating
ha! ha laugh that off he he
S—

You can blow Profits IN Without Blowing in Profits

Figure that one out!

MAYBE it sounds hard, but there's nothing easier. Arctic Nu-Air Cooling and Ventilating System actually blows profits into your theatre—by blowing the torrid summer heat out.

The thermometer will soon be hitting up in the nineties. Will your patrons stick during the blistering heat? If you have Arctic Nu-Air they will! More than that, they'll go around town bragging about your cool theatre.

Arctic Nu-Air is delivering these results in over 600 theatres. These exhibitors are delighted—they're enthusiastic. You should read the letters they write.

And "without blowing in profits" you can have Arctic Nu-Air. A moderate down payment puts the system in—and very small monthly payments complete the transaction. A fraction of your extra profits will make these payments.

Now with hot weather scheduled to arrive soon, beat "Old Sol" to it! Get your Arctic Nu-Air installed now. Build up your reputation for having the "coolest place in town."

Mail the coupon—that's all.

This book leads to Bigger Business

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Arctic Nu-Air Corporation, Dept. 1
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Gentlemen:

Show me how to "Blow Profits into my Theatre" (seating ....) for a moderate down payment and easy terms.

House Dimensions:
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Width
Height
Balcony?
Yes ☐ No ☐

Name ....
Theatre ....
Address ....
City .... State ....

A Mighty Picture
NO.
19

For Season 1926—1927

William Fox *presents*
DAVID BELASCO'S success

THE LILY

The Great Dramatic Triumph *by* Pierre Wolff *and* Gaston LeRoux; *adapted by* DAVID BELASCO

THE DRAMATIC SUCCESS OF TWO CONTINENTS TO BE HUGE PICTURE SUCCESS OF THE WORLD

THE LILY is a powerful story of human passions! Of a marvelous woman who fought to obtain for another that which she craved for herself—but was denied. It moves with tremendous power! It grips and controls! It sways human emotions at will—so strong, so real is its story.

FOX will adapt it on a large scale—with a great cast of big-light names — will make it one of the finest on the new season list

NEXT WEEK
NO.
20

Fox Film Corporation

Educational Pictures

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PRESENTS

The Outstanding Leaders of The Short Feature Field

HAMILTON COMEDIES

LUPINO LANE COMEDIES

BOBBY VERNON COMEDIES

WALTER HIERS COMEDIES

JIMMIE ADAMS COMEDIES

MERMAID COMEDIES
(Jack White Productions)

CHRISTIE COMEDIES
with Billy Dooley, Neal Burns, Jack Duffy

TUXEDO COMEDIES
with Johnny Arthur

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with "Big Boy"

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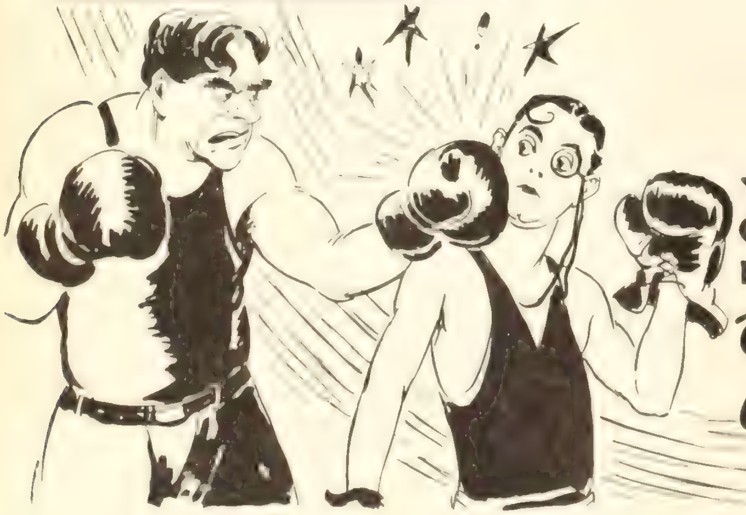
Will H. Hays, President

The Best of the Old and the Best of the New

LLOYD HAMILTON
and
LUPINO LANE

are two of the screen's foremost comedy artists. Hamilton is a veteran whose name has long been a sure-fire attraction at any box-office. Lane, in the five months since his first comedy for *Educational* was released, has stepped to the very front rank of fun-makers.



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ONLY THE BEST
IN**
Educational Pictures

from Cape Cod to the Golden Gate . . . from Banff to Juarez and far beyond to remote corners of the world — today and every day —

FBO
Has Delivered

FBO has held high the Torch of Showmanship during 1925-26.

FBO's record is big with achievement . . . with pledges fulfilled . . . with the box-office performance of its product!

FBO announced a definite program for the entire season and carried it out to the letter.

FBO Promised—
FBO Delivered!

Consistency and Diversity of Product . . . Promptness of Release and the backing of Exploitation that actually helped exhibitors make money . . . All vital elements in FBO's magnificent record!

Watch for still greater things from FBO in 1926-27.

FBO

1560 BROADWAY
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24-SHEETS

"It aids us wonderfully in buying pictures. It also aids us to get dope on pictures when we have no press sheet. We have seen the time we could not get out our program had it not been for your Booking Guide."

Arcade Theatre, Georgetown, Ohio

Telling the World What They Think of the Exhibitors' Manual—The Booking Guide

"So often we find no press sheet from the exchange and too late to have one sent us—then we turn to the Booking Guide to find the necessary dope on the attraction to be advertised. We like the Motion Picture News and could run our theatre without it just as well as we could without electric lights. However, the Booking Guide is a necessity."

Vernon Locey, Temple Theatre,
Howell, Mich.

"We greatly appreciate the Booking Guide which you have been sending us and wish to thank you for same. It is a great help both in looking up pictures when buying and advertising. Besides, when booking them, it enables one to quickly get an idea of just what type a picture is at a glance."

J. B. Bartle, Melva Theatre,
Eastwood, N. Y.

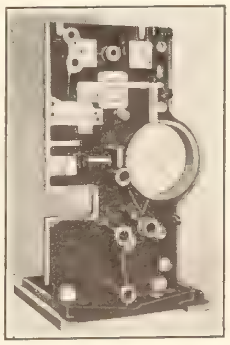
Good Projectors
pay dividends

Matchless Endurance

Operating at initial efficiency over an exceptionally long period of time has always been an outstanding characteristic of Simplex Projectors. Excellent design, consistently developed, and the use of carefully chosen materials have resulted in matchless operating economy and endurance.

The center frame of the Simplex Projector, upon which depends the correct working of the entire mechanism, is made of close-grained gray cast iron. The pattern so designed as to reinforce all parts liable to strain in machining or in use. Cast iron as a bearing metal is recommended the world over as being par excellence. It is semi-porous thereby retaining a quantity of oil causing glazed surfaces to be formed by the revolving shafts. The bearings are of generous length—large in diameter and are drilled and reamed to exact size.

Centre Frame



And in shafts, bearings, gears, film trap and every other factor of design and construction the superior mechanical features of Simplex Projectors are emphasized.

SIMPLEX DIVISION

INTERNATIONAL PROJECTOR CORPORATION

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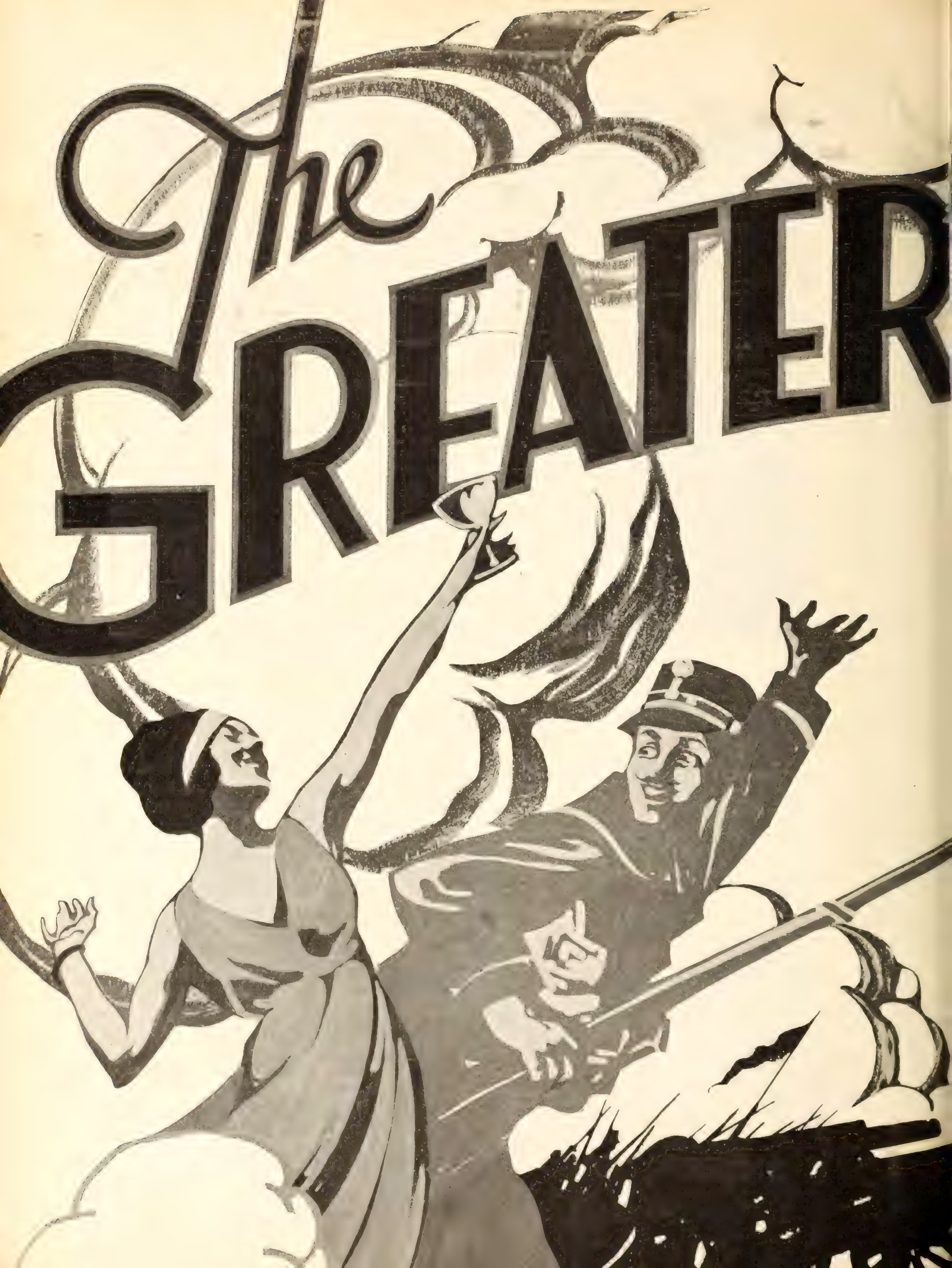
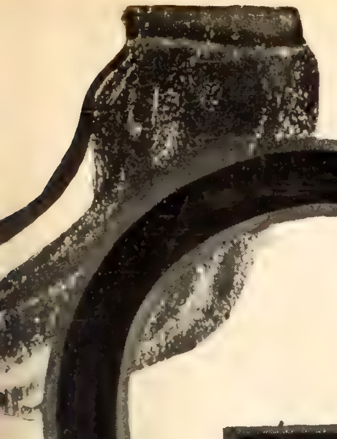

The
GREATER



GLORY

FIRST NATIONAL'S secret special -- here at last -- for the glory of the screen -- for the amazement of the world -- one year in the making -- thousands in the cast -- mightier than every other picture.

Presented by . . . RICHARD A. ROWLAND
Written for the screen by . . . . JUNE MATHIS
From EDITH O'SHAUGHNESSY'S *novel*
"VIENNESE MEDLEY"

with **CONWAY TEARLE**
and **ANNA Q. NILSSON**

and a cast including MAY ALLISON, IAN KEITH
JEAN HERSHOLT *and* LUCY BEAUMONT

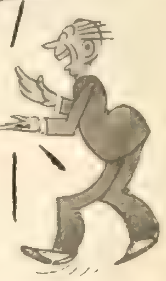
A JUNE MATHIS . . . . *Production*
Directed by . . . . CURT REHFELD

Production Manager . RAY ROCKETT *Chief Cinematographer* . JOHN BOYLE
Art Director . . E. J. SHULTER *Film Editor* . GEORGE McGUIRE

First National Pictures

A First National Picture

clap hands! everybody



here comes HARRY

Harry's here with the biggest comedy he ever made. He used to make 'em in two reels, now he's making 'em in seven.

It may be today—it may be tomorrow—but sooner or later you'll hear the yell:
HARRY LANGDON is

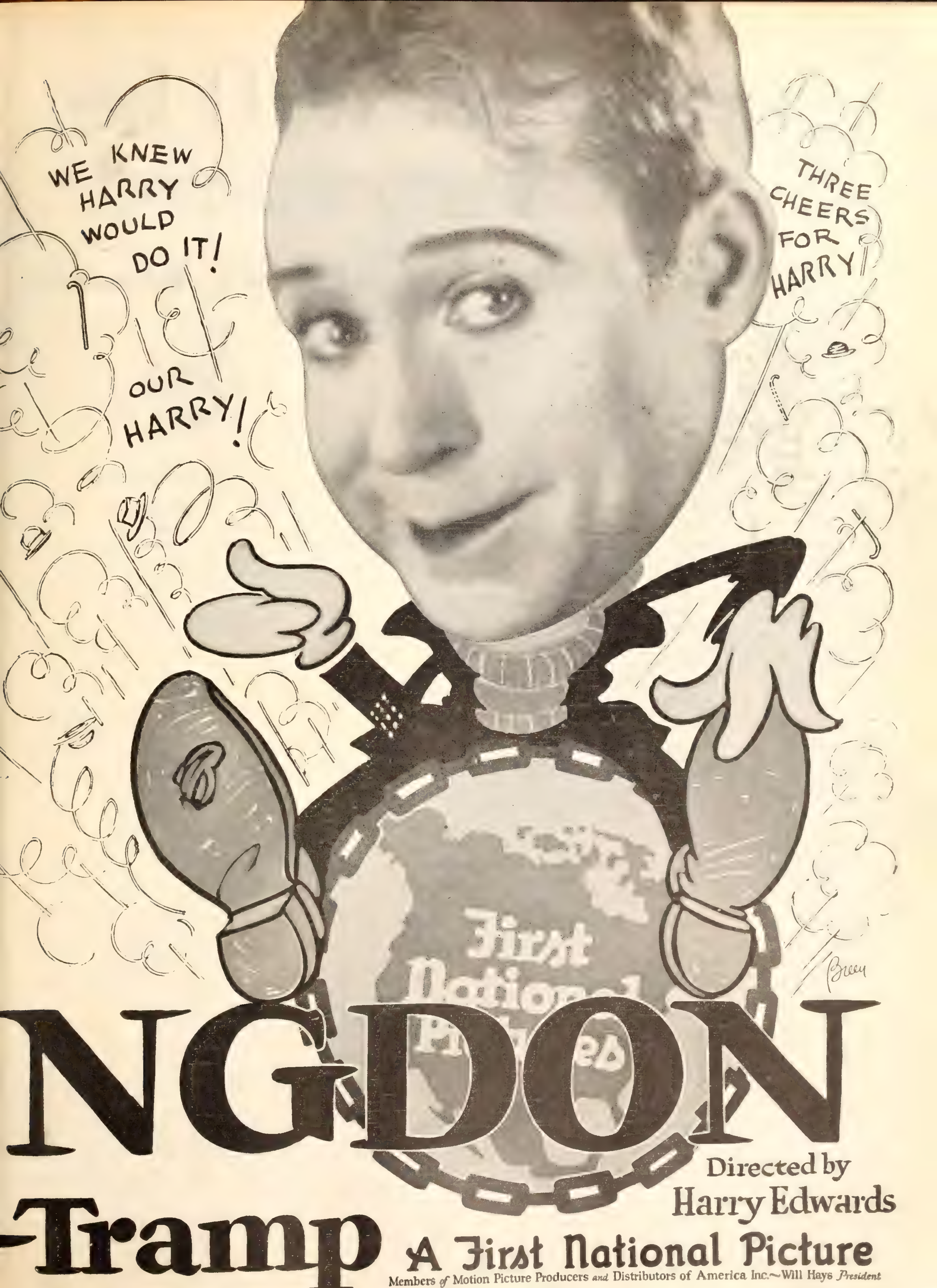
THE WORLD'S
GREATEST COMEDIAN

Harry Langdon Corp. presents

HARRY LA

his first feature length comedy

7 reels Tramp-Tramp


WE KNEW HARRY WOULD DO IT!
OUR HARRY!
THREE CHEERS FOR HARRY
First National Pictures

NGDON

-Tramp

Directed by
Harry Edwards

A First National Picture

Members *of* Motion Picture Producers *and* Distributors of America Inc.~Will Hays *President*

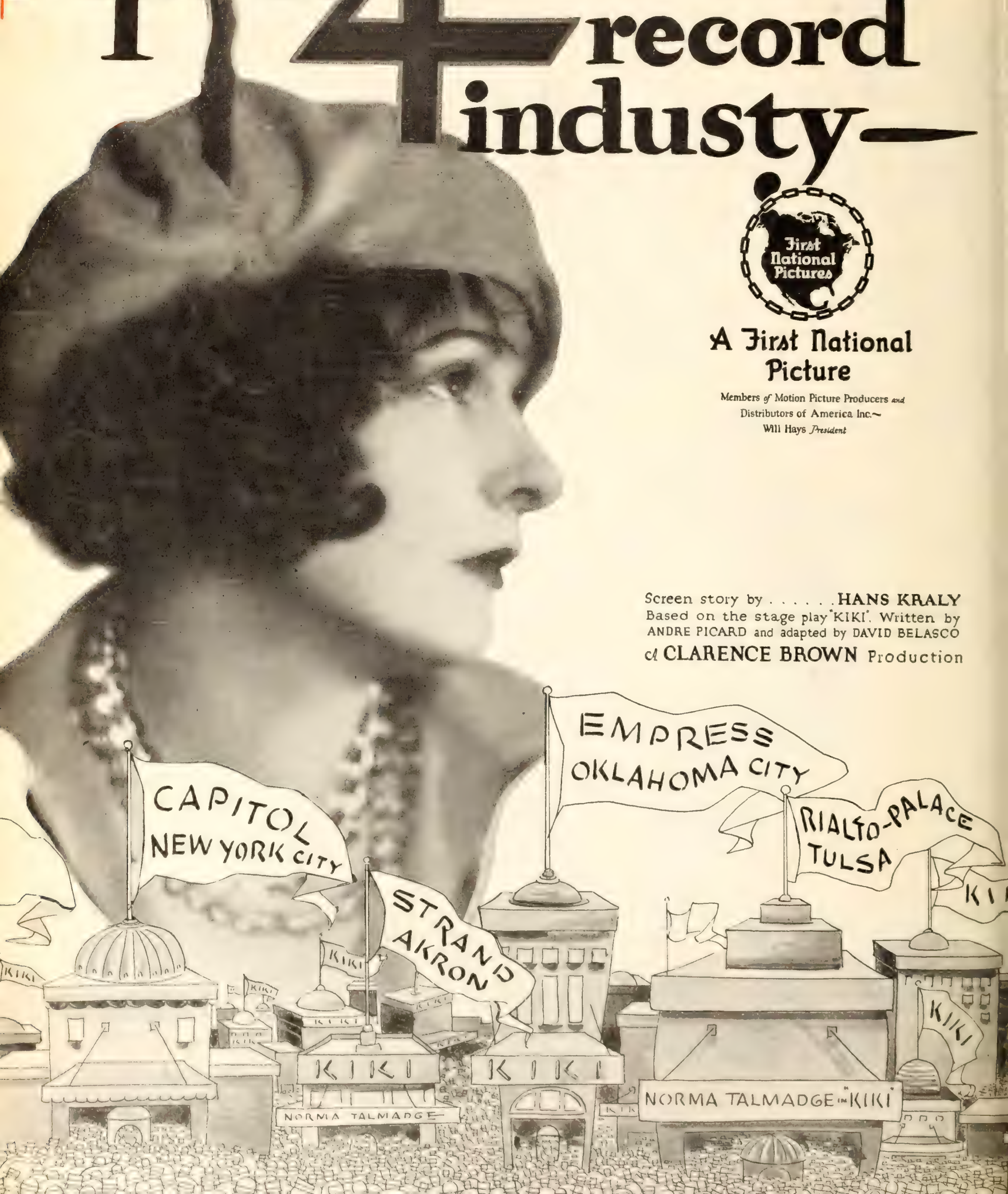
April 4th will be record industy—

First National Pictures

A First National Picture

Members of Motion Picture Producers and Distributors of America Inc.—
Will Hays *President*

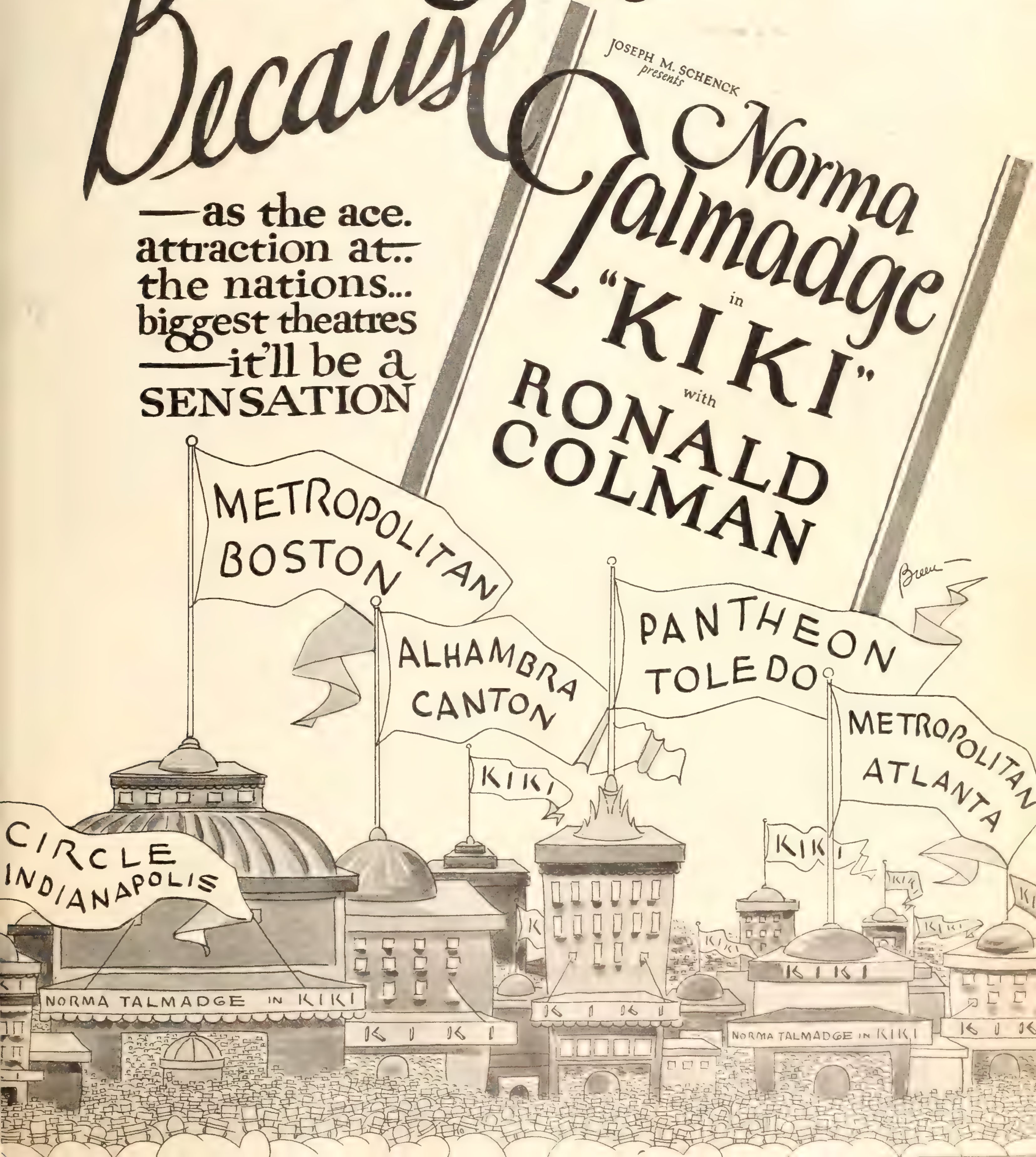
Screen story by . . . . . . HANS KRALY
Based on the stage play "KIKI". Written by ANDRE PICARD and adapted by DAVID BELASCO
a CLARENCE BROWN Production


CAPITOL NEW YORK CITY
EMPRESS OKLAHOMA CITY
RIALTO-PALACE TULSA
STRAND AKRON
KIKI
KIKI
KIKI
NORMA TALMADGE
NORMA TALMADGE in "KIKI"

the most sensational breaking day of the

Because

—as the ace.
attraction at..
the nations...
biggest theatres
—it'll be a
SENSATION



JOSEPH M. SCHENCK
presents
Norma
Talmadge
in
"KIKI"
with
RONALD
COLMAN

Breen
METROPOLITAN
BOSTON
ALHAMBRA
CANTON
PANTHEON
TOLEDO
METROPOLITAN
ATLANTA
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First National Pictures Inc—
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"You're pinning the best years of my life to the door of prison — you're robbing my soul of the only thing worthwhile.

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Continuity by Eve Unsell -
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First National Pictures

A First National Picture

Members of Motion Picture Producers and Distributors of America Inc ~ Will Hays *President*

Motion Picture News

Volume XXXIII ALBANY, N. Y., AND NEW YORK CITY, March 27, 1926 No. 13

Color

I SPENT a profitable day last week with a most interesting personality—John Eberson of Chicago, architect. We chatted for a while in the busy offices of Robert P. Hall, the foremost construction engineer in this theatre field; and then for several hours in Eberson's Studio, where he explained to me how the color scheme and decorative charm of a great theatre may be evolved from—an Italian art robe, or a tapestry or a piece of sculpture.

We think enough of the work of this theatre architect to devote a special edition to his theatres—as we have already with the theatres of Thomas Lamb and Rapp and Rapp. The fact is, we think highly—very highly—of the importance of such architects in the great forward sweep today of motion pictures. These men are showmen in the truest sense of the word. They have a lot to do with a theatre's success.

* * *

Just recently we editorialized on the subject of ideas in pictures—how *the idea* back of the picture, the inspiration that created it, has pre-eminently to do with its popular success—more than the fame of the story or of the star; more than its skilful technique.

And that is just as true of theatres.

Theatres also need ideas—inspirations.

Just as sameness damns pictures in the popular fancy, so also will sameness in theatres keep people away. A theatre need not be a piece of brick and mortar. It should be, it can be, a picture in itself.

The very bane of the show business is conventionalism, standardization, grayness. Its attraction is novelty, life, color. We can't turn out pictures like Ford cars, nor must we build theatres like rows of model houses.

* * *

John Eberson built the Capitol Theatre of Chicago. It is, it seems to me, one of the most interesting and significant experiments in the whole history of motion pictures. Situated 'way out "on the prairie" and but a single theatre in a city where big chains dominate, its failure was forecast with a laugh. But from the day it opened people flocked in and filled the seats; and the Capitol has rounded out its first year a pronounced success. The pictures were good and so were the presentations: but the big drawing card is the theatre itself, because the theatre itself is an ever-delightful picture.

* * *

Eberson is a colorist. He puts a fantasy into steel and plaster; it is all daring, different and charming. And people will go a long ways—and right past the conventional edifice—to enjoy that which both stirs and soothes the senses.

Color is a great factor in the show business—all the way along the line and finally with the public. Different schemes, of course, with different people: but no one at all likes drab entertainment.

A long time ago I overheard an argument between an exchange manager and an exhibitor from the East Side of New York. The latter was complaining that the posters were too dull.

"What do you want?" shouted the exasperated exchangeman. "Shall I throw a bucket of red paint over it?"

"Yes!" yelled the exhibitor. "That's just what I want."

And he wasn't far wrong—this seller of seats. He knew what his public wanted. Color! Lots of it; crude, if need be, and rather than no color at all.

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Editorially Speaking

EDWIN C. KING, manager of the Long Island studios of Famous Players-Lasky, leaves to head the F. B. O. studios in Hollywood. He will be succeeded by a good man in an organization finely put together; and F. B. O. gains an important factor in production.

Studio managers don't get into the headlines as do other important personages in production. But does anyone count more heavily in the big job of picture making?

The studio manager does the high balance act between two great objectives; one that must let artistic genius rise to its heights of expression, and the other, the dire necessity of keeping pictures on schedule of time and expense. We have had efficiency men who can keep to schedule regardless of the all important result of excellence in product, aand we have had remarkable pictures that threw time and money to the four winds.

We take off our hat to the man who so runs a studio that he has the hearty goodwill of the directors, players, writers, technicians on the one hand and on the other the approval and confidence of the executives at the home office who must watch the dollars and sell the pictures at a profit. Such men are exceedingly rare; moreover, they work so hard and so late on their all exacting job that they don't have time to talk about it.

* * *

AN interesting angle on the entire foreign situation is presented by a recent report to the Department of Commerce from Assistant Commercial Attache Douglas Miller in Berlin, bearing on the question of just how popular American pictures are abroad in comparison with the domestic production of those countries.

There has been much harmful exaggeration, we believe, in this matter. To blind ourselves to the fact much of our foreign supremacy is based upon financial reasons and not solely the entertainment preferences of the foreign public, is to place ourselves in a dangerously weak frame of mind. To assert that all Europeans would rather see American pictures than their own is to leave the factor of native appeal entirely out of it, and is somewhat, though not wholly, analagous to asserting that all New Yorkers would rather read the London Times than the New York newspapers. Sit through an American picture with a foreign audience and you will speedily learn that they find as much to criticize and ridicule as do we in a European picture.

That is why we have firmly clung to the assertion that, even though Hollywood remains always the largest producing centre in the world, it is neither wise nor economic that production should altogether languish on foreign shores, for nothing, probably, would more certainly stifle interest in motion pictures in those countries.

Which brings us up to the report of the Department of Commerce. Miller reports that a German film newspaper recently sent out a questionnaire to theatre owners throughout Germany, asking them to name the most profitable film of the year.

German films received 63 votes for first place and American films but 20. Asked what films were the greatest failures, German films were given 49 votes and American films 38. Despite the fact that a German film must, in the nature of things, command a higher scale of rentals generally, the great majority of the 315 exhibitors reporting had found German films the best moneymakers.

A little thought will easily show why this is so. The native producer can use themes of purely national appeal, old folk tales, historic legends, widely circulated novels. The American picture is made by and for a race which, despite the fact that it is a blending of all races, is essentially different from all the others in important respects.

So it is only fair that we should consider foreign production not just as competition which takes playdates which might otherwise go to American pictures—but as the means of keeping interest in motion pictures alive and growing, making the market ever better for all concerned.

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PICTURES AND PEOPLE

Sam E. Rork, producer for First National, who brought "The Desert Healer" to New York and has just bought rights to "Wild Geese."

George Weeks, Paramount distribution head, and Harry Ross, district manager, with the wreath presented to Weeks on his arrival in Los Angeles by studio heads.

HARRY LANGDON

INTERVIEWING a comedian is always an intriguing experience. Will he be a comical cuss, or will he have the proverbial gravity of the mortician? Will he pull the chair out from under us, dump a pitcher of water over our head and finish by hurling a custard pie in our general direction, to the great amusement of bystanders? So far, we must admit, no such thing has ever happened—but still—one can never tell.

So it was with no little interest that we wandered over to the Hotel Roosevelt the other morning to meet Harry Langdon, between his morning rising and a busy day of appointments and conferences. "Bill" Jenner, his genial manager, acted as the reception committee, and a few moments later Langdon entered in pajamas and a brown dressing gown.

Attacking a grapefruit without even the conventional "squirt in the eye" always associated with citrus fruits on the screen, Langdon looked as any young business or professional man might have looked. He showed much more willingness to talk about his work than about himself—another un-actorish trait.

"When I left New York six years ago, I was in vaudeville. I played Los Angeles and several producers sent for me. I went into pictures, ultimately becoming a Sennett comedian. Working there on ten or twelve two-reelers a year, I looked forward to the time when I would make only three features a year and thought it would be a soft snap. Now I'm finding out otherwise.

"We've spent twenty weeks on 'Tramp, Tramp, Tramp,' and pre-viewed it six times. You've got to pre-view comedy. You work on a picture for weeks, and it all looks flat to you. You can't see a laugh in it. Then you take it out and pre-view it, and when they laugh even where you didn't expect them to—that's

Dorothy Phillips, between scenes of "Toto" for Metro-Goldwyn-Mayer, goes after a high one on the tennis court with unusual grace and agility.

A charming study of Marie Prevost, who has been cast for the leading role in "Up In Mabel's Room" (Producers Dist. Corp.) by Al Christie.

Director Al Santell practices fortune telling between scenes of Levee's "Sweet Daddies" (First National), predicting a brilliant future for Jobyna Ralston.

Harry Langdon, First National comedy star, arrives in New York with his staff; left to right: Tim Wehlen, gag man; Hugh McCullom of First National; William Jenner, business manager; Langdon, and Frank Capra, cutter. They brought with them "Tramp, Tramp, Tramp."

Checker Cab
SERVICE CO.

Monty Banks, comedian, leaves for Hollywood after closing a contract in New York with Pathe for a series of feature comedies over a period of years.

Jack Warner, head of production at the Warner Bros. studios, in conference with Raymond Schrock, recently signed as his assistant in lining up and supervising the next group of pictures.

the greatest thrill in this business. In vaudeville you know after every performance whether or not you went over. But in pictures, you work for weeks and weeks, and then it's finished—and you can't tell until it's all over whether they will like it. By pre-viewing, you can strengthen weak spots, even reshooting sequences if necessary to get results.

"We shoot everything in continuity. I can't imagine making comedies any other way. One situation naturally grows out of another, and you have smooth continuity, even though the story is a succession of gags. Your story must be simple enough so that you can establish it in the first reel, carrying it along with gags until the last reel, when you bring it to its conclusion.

"On 'Tramp, Tramp, Tramp' we started simply with the idea of a man walking across the country, surrounded by a lot of 'tough eggs' and getting into all sorts of scrapes. Then the question arose: Why does he do it? So we invented the cross country walking contest. To create sympathy, we had the hero's father about to be crushed by the wealthy man staging the contest. The rest all followed naturally."

A pleasant fellow, Langdon. His rise has been steady and sane, and his hat size remains normal. Still, we shall always be a bit sorry that he didn't upset the butter-dish on our head, or give some other evidence of drollery.

Bill Hart, the two-gun man of the screen, is greeted by the 159th Infantry, stationed at the Presidio, upon his arrival in San Francisco for the premiere of "Tumbleweeds" (United Artists).

FOURTH F. B. O. DANCE

THE fourth annual dance of the home office and New York exchange of F. B. O. was held last Friday night at the Hotel Astor, attended by more than four hundred guests, all of whom reported a rollicking time.

Practically every employee of F. B. O. in New York attended the dance and as special guests there were, among others Major H. C. S. Thomson, President and Managing Director of F. B. O.; Colvin W. Brown, Vice-President in charge of Distribution; Lee Marcus, General Sales Manager; John Brownell, head of the Scenario Department; Charles Rosenzweig, Manager of the New York Branch, Al Tuchman, Purchasing Agent; S. M. Katz, Assistant Sales Manager; Hyatt Daab, Director of Advertising and Exploitation, and Edward McNamee, Director of Publicity and Sales Promotion.

McNamee, Director of Publicity and Sales Promotion, headed the Committee on Arrangements which included Miss Ann Benzoni, Miss S. Cantor, Miss Clara Doerrler, Ed McQuire, Ralph Crocco and Al Tuchman. It was on Miss Benzoni that much of the plans fell and to her much of the success of the dance is due. McNamee very efficiently acted as Master of Ceremonies while Harry Osborne, the inimitable, kept everyone in good spirits as floor manager.

The Reception Committee from the Home Office included Misses Eleanor Hansen, Lillian C. Koehler, Helen Clifford, Bessie Rydell and Messrs. John Hass, Harry Osborne and Edward Horne, while Miss Jean Slade, Miss F. Kaufman and G. W. Wolf acted in a similar capacity for the New York Exchange.

The Charleston brought out a surprising number of contestants with the entire party as judge. The applause finally gave the woman's prize, a gold piece, to Ruth Friedman, and the men's to Jack Huber. Little Phyllis Daab, the ten year old daughter of the Director of Advertising and Exploitation, won the prize for the balloon dance.

Among the pleasing divertisements of the evening were three solo dances; toe dance, Javanese and Third Tap, pleasingly done by Miss Lillian C. Koehler, and songs by Miss Ethel Ashton, Miss Betty Kenworth and Jack Huber. Mr. Hodes won the door prize.

ARRIVALS AND DEPARTURES

DOROTHY GISH sailed this week for England on the Aquitania, to star in three productions for British National to follow "Nell Gwyn" under the direction of Herbert Wilcox. She recently made a 3,000 mile trip across the continent to visit her sister, Lilian, for a week in Los Angeles.

Thomas Meighan, who went to Florida for a brief vacation following "The New Klondike," has returned to New York and is conference with Townsend Martin, supervising editor, to decide upon a story for his next vehicle.

Virginia Vance, Educational comedy leading lady, will take the train for New York as soon as her current fun drama is completed, visiting relatives in Toronto en route. While visiting friends in New York she will select a complete wardrobe for use in coming comedies.

Stephen Roberts, director for Education-Mermaid, will take a motor honeymoon in California, Washington, Oregon and British Columbia at the close of the current producing season. He recently surprised his friends in Hollywood by announcing his marriage to Miss Vee Eve Wolf, a Hollywood girl.

S. L. Rothafel sailed on Thursday on the "President Polk" for a tour through the Panama Canal en route to California for a complete rest. He will return about May 1st. W. E. Atkinson, of the same corporation, is now in Bermuda on a short vacation.

Arrivals in New York this week included Harold Lloyd and party, and Harry Langdon, each bringing his latest feature length comedy.

PAY DAY

THEIR first pay envelope after eight months in pictures came to the Paramount Junior Stars last week when they faced the cashier's window at the Paramount Long Island studio for the first time.

During the five months of the first term of the school, the 16 received no salary and under terms of their agreement on enrolling they were not renumerated while Dierctor Sam Wood sent them through the three months' work of making their screen debut, "Glorious Youth." But when the class was graduated on March 2, Jesse L. Lasky announced that all the Juniors had received contracts. Their first pay day came a week later.

No one was absent, no one was even tardy, when the cashier's window opened.

Meanwhile, the Junior Stars are being gradually cast for roles in various productions. Josephine Dunn and Jack Luden departed this week for Ocala, Florida, to join to W. C. Fields "Old Army Game" unit, while Walter Goss has started work in support of Gloria Swanson in "Fine Manners"—and thereby hangs a strange tale.

Three years ago Gloria Swanson had a party. In the banter of the evening she jokingly suggested that a good-looking young newspaper man should play a part in a picture she was about to make.

"Come over to the studio and have a screen test," she said.

The youth took her seriously and appeared at the studio the next day. Miss Swanson, true to her promise, had the test made. Like most tests of inexperienced aspirants, it was poor, and the boy put away his short-lived dream of screen fame, and went back to his newspaper.

Today, the same young man, Goss is performing in the role of "Buddie O'Toole, Miss Swanson's brother in her latest starring picture.

Gloria Swanson, Paramount star, in a scene with Walter Goss, one of the Paramount Junior Stars, who has been cast to play her brother in "Fine Manners," her current production.

Goss, he confesses now, resented being rejected for that part after the test, and his dream of screen success refused to fade. Still, he didn't know anything he could do about it.

Then almost a year ago, he was offered another chance. One night at a Broadway theatre, between acts, a representative of the Paramount Picture School approached him, introduced himself and asked Goss to come to the studio for an interview. With a rueful memory of his previous visit, Goss went. Another test was made, and when the School opened in June, he was one of the sixteen students.

ON THE SICK LIST

FRANK TUTTLE, directing Gloria Swanson's current Paramount vehicle, "Fine Manners," is ill with a severe attack of influenza at his home in Greenwich, Conn. Lewis Milestone, who directed Meighan's last picture, has been assigned by William LeBaron, associate producer, to the direction of the picture pending Tuttle's recovery.

On the day after Tuttle was taken ill, Miss Swanson arrived at the studio, learned of it, and found some 40 extras waiting. She resourcefully solved the difficulty by taking her place beside the camera with the director's magaphone and directing the scenes herself.

Mabel Normand will again come to the screen, this time under the Hal Roarch banner, in accordance with contracts announced this week by Pathe. Her return should be a welcome one.

TIMING THE NOMINATIONS

FOLLOWING the announcement by Hermann Hagedorn of a $500 reward to the first person suggesting the man finally chosen to play Roosevelt in "The Rough Riders," a special time clock has been installed in his office at the Famous Players-Lasky studio to stamp the exact time of receipt of each suggestion received.

A photograph must accompany each nomination for the role. The committee which will select the winner includes Hagedorn, Lewis Maverick of San Antonio, vice-president of the Rough Riders Association, and the director of the picture, as yet unnamed, it is announced by Jesse L. Lasky and Hector Turnbull, associate producer in charge of its making.

BETTER FILMS

ONE feature and two short subjects were selected by the National Board of Review this week for commendation. The feature was "Red Dice," a Producers Distributing Corporation release. The short subjects were Pathe's "Never Too Old," and Pathe Review No. 13.

OFF TO NEW ZEALAND

TRUE to a promise made to Zane Grey, the author, before he left Hollywood on his current trip of exploration, the first completed print of "Desert Gold" was shipped by Paramount to New Zealand, where Grey will see his latest story to reach the screen.

An International Newsreel shot from the views of the third expedition conducted by Roy Chapman Andrews in the Mongolian desert, at which time the famous million-year-old dinosaur eggs were found. (International Newsreel photo).

Approximately Five Hundred to Assemble for Paramount Convention

ABOUT five hundred representatives from the East, South and West will meet at Atlantic City next Monday and Tuesday to participate in Paramount's second international convention which will be held at the Ambassador hotel, March 23 to 27.

George W. Weeks, general manager of distribution, will preside at the sessions which will be attended by district and branch managers, bookers, ad sales representatives, exploitation men, foreign representatives and members of the home office.

Company policies, the new season's product and the foreign situation are the primary subjects for consideration during the conclave, which will conclude on Saturday night with a banquet. Addressing the assemblage at the dinner will be Otto Kahn, Senator Capper, D. W. Griffith and others.

Executives who will attend the sessions are Adolph Zukor, Jesse L. Lasky, Sidney R. Kent, E. E. Shauer, Walter Wanger, production manager; Eugene Zukor, B. P. Schulberg, Hector Turnbull and William Le Baron, associate producers; Phil Reisman, J. D. Clark, Charles E. McCarthy, Russell Holman, Mel Shauer, G. B. J. Frawley, George Spidell, Oscar Kantner and Leon J. Bamberger.

Give Theatres for Music Week

M. P. T. O. A. Pdelges Theatres to Stage Music Contest for School Children in May

IN cooperation with a movement being promoted by the General Federation of Women's Clubs the members of the Motion Picture Theatre Owners of America have pledged their theatres to put on a music contest during the first week in May in which every school child will be eligible.

Mrs. Marx E. Oberndorfer, Chairman of the Division of Music of the Federation appeared before the executive board of the exhibitor organization and was assured of that body's cooperation through National President R. F. Woodhull.

In addressing the Board Mrs. Oberndorfer stated:

"The object of the contest is to increase the love for music among the young people of America and to bring to the attention of the general public the important part played in musical education by the motion picture theatres and radio stations.

"In theatres and radio stations will be played at designated times during Music Week a number of noted selections—the titles and composers to be kept secret. Each contestant will write what he believes to be a correct title and author of each of these compositions and will accompany his list with a letter of not more than 300 words on 'How the Motion Picture Theatre Has Increased My Love for Music.'

"The Music Week Committee of the General Federation of Women's Clubs has chosen fifty noted compositions. This list will be published so that every person who enters the contest will know the names of the fifty selections from which the contest numbers are to be chosen.

"Before the contest starts, the General Director of the Music Week Committee in each city will choose fifteen compositions out of the fifty and will furnish these names in confidence to orchestra leaders in motion picture theatres and to directors of radio programs. Throughout Music Week the theatres and the radio stations will play strains from the fifteen selected numbers. The motion picture theatres will synchronize these numbers with the pictures they are showing and will scatter them throughout their program so that a person who sits through a performance will have had the opportunity to hear a recognizable strain from each of the fifteen contest numbers."

Mrs. Oberndorfor submitted a letter from the American Society of Authors, Composers and Publishers which assures the theatre owners and radio broadcasting stations that the music used for the National Music Memory Contest will not be taxable during that week.

Mrs. Oberndorfer stated that it will be a National Music Memory contest for all children who are high-school undergraduates. The first prize, a trip to Atlantic City, will be awarded the winner of every contest in every town and city in the country. At the close of this contest a general competition of the winning contestants is scheduled to take place in Atlantic City when the national winner will be selected by a Board of Judges comprised of musicians, representatives of the General Federation of Women's Clubs, motion picture theatre owners, radio specialists and others prominently associated in endeavors which would make them eligible for this board.

United Artists Extends Operations Abroad

HIRAM ABRAMS, president of United Artists, has sent Montford Steele, manager of foreign offices for United Artists, on a four months tour of the Orient, to survey the Far East branches of the corporation with a view to enlarging the distribution of product.

Montford Steele

Steele will probably install new distribution points throughout the Orient. Headquarters at present are at Kobe, Japan, with subsidiary offices and shipping centers in China, India, the Straits Settlements and Phillippine Islands.

White House Not in Sympathy With Blue Law for Washington

Proponents of Sunday blue laws for the District of Columbia will get little encouragement from the President, it was indicated last week by an official spokesman at the White House.

The President's experience in Washington, it was said, has been that Sunday is very well observed there, and while the local law is not as strict as in some states, there seems to be no lack of reverence on the Lord's day.

Representative Lankford of Georgia has introduced another Sunday closing bill, designed to meet the objections raised to his original measure. The new bill makes no change in the provision for the closing of places of amusement on Sunday, but is altered so as to permit the working of persons who observe some other day as the Sabbath.

Montreal Tax Opposed by Exhibitors

In Montreal, Quebec, the amusement tax collected at local moving picture theatres is turned into a fund for the Montreal hospitals. The city recently proposed an increase in the tax in order to provide more revenue. At a meeting of the Montreal Theatre Managers Association, held March 12, the association went on record as opposing an increase in the ticket tax, pointing out that it already averaged 12 per cent of the gross revenue of the theatres.

This tax was as much as the business could stand, it was pointed, the amusement tax in Montreal being greater than any other place in North America. It was urged that other businessess should be taxed for the hospitals.

Carl Laemmle Completes Pledge to M. P. T. O. A.

CARL LAEMMLE has completed his pledge, that of donating $50,000 to the independent exhibitor cause in behalf of Universal Pictures Corporation, made at the last national annual convention of the M. P. T. O. A. held in Milwaukee a year ago, with the presentation of a check for $10,000 at recent session of the Administrative committee.

President R. F. Woodhull on behalf of the Administrative Committee of the National body acknowledges Mr. Laemmle's steadfastness in the following letter:

"Mr. E. M. Goldstein, Treasurer,
Universal Pictures Corporation,
New York City.

Dear Mr. Goldstein:

This will acknowledge, with our thanks, receipt of your ten thousand dollar check, final payment on your fifty thousand dollar pledge to the Motion Picture Theatre Owners of America.

The Administrative Committee, in session today, unanimously wish to express their gratitude and appreciation to Mr. Carl Laemmle, The Universal Pictures Corporation and yourself of this most valued financial assistance.

The splendid manner in which you have kept your pledge to us shall become known to all the members of our organization.

Cordially yours,
R. F. WOODHULL, President."

Fox Seeks Atlanta Theatre Location

Construction of Famous Players House in Seattle Expected to Start in 90 Days; Stanley After Baltimore House

JAMES R. GRAINGER, general sales manager of Fox, while on a recent trip to Atlanta stated definitely that Fox will build in that city, and admitted that he was looking over three locations which were under consideration. He also emphasized that Fox was not interested in wholesale theatre acquisition, and would confine its activities to key cities which were "sewed up" for one reason or another.

Other recent deals by Fox include a 5,000-seat house in Detroit, one of similar size in Washington, D. C., and theatres to be built in St. Louis, San Francisco and Los Angeles.

With the conclusion of negotiations last week, work is expected to begin on a new $1,250,000 Famous Players theatre in Seattle, Wash., within the next ninety days. The house will have a seating capacity between 3,800 and 4,200 according to present plans, and is located at Ninth Avenue and Pine Street on property 120 x 240 feet in size. It will be built by Charles N. Rosenbaum, Seattle capitalist representing New York City interests, and will be leased to the Publix Theatres, Inc., for probably fifty years, it was announced.

Louis Cohen, real estate representative of the Famous Players organization, has been in Seattle for several weeks, and his announcement of the conclusion of negotiations was a result of communication with Harold B. Franklin, vice president of Publix in New York. Cohen declared that every effort would be made to have the house ready for opening shortly after the first of the year 1927.

Up to the present time, Famous Players-Lasky releases for the last several years have been booked in their entirety by the Jensen-Von Herberg organization of theatres, which was sold last week to the Producers' Distributing Corporation interests for a sum close to $6,000,000.

The Stanley Company of America is negotiating with the Shubert interests for the purchase of the Academy of Music in Baltimore. This is a 1200-seat house and if the deal goes through, it will be completely renovated and enlarged and will be used as a combined vaudeville and motion picture house. The acquisition of this theatre will mark the entry of the Stanley Company into Baltimore and will give it a continuous chain from Philadelphia to Washington.

It is reported that Universal has decided to erect a $3,000,000 theatre in Buffalo and that negotiations for a site are now under way. With a new house under way to be leased by Fox and with the new Shea Buffalo only recently opened, Buffalo will soon be entering, if has not already entered the ranks of overseated cities.

Goldstein brothers, who own and operate a number of successful theatres in western Massachusetts, have consolidated their interests into a new company to be known as the G-B Theatres Corporation, with assets well in excess of $3,250,000, as recently announced.

The consolidation includes the Broadway theatre in Holyoke, Mass.; the Calvin and Plaza theatres in Northampton, Mass.; the Palace and Colonial theatres in Pittsfield, Mass.; the Strand theatre in Westfield, Mass.; the Casino theatre in Ware, Mass.; the Strand theatre in Palmer, Mass.; and the State theatre in Utica, N. Y. There are also some parcels of realty in some of these cities held by the company with a view to future expansion.

Officers and directors of the new corporation are: Nathan E. Goldstein of Springfield, Mass.; treasurer, Samuel Goldstein, Springfield, Mass.; clerk, Max E. Bernkopf, Boston; vice president, Edward L. Shaw, Northampton, Mass.; directors, Nathan E. Goldstein, Samuel Goldstein, Edward L. Shaw, Bowen Tufts of Boston and Charles E. Mackintosh of Holyoke, Mass. The main office of the company will be in Springfield, Mass.

Williamsport, Pa., bids fair to witness keen rivalry among theatrical interests, inas-much as two big modern theatres are to be built there this spring. In addition to the $650,000 house that the allied Commerford and Chamberlain circuits are proposing to erect, the Lycoming Amusement Company, composed of local business men is going right ahead in its program of constructing a $150,000 picture house.

Klock & Frazier's three houses in Pittsburgh, Kans. have been taken over by the Sears Amusement Co., holding company in this territory for Universal Theatres. The houses are the Colonial, Klock and Grand.

The Ferry Field Theatre in Detroit has been sold by Phil Gleichman to William A. and Israel J. London, who paid a reported price of $300,000 for the theatre. The house under the new management will open about Easter Sunday with a straight picture policy at popular prices. They will improve the house before reopening it.

E. F. Albee and associates controlling the Keith enterprises, according to report, have held conferences with the Bankers' Trust Co., at which plans for the sale of Keith securities have been formulated. Plans under construction will provide for a new holding company which will control all Keith activities and the securities therein sold to the public.

First Publix Convention This Week

Executives, District Heads and Theatre Managers Foregather at Atlantic City on Tuesday, Wednesday and Thursday

PUBLIX THEATRES held its first annual convention on Tuesday, Wednesday and Thursday of this week at the Hotel Ambassador, Atlantic City, with about 250 executives, district heads and theatre managers in attendance from all parts of the country. Representatives of allied circuits were also on hand, including George W. Trendle, Mike Shea and Charles Skouras.

Executives from the home office in New York included Sam Katz, Harold B. Franklin, Harry Marks, Samuel Dembow, Herschel Stuart, Austin Keough, William Saal, D. J. Chatkin, Fred Metzler, John F. Barry, L. E. Schneider, Jack Mansfield, A. M. Botsford, Nathaniel Finston, James Cowan, Ed Olmstead and Lem Stewart.

An elaborate banquet, attended by officials of both Publix and Paramount, was held on Thursday night, ending the convention in a brilliant manner. Barney and John Balaban, Abe Blank, Frank Buhler, N. L. Nathanson and Jack Arthur were also at the banquet.

Sam Katz, in the opening address, stated that eventually he hoped to see Publix theatres in every country of the globe in which American motion pictures are exhibited. He outlined the growth and history of Balaban & Katz, down to the formation of Publix.

He stated that while he did not believe in prizes for managers, he did believe in advancement as merit was revealed, and spoke in this connection of the S. R. O. Drive opened in January for a six months' period, on the basis of which several promotions within the ranks will be made.

Samuel Dembow, head of the booking and buying department, brought out the fact that rentals last year had totalled $15,000,000, a figure which he believed would reach $20,000,000 this year. He also announced group life insurance on 250 employes.

David J. Chatkin, who is short subject buyer, announced that this work would be decentralized, with purchasing authority in the hands of the district managers.

John F. Barry, head of the training school, outlined the work of that institution. He stated that ten assistant managers and ushers would be brought to New York on full salary and enrolled in one of the classes.

"The Theatre Manager as a Business Man" was the topic chosen by Fred Metzler. He pointed out the paramount importance of the elimination of waste in all departments of theatre management, and was accorded a hearty response.

Harry Marks, who followed, spoke on "Management, Man Power and the Man."

S. R. Kent, who was slated to appear, was compelled by illness to postpone his talk.

Wednesday's program included "Advertising, Exploitation, Publicity," by A. M. Botsford, "How Producers Exploit," by Oscar Kantner, "Advertising Publix," by Ed Olmstead, "Revue Publicity, The Close-Up," by Sam Palmer, "Big City Tie-ups, Radio," by Jeff Lazarus, "The New Home of Publix," Russell B. Moon, "Booking Letter Contact," Ed Roberts, "Advertising," Lem Stewart, to be followed by sectional meetings in the afternoon.

On Thursday the program included talks by Austin Keough, counsellor of Publix, Arthur Swanson, of Swanson and Ogilvie, and Katz, Kent and Franklin.

Senate Increases Appropriation

Thirty Thousand Dollars Allowed for Establishment of Motion Picture Division

THIRTY thousand dollars are allowed for the establishment in the Bureau of Foreign and Domestic Commerce of a motion picture division by the Senate appropriations committee in its draft of the appropriation bill for the Department of Commerce for the fiscal year beginning July 1, next.

This is an increase of $15,000 over the sum allowed by the House of Representatives, and is $4,000 more than the department originally asked for. It is possible, however, that the fund will be cut slightly when the bill goes to conference for adjustment of differences between the two Houses.

The increase allowed by the Senate committee was secured through the efforts of Jack S. Connolly, Washington Representative of the Motion Picture Producers and Distributors, Inc., who urged upon the members the necessity of providing adequately for the establishment of the film division, the need for which has become very urgent within the past few months.

The need for the proposed division was laid before Congress some weeks ago, and was thoroughly discussed by the House appropriations committee during its consideration of the Commerce Department bill. The $26,000 appropriation had the approval of President Coolidge, the Budget, Bureau and Secretary Hoover, and the heavy handicaps recently placed upon American films by many foreign countries were outlined in a brief filed by Mr. Connolly.

It was pointed out that most of the important foreign markets have either passed legislation or have laws under consideration which would reduce the business in American films, and as our trade in that commodity totals possibly $90,000,000 a year and is indirectly responsible for heavy sales of other American commodities, the establishment of a special division to keep the American producers informed as to conditions abroad and to act in their behalf when restrictive legislation was proposed was warranted by the importance of the commodity in our foreign trade.

If the appropriation bill as finally passed by Congress carries the item for the film division it will be established as a separate entity of the department on July 1.

New Copyright Bill in Congress

Measure Would Afford Protection for Picture Owners and Right to Radio

A NEW copyright bill has been introduced in the House of Representatives by Congressman Vestal of Indiana, designed to take the place of other measures which have been introduced during the session and to meet the objections which have been expressed by representatives of the various interests affected.

The bill affords full copyright protection for motion pictures and also would vest in the copyright owner of pictures the exclusive right to broadcast them, anticipating the perfection of methods now being worked out for picture transmission by radio.

The measure provides that where any work, except a musical work, is created by an employee within the scope of his employment, his employer, as author, shall be the owner of the copyright in such work, in the absence of any agreement to the contrary, but this provision will not apply to works created on special commission where there is no relation of employer and employee.

Copyright secured under the act would extend to any work subject thereto to the extent to which it is original, notwithstanding it is based in part upon, or incorporates in whole or in part some previously existing work, but without prejudice to the rights of the owner of the copyright, if any, in the previously existing work.

Infringement of copyright of a motion picture would carry a penalty of $100 for the first and $50 for each subsequent infringing performance, with damages of $100 in the case of the infringement was unin- in the case of the infringement of an undramatized work by means of motion pictures where the infringement was unintentional, but "for the purpose of avoiding imposition and so called literary blackmail," if the defendant prove he was not aware that he was infrining, the plaintiff shall have no remedy against the defendant other than an injunction in respect to future infringement. Confiscation of infringing pictures is also provided for.

St. Louis Will Maintain Present Prices

The admission prices of the leading St. Louis motion picture theatres probably will not be decreased when the war tax on admissions of 50 cents and upwards is removed on March 28.

Official announcements of the schedule of prices to be in effect after March 28 have not been made, but it has been learned that reductions are not contemplated at this time.

"Motion picture owners have really been paying the war tax out of their own pockets" Charles Skouras of Skouras Brothers Enterprises, operators of the Missouri and Grand Central, said. "Prices in St. Louis are lower than in other large cities."

United Artists Managers Visit New York

Morris Safier, district manager for Cleveland, Cincinnati, Chicago, Indianapolis and Detroit, and manager H. W. Traver of the Detroit office were in New York during the last week conferring with Hiram Abrams, president of United Artists Corporation, in reference to the new expansion program of United Artists product in their territories.

While in New York, Safier and Traver had views of Mary Pickford's new photoplay "Sparrows," Douglas Fairbanks "The Black Pirate" and Samuel Goldwyn-Henry King production, "Stella Dallas," which will be released by United Artists.

First National Studio Removal to Coast is Rumored; Unconfirmed

Reports to the effect that all First National production would again be on the West Coast by August 1st continued to be printed this week, although there was nothing to indicate any particular truth in the rumor, so far as could be learned.

Nothing was known of it at the studio and no statements were forthcoming from the home office. It is understood that the present lease on the Biograph studio in the Bronx runs until next fall, having been renewed for one year at that period of last year.

The present schedule of A. L. Rockett, Ray Rockett and Earl Hudson includes six pictures, one of which is now going into production. Plans beyond that point are still in the tentative stage.

Several sources of information seemed inclined to discredit the rumor entirely, while others felt that it was entirely possible that upon completion of the First National studios at Burbank, such a move was not unlikely. Much will depend, apparently, upon the speed with which the Burbank plant is erected and made ready.

Ohio M. P. T. O. Adopts Resolution

"Resolved, that this organization assume the payment of dues pledged to the M. P. T. O. for and on behalf of the M. P. T. O. of Ohio to the extent of $3,500.00."

The above resolution was adopted by the Executive Committee of the M. P. T. O. of Ohio at its last meeting, according to a letter from P. J. Wood addressed to the members of the Ohio organization. This resolution was prompted by the realization that problems in the industry must of necessity be handled by a well financed national organization and consequently each state unit should do its share in supporting such a national organization in the same way the individual exhibitor supports his state organization.

Exhibitor Wins Philly Board Verdict

A DECISION of importance to West Philadelphia exhibitors was handed down recently by the Philadelphia Arbitration Board in the case of S. Epstein, of the Bell Theatre, 63rd & Woodland Ave. against Producers Distributing Co. The plaintiff signed a contract for a series of 37 pictures with the stipulation that he would receive the pictures seven days after the Stanley Co. and the Nixon-Nirdlinger theatres had had first runs in that section of the city.

Subsequently the territory was divided into three zones by the Film Board of Trade and Producers Distributing Co. attempted to confine Mr. Epstein to showings after the first run of the Stanley & Nixon-Nirdlinger theatres in his zone. He maintained that his financial loss as a result of the new arrangement was $6,000. The Board however, awarded him a rebate of the rentals on pictures that had been shown by other theatres in violation of the contract and further held that he should receive without charge all pictures that had already been run by other theatres which have not yet been shown in his house.

Wilcox - Saenger Combine is Formed

Robert Wilcox, Veteran Distributor and Exhibitor of Panama, Forms New Corporation This Week

FILING of the articles of incorporation for the Wilcox-Saenger Co., Inc., at Colon, Republic of Panama, this week, marked the culmination of a long considered move on the part of Robert Wilcox, pioneer in the distribution of motion pictures in Panama and adjoining territories since 1907, and the Saenger Amusement Co. of New Orleans.

The home office of the new company, which is incorporated under the laws of the Republic of Panama, will be at Colon, in the Wilcox building which now houses most of the film industry in that country. Offices will also be maintained, it is announced, in New York City and in New Orleans.

Plans have been in formation for this combination for more than a year and a half by Wilcox and by Julian Saenger, president, E. V. Richards, Jr., vice-president and L. M. Ash, treasurer, of the Saenger organization. The officers of the new corporation are: Robert Wilcox, president, E. V. Richards, Jr., vice-president and general manager, Frank L. Scott, secretary, and L. M. Ash, treasurer.

In addition to continuing the distribution of Paramount, United Artists, M.-G.-M., Fox, P. D. C., F. B. O., Pathe, First National and other pictures, the new corporation plans to erect fine, modern theatres at suitable points. The operating field will include the West India Islands, embracing Cuba, Porto Rico and Santo Domingo, all of Central America, Panama included, and the northern part of South America, taking in Colombia, Venezuela, British, French and Dutch Guiana. Panama provides a particularly central shipping point for all these countries.

Exterior of the handsome Cecilia theatre at Panama City, one of the houses which will figure in the new Wilcox Saenger combine. It is an 1,800 seat house and was designed by Thomas W. Lamb of Chicago.

Wilcox already books 36 houses in Panama, including Army, Navy and Y.M.C.A. theatres. These activities will be continued and expanded by the new holding company.

New Candidate Looms for Biechele Office

Another candidate for president of the M. P. T. O. Kansas-Missouri has entered the field from which a successor for R. R. Biechele will be chosen at the annual convention in Joplin, Mo., April 20 and 21. He is A. F. Baker, manager of the Electric theatre, Kansas City, Kas., the largest non producer owned house in Kansas City, managers of producer-owned theatres not being eligible to hold office.

An avalanche of letters was sent out from M. P. T. O. K-M headquarters in Kansas City this week, instructing exhibitors to contract for no more films between now and the convention. It is understood that film rentals will occupy the entire first day of the convention and it is believed some pointed resolutions may be adopted.

First Universal Sales Meeting Opens

Eastern Division of Distribtion Force in Convention at Hotel Astor, New York; Other Sections to Follow

THE first of Universal's sectional sales conventions opened on Friday of this week at Hotel Astor, New York City, to continue through Sunday. Branch managers and salesmen from St. John to Philadelphia are in attendance at the gathering, which was to be addressed on subjects connected with the launching of the Greater Movie List, much of which product was to be screened for them.

The New York conference is being held for the Eastern Division of the Universal sales force. Immediately following this convention, a second will be held in Detroit, for the exchanges of the Ohio Valley. A third will be held directly thereafter in Chicago, for the Mid-western branches; a fourth at New Orleans, for the Cotton States, and finally, a fifth convention, in Los Angeles, for the West Coast group of exchanges.

The Universal Sales Directorate, Lou B. Metzger, Earl Kramer and Ralph Williams, will attend all conventions, as will Julius Singer, sales manager for short product; Joseph Friedman, special sales representative and other Home Office executives. Among these executives will be George Brown, director of advertising; Abe Stern, vice-president of the Stern Brothers, Nat Rothstein, general director for "The Flaming Frontier," and Dave Bader, Manager of Advertising Accessories.

Those attending the Eastern Convention in New York include the men from the following exchanges, New York, Philadelphia, Washington, Albany, New Haven, Toronto, Montreal, St. John, and from the American Feature Film Company (Asher Brothers) of Boston, Universal's New England distributors.

A full schedule of conferences and sales talks has been drawn up for the various conventions, but there also will be a lighter side, with informal get-to-gethers, luncheons, dinners and other amusements.

Following the break-up of the New York conference Sunday evening, the New York Home Office contingent will board the train for Detroit, arriving there Monday in time for the second convention. The exact dates for the various conventions are as follows: New York, March 19, 20 and 21; Detroit, March 22, 23 and 24; Chicago, March 25, 26 and 27; New Orleans, March 29, 30 and 31, and Los Angeles, three days shortly thereafter, definitely to be announced later. Carl Laemmle, president of the Universal Pictures Corporation, who is now at Universal City, Cal., personally supervising production on the Greater Movie List, will direct the activities of the Los Angeles meeting.

Among the branch managers, exploitation men and salesmen who are attending the New York convention are:

New York Exchange: W. C. Herrmann, D. Brill, L. Kutinsky, L. Abrams, J. Friedman, H. Furst, L. Levy, B. Price, D. Rappaport, E. Rosenbaum, J. Weinberg, P. Winnick, J. Denton, H. Richland, S. Kusiel, J. Meyers, J. Liggett, J. Hartman, and N. Goldberg.

Philadelphia: S. Wittman, Dave Miller, Mike Shulman, Nat Levy, Ray Smith, E. H. Ginsburg, S. Friedman. Wm. Doyle, John Gill and Al Feinman.

Washington: M. Van Praag, N. Sauber, H. H. Milstein, Leo Garner, Al Garner, A. Jacobson, L. Schram and Leo Stephens.

Albany: H. C. Bissell, R. Smith, Fred Duffy, and Al Herman.

New Haven: Morris Joseph, J. Leighton, Geo. Rosenbaum, R. C. Wood and F. C. Moynihan.

Toronto: Clair Hague, Leo Devaney, J. Davidson, F. Gilbert, M. Wilkes and H. Law.

Montreal: D. Leduc and H. N. Hooper.

St. John: W. A. Sault.

Boston: Harry Asher, M. E. Morey, Samuel Grant, Wm. P. Kelly, Jack Davis, Joe Curran and Ray Curran.

Minnesota Towns Consider Sunday Openings

Bertha, Minn., voted 77 to 32 for the open Sunday recently but there is still much agitation. Benson, Minn., will vote on the issue at the spring elections. The town has been closed to Sunday shows for several years. Spring Valley, Minn., is in the grip of a campaign conducted by a local newspaper which wishes to close the place to the Sunday movie.

Famous Players Shows 1925 Profit of $5,718,053—Equals $18.39 a Share

NET profits of $5,718,053 are shown in the report of Famous Players-Lasky and subsidiaries for the year ended December 26, 1925, equivalent, after preferred dividends, to $18.39 a share earned on average of 275,102 shares of no par common stock outstanding during the year. This compares with $5,422,349 or $20.08 a share on 235,931 shares in 1924.

Net profit for the fourth quarter of 1925 was $2,258,190, equal to $5.66 a share on the shares outstanding for the year, comparing with $2,500,507 or $9.89 a share in the last quarter of 1924. Based on 370,114 common shares outstanding at the end of the year, 1925 earnings were equal to $13.67 a share.

The balance sheet as of December 26, 1925, shows current assets of $29,496,581 and current liabilities of $9,520,446. The property account has been increased to $31,916,199 after giving effect to the increase in land values arising through an independent appraisal, comparing with $13,679,651 in 1924.

Cash totaled $7,346,049 against $2,700,829.

Abrams Outlines Sales Policy

Increased Program to Enable Selling to Smaller Towns by United Artists

HIRAM ABRAMS, president of United Artists Corporation, announces an extension of the sales plan of that company whereby the exhibitors in smaller towns throughout the country will be given a greater opportunity than in the past to book United Artists product, and by which their showings can be brought closer to release date.

In his statement, Abrams makes clear that in the forthcoming season, with an array of fifteen productions and with an augmented sales organization, a larger opportunity is given to serve the smaller communities at a time when they can cash in on the key city advertising and exploitation.

This concentration on volume distribution has been in the minds of the sales executives of United Artists for some time. Now, with United Artists Corporation expanding both in production, sales and distribution activities, the attendant benefits will accrue to all exhibitors, inasmuch as the new plan of volume distribution will reach even into the hamlets and communities during the early life of a production.

Abrams further states that the United Artists Corporation selling policy, inaugurated at the inception of that company's activities, will remain unchanged. Each and every picture, in whatever city, town or village, will be sold separately and individually, upon its own merit, and will not be tied to any other single production or group of pictures on United Artists schedule of releases.

This policy is the one upon which the United Artists Organization was founded, and to which it has rigidly adhered, without deviation, for over six years.

Hearing for Webb-Davison Bill

Exhibitors Absent From Albany Senate Meeting Addressed by Chase—Wants News Reels Censored

EXHIBITORS were conspicuous by their absence at the hearing last Tuesday afternoon of the Webb Davison bill which would exempt news reels from censorship provisions in New York State. The hearing was called by Senator Webb at the request of Canon Chase, of Brooklyn, who wanted to be heard on the measure.

According to Canon Chase, motion pictures are not improving except in such states as have censorship. He declared that news-reels should still be supervised and expressed the opinion that in placing the state censorship commission under the direction of the Department of Education, the lawmakers of New York state were making a very wise move and one that would protect the public from indecent pictures.

George H. Cobb, former chairman of the New York State Motion Picture Commission, was also at the hearing, but at just whose request was not quite certain. He told the committee that they should be careful that bills were not passed which would be but the opening wedge for a breaking down of the censorship law in New York state, and which would be followed by other bills from time to time, seeking a broader exemption.

J. Henry Walters, of New York city, associated with the Keith interests, and one time majority leader of the Senate, spoke in favor of the bill. Mr. Walters said that he was interested in "Topics of the Day," and believed that the very nature of matter shown on the screen in such, entitled it to the same exemption as might be accorded news reels, as the topics were excerpts from the press of the country.

First National Declares Extra Dividend

FIRST NATIONAL PICTURES last Saturday declared an extra participating dividend of $1.44 a share and the regular quarterly dividend of $2 a share on the 8 per cent, first preferred stock, payable April 1 to stockholders on record as of March 15.

The extra dividend represents 8 per cent of the amount by which earnings were in excess of $1,500,000 and not in excess of $2,500,000 for the fiscal year ended December 27, 1925.

Actual Work Started on New First National Studios on West Coast

Actual work has been started on the new First National studio at Burbank, California. C. P. Butler, First National official, is now in New York with plans and architect's drawings which will be submitted to Richard A. Rowland for a final okay immediately after which erection of the buildings will be started.

According to Rowland forty features are scheduled to be produced at the new studios and all companies will be active for some time to come. The new studios will house the productions of Colleen Moore, Richard Barthelmess, Corinne Griffith, Milton Sills, and many more. All of the big feature First National films will be made there and all the independent producers whose product is released through First National channels, expect to produce their pictures within the walls of the new plant.

Charnas Division Heads Hold Meeting

Harry Charnas, president of the Standard Film Service Company of Cleveland held a division meeting last Tuesday, which was attended by Sam Wheeler, Pittsburgh exchange manager; Nat Lefkowitz, Cincinnati exchange manager; A. M. Goldman, Detroit exchange manager, and Bill Onie, manager of the Cleveland exchange. At this meeting Charnas outlined the sales policies of the company, and invited sales discussions from the managers. Charnas is now in New York.

Gain New Studio Manager at Paramount Plant

J. J. Gain, who has been associated with Edwin C. King for several years in the physical operation of the Paramount Long Island studio, has been appointed studio manager to succeed King, effective about April 1st. King will leave at about that time to take charge of the F. B. O. studios in Hollywood.

Jesse L. Lasky has also appointed Lou Sarecky to succeed Gain. Sarecky has been with the organization for some time.

Ned Holmes Scenario Editor for Fox

NED HOLMES, one of the best-known figures in the theatrical world, has just been appointed scenario editor of Fox Films, according to announcement by Winfield R. Sheehan, general manager of the corporation. Holmes is now in Hollywood and will assume his new duties immediately.

Ned Holmes

Before coming to the West Coast Holmes was actively engaged in exploitation work for Fox Films in New York. He is regarded as one of the most thoroughly informed motion picture experts in the United States.

Sunday Closing Reopened at Capital

Woodhull and Brylawski Testify at Hearing on Lankford Bill Relative to Closing in District of Columbia

REPRESENTATIVES of the motion picture industry were given an opportunity to express their views on Sunday closing legislation at the reopened hearings on the Lankford bill held by a subcommittee of the House District Committee March 16.

Following the testimony of Frank W. Darling of New York, president of the National Association of Amusement Park Men, who argued against the bill, the motion picture men were called, the first witness for the industry being Julian Brylawski, managing director of the Earle Theatre.

Conditions in the District are not such as to require legislation of this character, Brylawski told the committee. He pointed out that in 1911 the District Commissioner called a meeting of the motion picture men and the Federation of Churches at which an agreement was voluntarily made that the theatres would not open until 3 p.m. on Sundays, although theretofore they had opened at 10 a.m., as on other days. "In the 15 years that that agreement has been in force not a single theatre has violated it," he declared.

R. F. Woodhull of Dover, N. J., president of the Motion Picture Theatre Owners of America, declared that only the importance of the question led him to leave a sickbed to come to Washington. He told the committee that his organization passed a resolution at the last annual meeting to combat any legislation of this character in the District of Columbia because of its possible use as a precedent to close theatres throughout the country on Sunday.

A law of this nature cannot be enforced, he said. It is not enforced in New Jersey, the committee was told, and it was explained how theatres in Hudson county has been able to open as a result of a campaign of blue-law enforcement which gathered in nearly everybody who tried to do anything at all on Sunday.

Brylawski explained the work of the National Board of Review, and added that the exhibitors themselves were well aware of the necessity for clean pictures if they were to continue profitably in business. One bad picture, he declared, might clean up for a week but the effects would be felt for months.

The result of Sunday-closing in Baltimore, he told the committee, has been that thousands of Maryland people come to Washington for their Sunday amusements, and it has been estimated that not less than 15,000 out-of-town people attend the motion picture shows here on that day.

Brylawski's testimony as to the knowledge of the exhibitors themselves that clean pictures paid best was corroborated by Woodhull. One of the first and main objectives of the organization, he said, was to better conditions in the theatres and great strides have been made along that line in the past few years.

Albert C. Hayden, of the American Federation of Musicians, having over 130,000 members, protested strongly against the bill. Its provisions were undeniably class legislation, he declared, pointing out that an organist who played in a church for pay could do so on Sunday while other organists playing in theatres could not. In fact, he said, the only place a musician could play on Sunday would be in church.

A bitter attack on the motion picture industry was launched as the final feature of the hearing by Dr. M. W. Womer, secretary of the Detroit Lord's Day Alliance. He declared that statistics showed that "five million people are compelled to work on Sunday" because of the demand for amusement.

"For some years," he asserted, "I have been delving into the methods of the motion picture association. The industry has been and is the greatest lawbreaker we have in the United States. They are operating in States in direct violation of the State laws as upheld by the Supreme Courts of those States."

He charged that at a show operated on Sunday for charitable purposes the admissions totaled $1,380 and $30 went to charity, declaring that he had. the "confession" of the operator of the theatre to substantiate his charges. He also declared that there has been great increase in the percentage of juvenile crime, which he attributed directly to the motion pictures, but did not say whether the increase was greater than the increase in total population for the same period.

Near East Anti-Piracy Move Urged

Paul Schlatermund, Universal General Manager at Alexandria, Tells of Difficulty of Fighting Without Suitable Weapons

ADOPTION of suitable legal and other means to curb film piracy is urged in a statement received from Paul Schlatermund, general manager for Universal Pictures Corporation in the Near East, with headuarters at Alexander, Egypt. Schlatermund graphically sets forth some of the difficulties of operation in that quarter of the globe. He says:

"Under the peculiar circumstances ruling here, surprises—big and small—are matters of almost daily occurrence. Beyond all doubt, the most unpleasant are those connected with piracy. Piracy—what a word to stir one's imagination, and to recall hot summer seas, Captain Kidd and the Spanish Main. But here it is robbed of all glamour, and signifies something base and disloyal—something to rouse indignation and all the fighting energies of a man desirous of maintaining in his business a high level of integrity and honest, fair competition.

"Battling with film pirates is thus part of the daily grind of representatives of the big American producers in the Near East. The writer, despite the innumerable obstacles he has met with in this connection, is glad to acknowledge the support and assistance accorded to him by the local authorities throughout his territory. Unfortunately, the local officials are themselves sometimes prevented from scotching the evil simply because the laws of their country do not provide the necessary machinery, and notably because there is no treaty existing between Washington and their Government with reference to the protection of film rights.

"Such protection comes within the scope of 'author's rights.' Author's rights of practically all important nations are protected by the Convention of Berne dated September 9, 1886, which was revised on May 4th, 1896 and July 1st, 1910. Article 14 of this Convention has special reference to the film rights of authors.

"For some unknown reason, the U. S. Government has so far persisted in rejecting the Berne Convention, and in consequence the representatives of American producers have no claim to protection.

"Thus deprived of the ordinary methods adopted by his competitors of other nationalities, what can the American representative do? The best policy is to release a picture in the threatened territory as soon as possible after its release in the States, and thus to cut the ground from under the pirate's feet. Another efficient remedy is to publish the pirate's name in the big trade papers all over the world. It seems to the writer if all the big American firms undertook to abstain from dealing with anybody who has been connected with piracy, the evil would rapidly disappear, and he ventures to commend this suggestion to the earnest consideration of all concerned.

"A leading Greek trade paper published an article the other day inviting all serious concerns to communicate to the Editor the names of pirates in Greece, with a view to publishing a black list, as piracy is obviously a disgrace to the nation.

"If such malpractices and their perpetrators could be brought into public disgrace, there is no doubt that the whole nefarious trade would be rendered one of extreme difficulty. Their business connection would be effectively severed, and with the stipulation of heavy fines in all sales contracts and the collection of ample cash guarantees from buyers who are suspects, there is every liklihood that the plague would be destroyed or at any rate reduced to very small proportions.

"It is a pioneer job, and those whose interests are at stake should join together in self-defence."

Kansas, Missouri to Fight Daylight Saving

The M. P. T. O. Kansas-Missouri is confronted with a battle against a daylight saving plan being sponsored in Kansas City. Daylight saving was adopted in Kansas City several years ago, but has not been adopted since that time.

King Studio Manager for F.B.O.

Resigns Position at Paramount Long Island Studio; Starts Work April 1

BY an arrangement concluded with Joseph P. Kennedy, chairman of the board of directors of Film Booking Offices, Edwin C. King, for the past four years general manager of the Paramount studios in Long Island, has resigned that position to accept a similar one at the F. B. O. studios in Hollywood. The change will go into effect on April 1.

King's entire motion picture career has been spent with the Famous Players-Lasky company. He was born in Chicago and was educated as an architect and engineer. Upon completing his education he joined the American International Association as manager of one of its subsidiary companies, resigning in 1916 to enter the motion picture field in its business end, the branch of the industry in which he has since remained.

For nearly three years he was in the New York offices of Famous Players-Lasky as assistant to Mr. Lasky and four years ago he became General Manager of the Eastern Studios, which position he has since occupied.

King is due to arrive in Hollywood on April 1st, in time to attend the F. B. O. Sales Convention, which will take place on April 1st, 2nd and 3rd. His family will not join him there until later.

Edwin C. King, recently resigned as General Manager of the Famous Players-Lasky Long Island studios to accept a similar post at the F. B. O. studio in Los Angeles.

"Quite naturally, up to the time I leave Famous Players-Lasky at the end of the month my energies will be devoted to their interests," says King, "and it will not be until I have taken charge of the F. B. O. Studios at the West Coast that I will be able to state more specifically my plans. As my duties at the Long Island studios have demanded my entire attention I have not been able, to go into detail with Mr. Kennedy, or Major Thomson on production plans for F. B. O. Under my new contract I will be in Los Angeles the first of April, in time for the annual Sales Convention, and then I will be in a better position to talk of my plans."

Comments on Florida Situation

E. J. Smith, Sales Manager of Asso. Exhibs., Reports Picture Business Active Throughout State

IN a report covering the business situation in Florida, E. J. Smith, sales manager of Associated Exhibitors, makes known several facts pertinent to the outlook for the motion picture industry including figures showing the rapidity with which theatres are being erected.

Excerpts from his report follow:

"The moving picture scene in Florida changes almost overnight. Since my last trip there, the progress in the erection of theatres is almost unbelievable. A year ago at this time there were in the neighborhood of 215 moving picture theatres in Florida. Today there are some 260 in actual operation, with at least forty more under construction.

"In the city of Miami and nearby Miami Beach, there are 14 theatres showing pictures—six more are under construction—and fifteen additional theatres will be completed within the next year. This growth, although rapid, is not purely speculative. It is evident to almost everyone now that Florida has just come into its own and, although mistakes will undoubtedly be made where the boom spirit prevails, I feel certain that the vast sums now being invested in amusement enterprises there, will yield a handsome and consistent return.

"In other Floridian cities a similar condition of theatre building activity prevails. There are at least forty theatres now under construction there.

"Only Universal, First National, Famous Players, and F. B. O. of the national distributors have branches in Florida located at Jacksonville. Undoubtedly other national organizations will shortly establish branches in Florida and we have already started negotiations for the location of an Associated Exhibitors' office there."

Paramount Executives See Lloyd's Latest

Members of the Paramount organization gathered at the Wurlitzer hall, New York, Monday afternoon for a private showing of Harold Lloyd's initial offering through Famous Players-Lasky Corporation, "For Heaven's Sake." The showing was held under the auspices of George W. Weeks, general manager of the department of distribution of Famous Players.

Following the showing, which was attended by the star and executives of the Lloyd Coporation, in addition to the members of the Paramount organization, tea was served.

Gertrude Short is Given Feminine Lead

Gertrude Short, who recently contracted to appear exclusively in F. B. O. productions for the next five years, has been assigned to the leading feminine role in the F. B. O. screen version of Laura Jean Libbey's novel, "A Poor Girl's Romance." She will appear opposite Matt Moore, who, as previously announced, has been secured from Warner Bros. for the stellar role.

Ross to Direct Feature for Chadwick Pictures

Nat Ross has been selected by Chadwick Pictures Corp. to wield the megaphone for "April Fool," a story of Jewish life, in which Alexander Carr is to head the cast. Work will begin this week at the Chadwick studios.

The picture is an adaptation by Ross, Zion Meyers and Sam Zimblast of the dramatic playlet, "April Showers," in which Carr appeared for years in vaudeville in this country and abroad.

A cast is being assembled for the production. Those chosen to date include Mary Alden, Pierre Gaudron, Max Davidson, Snitz Edwards, Eddie Phillips, Baby Peggy, Pat Moore and Leon Holmes.

"Spiritualism Exposed" to be Seen Here

Jacques Kopfstein, President of Entertainment Pictures Corporation, announces that this company has acquired the United States rights to the special production titled, "Spiritualism Exposed," now being produced in England by A. E. Coleby, one of England's leading scientists.

This production will probably be about six thousand feet in length and it may be released in either single-reel form or in its entirety as a feature.

First Scenes are Shot for "Old Ironsides"

The first scenes of "Old Ironsides," were filmed 20 miles off the California coast this week. The picture, which is an original drama by Laurence Stallings, tells of the battle-scarred frigate Constitution and its encounter with Tripolitan Corsairs. Walter Woods and Harry Carr prepared the story for the screen.

Ellbee Pictures Disposes of Foreign Rights

Lewis Baum, President of the Ellbee Pictures Corporation, announces that he has consummated a deal with the British and Continental Trading Co., Inc., J. C. Barnstyn, President, for the entire foreign rights for the twelve pictures open this year.

"Seventh Bandit" Next for Harry Carey

Harry Carey's second starring vehicle under the Pathe banner will be "The Seventh Bandit," a story of present-day California written by Arthur Preston Hankins. Scott Dunlap, who directed "Driftin' Thru," Carey's first Pathe picture is directing.

Eschmann to Middle West for United Artists

E. A. ESCHMANN, assistant to Hiram Abrams, president of United Artists, left New York last week on a trip to take in Cleveland, Cincinnati and Indianapolis in furtherance of the expansion program in conjunction with the newly outlined project of volume distribution.

He will give special attention to "The Bat" and other outstanding United Artists Corporation production.

Monty Banks Will Make Pathe Series

ELMER PEARSON, Vice President and General Manager of Pathe Exchange, Inc., announces the signing of Monty Banks, to produce and star in a series of feature fun films to be made upon a far more pretentious scale than any of his previous comedy sensations.

Monty Banks

The contract calls for a minimum of three features a year during an extended period. Monty Banks Productions, Inc., will make the new Pathe Series in which A. MacArthur will present Banks. The star is already on his way to the West Coast where he plans to start production at Hollywood between the 1st and 15th of April so as to have his initial picture ready for September release.

Eastman to Develop Films for Teaching Purposes

Production of teaching films, closely correlated with selected courses of study and in accordance with a definite educational plan for use in the schoolrooms will be undertaken at once by the Eastman Kodak Company of Rochester, N. Y.

The films thus made will be used in a broad experimental way in an effort to solve the problem of supplying pictures for the schools, and no apparatus or productions will be for sale to schools during the period of experimentation.

Details of the plan were outlined by George Eastman, president of the Eastman Kodak Company, in a letter to Will H. Hays, president of the Motion Picture Producers and Distributors of America, of which association the Eastman company is a member. The Hays organization has been working along cooperative lines with the National Education Association and other interested groups looking toward the use of pictures in the classroom.

Holdup Man is Released After Confession

After confessing to holding up the cashier of the St. Denis Theatre, Montreal, Quebec, on November 16 and stealing the evening's box office receipts of $582, John Boyd, the accused, was given his freedom on March 12 by Judge Monet in the Montreal Police Court on condition that he leave Canada forthwith. Judge Monet pointed out that Boyd had already spent almost four months in jail awaiting the trial of an accomplice, Arthur Finlayson, an employe of the St. Denis Theatre. Boyd had confessed all details of the crime and the Judge placed the blame on Finlayson who is awaiting sentence following conviction.

Boyd, who had resided in the United States but who was a native of Scotland, was an inspector of theatre equipment for a company. He met Finlayson during a visit to the theatre when Finlayson told him how to carry out the hold-up, it was claimed, which was done.

Violation of Resolution is Charged

Considerable opposition has been voiced by the M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware against the action of the Philadelphia Pathe exchange for its claimed violation of a resolution passed by the Film Board of Trade stipulating that only pictures that had been released for more than a year could be rented to non-theatrical interests.

Pathe is alleged to have rented "The Freshman" to the Media Post of the American Legion on March 5th and 6th before it had been in circulation in this territory for a year. The picture was run in opposition to Harry Dembow's Pastime Theatre. When approached by members of the M. P. T. O. in regard to the alleged violation, Miles Gibbons, Philadelphia branch manager, claimed that he had been instructed by the home office to rent the picture without regard to the resolution of the Board. Jack Greenburg, Secretary of the Film Board of Trade, took the matter up with the home office of Pathe and it is understood that the company will, in future, observe the one-year resolution of the Board.

Three Pennsylvania Houses Destroyed by Fire

Within the past three weeks three Pennsylvania theatres have been wiped out completely by fire. The three theatres destroyed were: The Liberty, New Castle, on March 7, loss $80,000; The Nixon, Carroltown, on March 7, loss $10,000; and the Luric in Hamburg on March 11, loss $20,000.

E. C. King Resigns from Famous Players-Lasky

EDWIN C. KING, who has been general manager of Paramount's Long Island studio for the past several years, has resigned to enter production. His successor will be announced shortly.

"It is with great regret that I am obliged to accept Mr. King's resignation," said Mr. Lasky. "He has been with Paramount for the last several years and in that time has achieved a wonderful record for efficient, loyal service. He has the best wishes of everybody in the organization for his future success."

Close of Polish Theatres Due to Taxation

The number of moving picture theatres in Poland declined from 800 in 1924 to 500 in 1925 and to 383 at the present time, according to the Polish Cinema Union, states a recent report from Assistant Trade Commissioner L. J. Cochrane of Warsaw to the Department of Commerce.

This is particularly due, it is said, to unusually high taxes collected by various municipalities which, for example, in the case of Warsaw, run to 50 per cent on gross receipts. A strong protest is being raised by the theatre owners throughout the country against these municipal taxes, and recently all theatres in Lods closed their doors after negotiations had failed.

You'll want your bit o'
Sunshine
The Greatest Box Office Entertainment in the World is on the Way!
COMING SOON!

Paramount Coast Studios Busy

Producers, Directors and Scenario Writers at Work on New Productions

THE Paramount studios in Hollywood are a beehive of activity at present as a number of productions are either in work or are receiving final touches preparatory to their release.

Benjamin Glazer is busy on the scenario of "Love The Magician," from Ernest Vajda's original story; Avery Hopwood's stage play, "Naughty Cinderella," has just been completed by Pierre Collings as Pola Negri's next starring vehicle, and Lucien Hubbard is busy with the script for "Born to the West."

Sinclair Lewis' newest novel, "Mantrap," is being scenarized by Adelaide Heilbron. Victor Fleming will direct and Walter Woods is working on the script for James Cruze's production of "Old Ironsides." Hermann Hagedorn, official biographer for the Roosevelt family, and John Russell are collaborating on the screen story of "The Rough Riders."

At his own studio Erich von Stroheim is scenarizing his original story, "The Wedding March," which will be his first production for Paramount release. William de Mille's newest Paramount production, "The Runaway," has just been finished.

The finishing touches are being put on "The Cat's Pajamas," in which Betty Bronson and Ricardo Cortez are co-starred. William Wellman directed the picture from the adaptation by Hope Loring and Louis D. Lighton. Allan Dwan is well into the filming of Rex Beach's "Padlocked," which features Lois Moran, Noah Beery and Louise Dresser. Becky Gardner and James Shelly Hamilton wrote the screen play.

Herbert Brenon is on location at Burlingame, Cal., for scenes in "Beau Geste," one of Paramount's most important undertakings of the year. John Russell adapted the Percival C. Wren story for screen use and Paul Schofield wrote the scenario.

Raymond Griffith is busy with "Wet Paint," which Arthur Rosson is directing.

Reorganize P. D. C. Publicity

Barrett C. Kiesling in Charge of All Advance Press Matter—Headquarters at Studio

BARRETT C. KIESLING, for several years personal representative of Cecil B. De Mille, has returned to California from New York to assume the position of General Publicity Director for Producers Distributing Corporation. Kiesling will carry out the plan formulated by De Mille and John C. Flinn to have all advance publicity under studio control.

The present New York publicity department of the company has been divided into two sections. Mr. Charles Giegerich and Mr. Frank Wilstach will represent Mr. Kiesling in New York for advance publicity while George Harvey will direct all advertising and exploitation. Mr. Giegerich will have charge of trade paper publicity while Mr. Wilstach will represent the corporation before the New York newspapers and all magazines.

Mr. Kiesling announces that Mr. Billy Leyser will retain his position and authority as Publicity Director for the Metropolitan studios where he has served since he left the staff of a big Cleveland newspaper. Mr. Charles West has been appointed Publicity Director of the De Mille studios and Personal press representative of Cecil B. De Mille, Mr. Kiesling's former position. Mr. Phillip Gersdorf of the Metropolitan studios becomes Special Magazine and Newspaper representative for both studios.

Barrett C. Kiesling, who becomes publicity director on the West Coast for all Producers Distributing Corporation production activity, as announced this week

Strand, New York, Will Have Warner's "Sea Beast"

Joseph Plunkett, managing director of the Mark Strand theatre, New York City has closed a deal with Warner Brothers whereby "The Sea Beast" will play at the Strand immediately after its run is over at the Warner theatre, where it has been playing for the past nine weeks. It will also run at the Brooklyn Mark Strand after the New York engagement.

The production will not be taken off the Warner screen for several weeks and not until another Warner picture is ready to take its place.

Lillie Hayward Adapting "Amateur Gentleman"

Lillie Hayward will write the scenario for "The Amateur Gentleman" which will be adapted from the novel by Jeffrey Farnol for Inspiration Pictures. This story has been chosen as the next Inspiration vehicle for Barthelmess. It will be a First National Release.

Columbia Closes Deal for New England

Joseph A. McConville and Abe Montague of the Independent Films, Inc., with offices in Boston and New Haven, have closed with Columbia Pictures what is claimed to be one of the largest independent contracts ever consummated for New England territory.

Involving as it does one of the most extensive of the eastern territories and covering a number of big first run theatres, this contract will stand as a record for a long time.

Scenarist, Production Chief Sail for London

Adrian Johnson, scenarist, and Shaw Lovett, production manager, sailed on the Celtic this week for London, where they will join the production staff of British National Pictures, Ltd. Together with Herbert Wilcox, who will direct Dorothy Gish in three pictures for the English company, they will start immediately upon preparation for the first of the series.

"Roaring Forties," Fifth Not Fourth, Jans Picture

The Publicity Department of Jans Productions Inc., was in error last week when they referred to "The Roaring Forties" as the fourth of the present series of six Jans pictures. This production is the fifth and it has now been completed.

Sylvia Breamer has the featured role and she is supported by a cast of well known players.

Clifford Robertson Casting Director for M-G-M

Clifford Robertson, casting director for Samuel Goldwyn before the merger, has been engaged for the same position by Louis B. Mayer, vice-president in charge of production for Metro-Goldwyn-Mayer. Robertson will probably replace Fred Leahy who is transferred to the production department as unit manager.

Esther Ralston to Appear in "Old Ironsides"

Esther Ralston has been signed by B. P. Schulberg, associate producer for Paramount, to play the female lead in "Old Ironsides" which James Cruze will produce. Others in important roles are Wallace Beery, George Bancroft and George Godfrey.

Premiere of "Flaming Frontier" Set

THE world premiere of "The Flaming Frontier" Universal's drama of the west, will take place at the Colony Theatre, New York, on Saturday evening, April 3rd, at midnight, and not on March 25th, as previously announced. This date is definite.

"The Flaming Frontier" will set a precedent at the Colony Theatre in the matter of presentation. There will be two performances a day, one at 2:30 in the afternoon and another at 8:30 in the evening.

Condolences Pour in Over Death of "Danny"

Messages of sympathy and condolence over the death of Joseph Dannenberg continued to pour into the offices of The Film Daily this week, both from this country and abroad. In addition to the many printed last week, messages came this week from William Fox, W. E. Shallenberger, Arthur Lee, Robert Kane, the A. M. P. A., Ernest Fredman, Martin Quigley, Herbert Wilcox, Ben Blumenthal, Charles Wilcox, Edward L. Klein, E. W. Hammons, Samuel Goldwyn, Mike Levee, John F. Barry, E. H. Goldstein, Al Lichtman, Harry Reichenbach, E. M. Saunders, Harry Brand, Don Eddy, Abe Carlos, Anna Aiken Patterson, F. Wynne-Jones, Charles R. Rodgers, Albert Grey, Victor M. Shapiro, Millard Johnson, M. H. Hoffman, Bert Adler, Max Stuart, Walter De Fabritis, Edward H. Causey, Edward A. McManus, Greater Amusements, Jason S. Joy, H. H. Buxbaum, Billy Leyser, Harvey Gausman, Lesley Mason, W. H. Gueringer, Clyde W. Eckhardt.

New Companies Launched in New York State

Motion picture companies incorporating in New York state during the past week included the following: New Gates Amusement Company, Inc., $28,000, Morris Friedland, J. M. Olshansky, Older Liss, Brooklyn; Kansas Theatrical Enterprises, Inc., capitalization not specified, Florence C. Zerner, Rose H. Joyce, Louis Mehl, Brooklyn.

Blum Play Alliance, $25,000, Gustav Blum, New York; N. J. Gale, H. B. Forbes, Brooklyn; Zenith Theatre-Goers, Inc., capitalization not specified, Susan E. Mecca, Joseph Isaacs, John Edwards, New York city; Juno and the Paycock Co., Inc., capitalization not stated, J. B. Aronoff, Barnett Mackler, William I. Siegle, New York city; The Moral and Educational Film Company, Inc., $100,000, William T. Quinn, William H. Matthews, Jr., New York city; E. Harrison Wemett, Brooklyn.

Finkelstein, Ruben Open New Fargo House

Finkelstein & Ruben opened last week the third of its new theatres in the Northwest district, the Fargo at Fargo, N. D. The house will be handled by Ted Force, formerly of the Twin City staff of the company. It is similar to the new State theatre recently opened at Sioux Falls, S. D., and the Eau Claire State opened shortly before at Eau Claire, Wis.

Every attempt is being made to make these three houses theatres de luxe, as complete in every respect as th two big houses of the chain, the Capitol in St. Paul and the State in Minneapolis. Only in size are they less elaborate than the Twin City theatres.

Dutton, Exhibitors Supply Head, Ill at Astor

Harry A. Dutton, president of the Exhibitors Supply Company, Chicago, has been ill for the past several days at the Hotel Astor, New York City. His early recovery is hoped for.

F. B. O. List of 56 Completed

Year's Schedule Finished as Planned With Only One Substitution—Claim Record

WITH its fifty-six features completed or in process of making, F. B. O. is pointing with pride to the record achieved in finishing as planned one of the most extensive production programs ever planned by a film producing organization. The schedule, when completed in its entirety, will show a fulfillment of the entire original plan, with the one exception of a substitution of "The Non-Stop Flight" in place "Happiness" on the program mapped out by Emory Johnson.

"It really is a remarkable and enviable achievement when it is analyzed," said Major H. C. S. Thomson, president. "The production and distribution of more than fifty feature length pictures in a single year is a stupendous undertaking in itself—few companies even announce such a lengthy list, let alone carrying it out to completion. It certainly is an earnest endeavor of F. B. O.'s to keep faith with its exhibitors and augers well for the coming season. "We already have announced at least the same number of feature productions—fifty-six—for the season of 1926-7 and we will make every effort to break our record by not having a single substitutiton."

Fox Fixes Convention Plans

New York Sales Executives to Depart for Coast April 7 to Discuss Sales

JAMES R. GRAINGER, general manager for Fox has completed arrangements for the 1926 sales convention of the organization to be held in Los Angeles from April 12th to 17th inclusive.

The delegation from New York which will consist of many Home office department heads and Exchange Managers from nearby points, will take a special train on April 7th for Chicago, where they will be joined by others who are to report there.

Arrival at Los Angeles is scheduled for April 11th. While the big meeting of the convention is to take place at the Ambassador Hotel on the 12th, the rest of the time will be fully utilized to make all delegates thoroughly familiar with the policies set by the organization for the coming season and to make acquaintances among those who they do not know at present.

In short, the week in Los Angeles has been planned by Fox executives as a quick and thorough "post graduate course"

You'll want your bit o'
Sunshine
WHAT A STORY!
It will be read by millions!
COMING SOON!

Associated's New Productions

"Earth Woman," Produced by Mrs. Wallace Reid, Among Features Recently Added

E. J. SMITH, Sales Manager of Associated Exhibitors will have a number of new productions for exhibitors in addition to those previously announced as the company has signed for several to be added to the original "Triumphant thirty."

Among recent additions are "The Highbinders," produced by Worthy Pictures, Inc., starring "Bill" Tilden, world's champion tennis player, supported by Marjorie Daw, Ben Alexander, George Marion, Effie Shannon and Walter Long; "The Nutcracker," first starring vehicle for Edward Everett Horton, produced by S. S. Hutchinson, and in which he has the support of Mae Busch and an excellent cast.

Others include "The Earth Woman," produced by Mrs. Wallace Reid from the novel by Norton S. Parker and featuring Mary Alden, Priscilla Bonner, Johnny Walker, William Scott and Russell Simpson; and "The Big Show," screened on the famed 101 Miller Bros. ranch and featuring John Lowell and Evangeline Russell in a story of circus life.

At present in work at the Associated Studios in Los Angeles is "The Galloping Cowboy," first of the Bill Cody western series being made under the direction of William Craft. Also in production there is the initial Creighton Hale feature "Tardy Tolliver," which is the first of six photoplays this screen player is to make for Associated. At the H. C. Weaver studios in Tacoma, Wash., "The Totem Pole Beggar" is in production. This is the second H. C. Weaver production for Associated release and is expected to prove even more interesting than their "Hearts and Fists," which was also released by Associated.

New Officials in Warner Field Sales Forces

Sam E. Morris, general manager of distribution for Warner Brothers, announced several new additions and changes in the field sales force this week. Nat Barachin new division manager of the Cleveland branch with supervision over Cleveland, Detroit, Cincinnati, Pittsburg and Indianapolis replacing Herbert E. Elder, who will be New England Division manager with headquarters in Boston.

Norman H. Moray formerly of First National, has been appointed Cleveland branch manager succeeding Jack Stewart who has been transferred to the Cincinnati office as branch manager.

J. V. Allan, formerly manager at Cincinnati, goes to Detroit and James Young, until recently branch manager at Detroit, will act as special salesman for Allan.

Arthur Abeles has been appointed New York District Manager with Supervision over Manhattan, Brooklyn and New Jersey. Nat Beier will remain as branch manager of Manhattan and George Baldson, Jr., as branch manager of New Jersey. Harry Decker has been appointed Brooklyn Branch Manager.

Four in Production for M.G.M.

Starts Work on "Paris", "In Praise of James Carabine", "The Boy Friend"; One Not Titled

PRODUCTION was started last week on four Metro-Goldwyn-Mayer pictures at the Culver City studio. The four are "Paris," "In Praise of James Carabine," "The Boy Friend" and one based on Roy L. Horniman's story, "Bellamy the Magnificent."

"Paris," a story by Edmund Goulding who is also directing, went into work last Monday with Charles Ray, Joan Crawford and Douglas Gilmore playing the featured roles.

Marcel de Sano has started the filming of Don Byrne's story of the prize-ring "In Praise of James Carabine," in which Renee Adoree, Ralph Graves and Paulette Duval play the principal roles. Malcolm Waite and Margaret Seddon are also in the cast.

"The Boy Friend," adapted by Alice D. G. Miller from the John Alexander Kirkpatrick stage success "The Book of Charm," was started on Thursday by director Monta Bell with a cast including John Harron, Marceline Day, Gertrude Astor, Elizabeth Patterson, Maybelle Turner and Ernest Gillen. The misses Patterson and Turner appeared in character roles in the stage version.

Ramon Novarro commenced work in a production adapted from the novel and play by Roy L. Horniman "Bellamy the Magnificent." Hobart Henley is directing and the supporting cast includes Willard Louis, Sally O'Neil, Renee Adoree, Edgar Norton, Bert Roach and Carmel Meyers. The picture title has not been chosen as yet.

Levee Considers Plans to Biuld New Studio

M. C. Levee, formerly head of the United Studios, which he recently sold to Paramount, is considering plans to build a new production plant for the use of his own units and those of other independent producers in Hollywood. The nucleus of the new studio will be the film property building now being erected on Melrose avenue, adjacent to the present United lot.

Levee has contracted to film a series of features for First National and is now producing "Sweet Daddies" at the United plant under the direction of Al Santell.

Correction Made in Title of New Production

The correct title of the photoplay to be made from Reginald Wright Kaufman's screen story by the Ginsberg-Kann Distributing Corporation in its series of twelve Sterling Productions for the season of 1926-7 is "In the First Degree." The title erroneously appeared as "In the Third Degree" in a recent issue of this publication.

F. B. O. Convention Plans Near Completion

Plans have practically been completed for F. B. O. Sales Convention which is to be held this year in Los Angeles instead of Chicago. The New York contingent, including F. B. O.'s Home Office executives, the heads of departments and Branch managers in the vicinity of New York, will leave on the Lake Shore Ltd. on the afternoon of March 27, reaching Chicago the following day.

In Chicago the New York members will be met by the Middle West and some Southern managers and the entire party will travel by special train to Los Angeles, reaching there on the afternoon of March 31. The convention will be held on April 1, 2 and 3 and on Sunday, April 4, the members of the party will start the return trip.

Gotham Issues Press Book for Season's Product

Lumas Film Corporation are sending to exhibitors an elaborate plan book containing announcements of Gotham productions for the coming season. Twenty pages are devoted to details giving complete information pertaining to the twelve subjects which comprise the Greater Gotham series. Each individual picture occupies a complete page with a special design illustrating the punch scene from the production together with a brief synopsis of the outline of the story.

Three color combinations are used throughout the book which is printed in heavy coated stock with a separate cover stock with the Gotham trade-mark embossed in brilliant colors.

The book is the handiwork of Lon Young, director of publicity and advertising for Gotham Productions.

Tearle Finishes "Good Luck" for First National

Conway Tearle has completed "Good Luck" his first starring vehicle for First National. It is an E. M. Asher Production adapted by Carey Wilson from the Drury Lane play of war and race horses and is directed by Alan Hale. Barbara Bedford plays opposite the star and others in the cast are Ward Crane, Arthur Rankin, Charles McHugh and John Fox, Jr.

"Shipwrecked" Unit Returns From Location Trip

After three weeks spent in filming at Mazatlan, Mexico, the company producing "Shipwrecked," a Producers Distributing Corporation release, have returned to the Metropolitan studios in Hollywood where interiors will be shot. Seena Owen and Joseph Schildkraut head the cast and the picture is being directed by Joseph Henaberry.

Ann Arbor Bandit Gets $3,000 in Currency

A lone bandit entered the Majestic theatre in Ann Arbor, Mich. last week, holding up R. L. McHenry, auditor of the Butterfield circuit, who was checking over the proceeds, and escaped with $3,000 in currency.

M-G-M Lists Three for April Release

"BROWN OF HARVARD," "Mike" and "Money Talks" have been scheduled for release during April by Metro-Goldwyn-Mayer.

"Brown of Harvard," a stage play by Rida Johnson Young, adapted by A. P. Younger, is a story of athletics with William Haines and Mary Brian in the featured roles. Jack Conway directed.

The comedy "Mike," with Sally O'Neil featured, was written and directed by Marshall Neilan. "Money Talks," an adaptation by Frederic and Fanny Hatton of Rupert Hughes comedy, was directed by Archie Mayo with Owen Moore and Claire Windsor in the featured roles.

Two for First National to Start Soon

"Mismates" and "Subway Sadie" two new First National pictures are to go into production shortly at the New York studios. The former, an Earl Hudson production which will be directed by Charles Brabin, is a film version of Myron Fagon's stage play and will feature Doris Kenyon. "Subway Sadie," an adaptation of a Mildred Cram short story, will be produced by Al Rockett and will have Dorothy Mackail and Jack Mulhall in the leading roles with Alfred Santell at the megaphone. The Kenyon picture will start late this month and the Mackaill picture is slated to start April 15th.

Paramount Junior Stars in "It's the Old Army Game"

Two Paramount Junior stars, Josephine Dunn and Jack Luden, who will appear in "It's The Old Army Game," starring W. C. Fields, under the direction of Edward Sutherland, left last week for Palm Beach. This is their first work as professional players under their long term contracts with Paramount. They were accompanied by George Currie, principal of the Paramount Pictures School, Charles Slattery and Jerry Sinclair, the latter two also playing in the picture.

First National Completes "The Savage"

Production on "The Savage" First National's latest Ben Lyon vehicle was completed this week. May McAvoy plays the leading feminine role while others in the cast are Sam Hardy, Philo McCollough, Charlotte Walker and Tom McGuire. The picture was produced under the personal supervision of Earl Hudson and Fred Newmeyer directed.

Ginsberg - Kann to Change Their Address

Because fo the expanding activities under the new partnership arrangement the Ginsberg-Kann Distributing Corporation will move about April 20th to 1650 Broadway. There they will have about double the amount of floor space as their present quarters.

Sales Cabinet Proved Success

Samuel Spring Lauds Work of First National Sales Managers in Field

A CHECK-UP of results during the first four months of its operation have proved that it is better to place responsibility for adequate sales on a trio of executives than on one distribution head, according to Samuel Spring, secretary-treasurer of First National, who is active in guiding the distribution policies of the company. "The sales cabinet, which came into being last November, marked a radical innovation in First National's sales methods," said Spring, his week.

"With some 20,000 theatres in the United States showing pictures, with the release of 800 or more productions of feature length yearly, and with the rapid growth of theatre circuits and the pooling of buying power, distribution problems have become bigger and more involved and therefore require greater concentration of effort than ever before."

Spring spoke in the highest terms of the work accomplished by the three sales managers of First National—Ned Marin, Western territory; A. W. Smith, Jr., Eastern and Ned Depinet, Southern. As originally planned, the sales executives have spent a large part of the time on the road, visiting exchanges and conferring with exhibitors, thereby getting first hand knowledge of the problems to be met, rather than confining themselves to the home office.

Edwin C. Hill Promoted by Fox

Winfield R. Sheehan Announces His Elevation to Supervisor of Westerns

AN announcement from Winfield R. Sheehan, general manager of the Fox Film Company, advises that Edwin C. Hill, one of the best known newspaper men in the United States and for the past year and a half scenario editor of Fox films, has been promoted to the position of Supervisor of Western productions.

Prior to his removal to Southern California, Hill was identified with the Fox corporation in New York. Characterized by the Saturday Evening Post as "The best all-around newspaper man in America, Hill, as a member of the staffs of the New York Sun and the New York Herald, had enjoyed wide experience in world affairs.

Hill's first work with Fox Films was as editor-in-chief of Fox News. Following a tour of Europe and America he installed a system whereby airplanes became a vital factor in film news-gathering.

Coming to the West Coast a little more than a year ago, Hill became scenario editor and first assistant to Sol M. Wortzel, general superintendent of Fox Films. While in this position he novelized "The Iron Horse."

COMING SOON!
You'll want your bit o'
Sunshine
WHAT A LIST OF STARS!
Every one an outstanding box office favorite!

Vera Reynolds in a number of character poses from recent productions released through Producers' Distributing Corporation in which she appeared. Top row, left to right: Scene in "Silence," a photographic study, and as a featured player in "The Million Dollar Handicap." Bottom row, left to right: Scenes in "The Road to Yesterday," "Without Mercy" and "Steel Preferred."

Vera Reynolds to be Starred

Promotion Due to Steady Rise in Box Office Value Says Cecil B. De Mille

IN announcing that Vera Reynolds had been promoted to stardom in productions made by him for Producers Distributing Corporation release, Cecil B. De Mille states that the change had come about because of the constant rise in box office value of Miss Reynolds.

"I have placed Miss Reynolds in the position of a star," says Mr. De Mille, "because, after a most careful study of her box office value, I find she is strong enough to warrant investing my money in her personality.

"Miss Reynolds has been in many of my pictures. Her portrayals in 'Feet of Clay,' 'Without Mercy,' 'The Road to Yesterday,' 'Steel Preferred' and 'The Million Dollar Handicap' have been excellent. She has great depths of pathos, great heights of comedy and that perfect 'naturalness' which is the secret of dramatic power.

"But what is more important, she has personality; a piquant personality that has caused her to grow, with amazing rapidity in public favor, until today, the volume of her fan mail, which is an excellent gauge of public popularity, is tremendous.

"I am presenting Miss Reynolds to the public much the same manner and with as much pride as I take in introducing a charming individual to my personal friends in private life; in the fullest confidence that the power of her personality is irresistibly magnetic.

Warners Busy With Features

Dolores Costello Again Opposite Barrymore; Grieve Art Director for Lubitsch

A NUMBER of announcements concerning production matters were made this week by Jack L. Warner, production chief for the Warner Brothers. Word has been received that Dolores Costello has again been selected to play opposite John Barrymore in his next production on which work will be started as soon as Bess Meredyth completes the script.

Harold Grieve, art director with Marshall Neilan, has been borrowed to design the sets for Ernst Lubitsch's next picture "Revillon." Grieve worked with Lubitsch during the filming of "Lady Windermere's Fan."

"Why Girls Go Back Home," "Hell Bent for Heaven," "The Hero of the Big Snows" and "Silken Shackles," at present in the cutting room, are almost ready and will be set for early release.

Preparations are now under way for the filming of the final productions on the present season's program, of which there are four, namely, "The Passionate Quest," "Broken Hearts of Hollywood," and "The Footloose Widow." J. Stuart Blackton, who will direct "The Passionate Quest," is at present working on the script in collaboration with his daughter, Marion.

It is also announced by Warner that Captain Arthur Clayton, who appeared in the stage play "White Cargo," has been signed to play an important role in Syd Chaplin's next picture "The Better 'Ole," which will be directed by Charles "Chuck" Reisner.

Fadman Buys Rights to Jannings Vehicle

Edwin Miles Fadman has acquired distribution rights to "Waxworks," a six reel feature novelty produced in Europe by the Viking Film company with Emil Jannings in the star role. It was shown at the Cameo Theatre, New York, at a special performance Thursday night under the auspices of the International Film Guild.

Fadman has purchased the rights for the United States, Canada, South America, Australia, New Zealand, Norway, Sweden, Denmark and South Africa.

Florence Ulrich Appearing in Cody Production

Florence Ulrich, sister of the popular stage star, Lenore Ulrich, has been signed to play the leading feminine role in "The Galloping Cowboy," an original story by Adele Buffington who also prepared the continuity. Bill Cody is starred and William J. Craft is directing.

New York City Rialto May Adopt New Policy

When the Publix Convention opened at Atlantic City this week it was announced that Harold Lloyd's first Famous picture "For Heaven's Sake" would open for an indefinite run at the Rialto, New York. It is probable that such a policy might continue permanently at the Rialto.

Harry Bernstein on Special Trip to Milwaukee

Harry Bernstein, sales manager of Red Seal Pictures, made a special trip to Milwaukee and Minneapolis immediately after the Red Seal exchange in Chicago was opened under the leadership of Charles Lundgren.

Einar Hanson to Have Lead in Corinne Griffith Prod.

Einar Hanson, Swedish legitimate and screen actor has been chosen to appear opposite Corinne Griffith in her latest production for First National release "Into Her Kingdom." Svend Gade is to direct and the script is by Carey Wilson.

Ford Sterling Appearing in Negri Production

The cast of "Naughty Cinderella" is now complete with the addition of Ford Sterling for a featured comedy role and filming will commence this week. Pola Negri is starred and the other players in the cast are Tom Moore, Stuart Holmes and Miss Dupont.

De Mille Signs Elinor Fair to Contract

BECAUSE of her excellent work in "The Volga Boatman" Elinor Fair has been given a long term contract by Cecil B. De Mille producer of the picture which will be distributed through Producers Distributing Corporation.

Associated Exhibitors Get Al. Wilson, Stunt Flyer

DETAILS were completed last week between Emil Offeman, West Coast Representative of Associated Exhibitors and A. Carlos whereby Al. Wilson, who is under contract to Carlos, will appear in a series of eight features built around aviation. These will be filmed at the Associated studios in Los Angeles and plans are now being made for the first production.

Wilson is a well-known air pilot and stunt-flyer.

New Superintendent Named for Paramount Studio

Norman E. Kohn has been appointed superintendent of studio operations at Paramount's West Coast studio by Milton E. Hoffman, executive manager. Kohn will take charge of the details of the physical operation of the studio.

He has had six years' experience in Paramount exchanges throughout the country, for two years he was purchasing agent for Realart, and was later studio manager for Dependable Pictures. He enters on his new duties at once.

Old Tripoli Will be Pictured in Cruze Production

Arriving at Catalina Island from Los Angeles many carpenters and technical experts at once began the construction of the old city of Tripoli which will be seen in the forthcoming Cruze feature "Old Ironsides." The city, which will be modeled after old engravings and woodcuts, will conform with the old Tripoli of 1804 and must be completed by March 30, according to B. P. Schulberg, Associate Producer of Paramount.

Sterns Buy "Ike and Mike" From Goldberg

A deal with Rube Goldberg whereby Stern Bros. will film the famous "Mike and Ike" cartoons was announced by Abe Stern of Stern Bros. These cartoons have been running in syndicated papers throughout the country. The Century Comedy Company will also make the "You Know Me Al series" by Ring Lardner and a series of "Buster Browns."

First National Lists Product for Summer Shows

Among the pictures to be released by First National this summer will be one Colleen Moore picture, one from Milton Sills, Constance Talmadge and one from Robert Kane. There will also be three special productions, "Kiki," "The Greater Glory" and "Irene."

"Riders of Wind" Bought by First National

Motion picture rights to "Riders of the Wind," a novel by Elsworth Thane, have been purchased by First National Pictures. It is a new publication by the Frederick Stokes Company.

S. F. Welcomes Louis B. Mayer

M-G-M Executive and Galaxy of Stars are Feted by Civic Societies

LOUIS B. MAYER, vice-president of Metro-Goldwyn-Mayer in charge of production at the Culver City studios was royally welcomed on a three-day visit to San Francisco to fulfill engagements he had made with the Motion Picture Exhibitors of Northern California, the California League of Women Voters, and to attend the premiere of his own organization's picture, "The Barrier."

His three day visit was an unprecedented triumph for both Mr. Mayer personally, and his party. With him on this trip were Mrs. Mayer, and their two daughters, Irene and Edith, Mr. and Mrs. Fred Beetson, Mr. and Mrs. Charles Ray, Norma Shearer, Harry Rapf, associate studio executive, Dave Bershon, Pacific Coast district manager of the M-G-M exchanges, Mrs. Bershon, Howard Dietz, director of publicity for Metro-Goldwyn-Mayer company, and Pete Smith, who directs the publicity work on the West Coast.

On Friday noon Mr. Mayer was tendered a testimonial luncheon by the Motion Picture Exhibitors of Northern California at the Hotel St. Francis in recognition of his achievements during the past year as head of the M-G-M production unit. Mayor James Rolph, Jr., officiated at this luncheon as toastmaster. Other civil celebrities who attended the dinner were Chief of Police Dan O'Brien, Fire Chief Thomas Murphy, District Attorney Brady, Charles Thal, Frank Whitebeck, and eight of the leading judges, as well as many others of note:

On Saturday noon the San Francisco Center of the California League of Women Voters tendered a luncheon to Mr. Mayer and his party. He addressed two thousand of San Francisco's leading women on the importance of Motion Pictures in Modern Life.

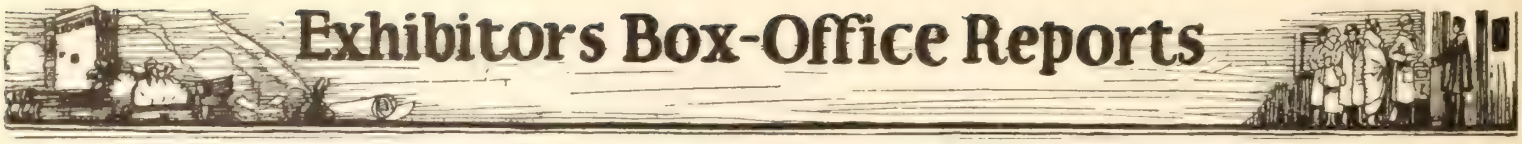
The third engagement of the Mayer party took place at Loew's Warfield Theatre on the premiere of "The Barrier." Mr. Mayer and the celebrities accompanying him were introduced to the San Francisco theatre patrons by Mayor Rolph, Jr.

E. Mason Hopper to Direct "Up in Mabel's Room"

"Up in Mabel's Room," the Christie feature production for Producers Distributing Corporation release, will be directed by E. Mason Hopper. Marie Prevost will have the leading role in this production which will be started immediately and the work will be carried on at both the Christie and Metropolitan studios.

Harrison Ford will play opposite Miss Prevost and Harry Myers has been engaged for an important part. Sylvia Breamer, Carl Gerard, Corliss Palmer, Arthur Hoyt, Paul Nicholson, Maud Truax and William Orlamond are in the cast.

You'll want your bit o'
Sunshine
WHAT DIRECTORS!
Not one— but many celebrated directors helped make it!
COMING SOON!



Exhibitors Box-Office Reports

Names of the theatre owners are omitted by agreement in accordance with the wishes of the average exhibitor and in the belief that reports published over the signature of the exhibitor reporting, is a dangerous practice.

Only reports received on specially prepared blanks furnished by us will be accepted for use in this department. Exhibitors who value this reporting service are urged to ask for these blanks.

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
FAMOUS PLAYERS					
Adventure	926	Iowa	Rural	Clear	Fair
American Venus, The	796826	Md.	Neighb'd	Cold	Good
Ancient Highway, The	3000	Penn.	Mixed	Cold	Big
Beggar on Horseback, The	2000	N. C.	Small town	Clear	Poor
Coast of Folly, The	15000	Mont.	General	Clear	Fair
Cobra	2500	Texas	Small town	Clear	Fair
East of Suez	5070	Kans.	General	Rainy	Fair
Forty Winks	1688	Nebr.	Small town	Clear	Big
Golden Bed, The	5070	Kans.	General	Cold	Good
Hands Up	796296	Md.	Neighb'd	Cold	Good
	6004	Minn.	Small town	Cold	Good
	15000	Mont.	General	Clear	Good
Irish Luck	15000	Mont.	General	Clear	Big
Lord Jim	3000	Penn.	Mixed	Clear	Big
Manhattan	5070	Kans.	General	Cold	Good
Manicure Girl, The	4688	Nebr.	Small town	Clear	Fair
Old Home Week	1800	Penn.	Small town	Clear	Big
Seven Keys to Baldpate	3000	Penn.	Mixed	Clear	Good
Shock Punch, The	1688	Nebr.	Small town	Clear	Good
Spaniard, The	3000	Penn.	Mixed	Clear	Big
Splendid Crime, The	2000	N. C.	Small town	Clear	Fair
Ten Commandments, The	40000	Canada	General	Clear	Big
That Royle Girl	1500	Ky.	Small town	Clear	Fair
Wild Horse Mesa	15000	Mont.	General	Clear	Good
F. B. O.					
All Around the Frying Pan	2000	N. C.	Small town	Rainy	Good
Bandit's Baby, The	1800	Penn.	Small town	Clear	Good
Drusilla With A Million	5070	Kans.	General	St'my	Good
	3262	Okla.	Small town	Clear	Good
In Fast Company	1705	Kans.	Small town	Clear	Good
	1800	Penn.	Small town	Clear	Fair
Keeper of the Bees	1688	Nebr.	Small town	St'my	Big
Last Edition, The	986	Iowa	Rural	Clear	Good
	3262	Okla.	Small town	Clear	Fair
Mail Man, The	1800	Penn.	Small town	Clear	Good
Ridin' The Wind	986	Iowa	Rural	Cold	Good
	5070	Kans.	General	Clear	Big
	1800	Nebr.	Small town	Clear	Good
Texas Bearcat, A	5070	Kans.	General	Clear	Big
Wild Bull's Lair, The	1800	Penn.	Small town	St'my	Fair
Youth and Adventure	5070	Kans.	General	Cold	Good
FIRST NATIONAL					
Beautiful City, The	300000	Colo.	1st run	Cold	Fair
Chickie	300000	Colo.	1st run	Clear	Fair
Desert Flower, The	5070	Kans.	General	Cold	Good
	3262	Okla.	Small town	Clear	Big
Gold and the Girl	3000	Penn.	Mixed	Cold	Poor
Her Night of Romance	5020	Kans.	General	Clear	Big
Her Sister From Paris	15000	Mont.	General	Clear	Good
	2000	N. C.	Small town	Clear	Good
Infatuation	300000	Colo.	1st run	Clear	Good
I Want My Man	2500	Texas	Small town	Clear	Good
Joanna	3262	Okla.	Small town	Clear	Fair
Lost World, The	5070	Kans.	General	Clear	Big
	2500	Texas	Small town	St'my	Big
Madonna of the Streets, The	986	Iowa	Rural	Cold	Fair
Marriage Whirl, The	986	Iowa	Rural	Cold	Poor
	15000	Mont.	General	Clear	Fair
New Commandment, The	300000	Colo.	1st run	Cold	Fair
	6004	Minn.	Small town	Cold	Good
Perfect Flapper, The	5070	Kans.	General	Clear	Fair
Playing With Souls	3000	Penn.	Mixed	Clear	Good
Self Made Failure, A	5070	Kans.	General	Snow	Fair
Shore Leave	2000	N. C.	Small town	Clear	Good
Splendid Road, The	300000	Colo.	1st run	Cold	Poor
	2500	Texas	Small town	Clear	Good
Tarnished	986	Iowa	Rural	Cold	Good
We Moderns	2500	Texas	Small town	St'my	Good
Unguarded Hour, The	2500	Texas	Small town	Clear	Good
	6004	Minn.	Small town	Cold	Fair
FOX					
As No Man Has Loved	5070	Kans.	General	Snow	Good
Curlytop	3000	Penn.	Mixed	Cold	Poor
Desert Price, The	5070	Kans.	General	Clear	Big
East Lynne	986	Iowa	Rural	Cold	Good
Hunted Woman, The	3000	Penn.	Mixed	Clear	Fair
In Love With Love	2500	Texas	Small town	Clear	Fair
It Is The Law	3000	Penn.	Mixed	Cold	Good
Lightnin'	5070	Kans.	General	Cold	Good
Lucky Horseshoe, The	5070	Kans.	General	Cold	Big
Man Who Played Square, The	5070	Kans.	General	Cold	Good
Rainbow Trail, The	3000	Penn.	Mixed	Clear	Fair
Timber Wolf, The	5070	Kans.	General	Clear	Big
METRO-GOLDWYN-MAYER					
Chu Chin Chow	1800	Penn.	Small town	St'my	Poor
Confessions of a Queen, The	6004	Minn.	Small town	Cold	Poor
	1800	Penn.	Small town	St'my	Fair
Daddy's Gone A-Hunting	1800	Penn.	Small town	Clear	Poor
Go West	1800	Penn.	Small town	St'my	Good
His Secretary	3262	Okla.	Small town	Clear	Good
Lights of Old Broadway	2000	N. C.	Small town	Clear	Big
Monster, The	986	Iowa	Rural	Clear	Good
	1800	Penn.	Small town	St'my	Poor
Mystic, The	2000	N. C.	Small town	Clear	Good
Never the Twain Shall Meet	1800	Nebr.	Small town	Clear	Fair
Old Clothes	3262	Okla.	Small town	St'my	Big
One Night in Rome	3000	Penn.	Mixed	Clear	Fair
Pretty Ladies	2000	N. C.	Small town	Clear	Good
	3262	Okla.	Small town	Clear	Fair
Proud Flesh	1200	Penn.	Small town	Clear	Poor
Romola	3262	Okla.	Small town	Cold	Poor
Soul Mates	3262	Okla.	Small town	Cold	Fair
Unholy Three, The	6004	Minn.	Small town	Clear	Fair
	1800	Penn.	Small town	Clear	Fair
White Desert, The	796826	Md.	Neighb'd	Cold	Good
PRODUCERS DISTRIB. CORP.					
Awful Truth, The	1800	Penn.	Small town	Clear	Poor
Beauty and the Bad Man	1800	Penn.	Small town	Clear	Poor
Girl of Gold, The	1800	Penn.	Small town	Clear	Poor
Her Market Value	1800	Penn.	Small town	Clear	Poor
People vs. Nancy Preston, The	796826	Md.	Neighb'd	Rainy	Good
	6004	Minn.	Small town	Clear	Fair
Steel Preferred	869	Iowa	Rural	Clear	Big
Stop Flirting	1800	Nebr.	Small town	St'my	Fair
Texas Trail, The	2500	Texas	Small town	St'my	Good
Thru The Dark	1800	Penn.	Samll town	St'my	Fair
STATE RIGHTS					
Broken Spurs	1688	Nebr.	Small town	Clear	Fair
Desert Riders	5070	Kans.	General	Clear	Big
Valley of Vanishing Men, The	1800	Penn.	Small town	Clear	Poor
Wasted Lives	709	Okla.	Rural	Clear	Good
UNIVERSAL					
Arizona Sweepstakes	796826	Md.	Neighb'd	Clear	Good
Call of Courage, The	1688	Nebr.	Small town	Clear	Good
Fast Worker, The	1500	Ky.	Small town	Clear	Fair
Flying Hoofs	5070	Kans.	General	Cold	Big
Head Winds	3000	Penn.	Mixed	Cold	Fair
Hit And Run	1800	Nebr.	Small town	Clear	Good
I'll Show You The Town	1688	Nebr.	Small town	Clear	Big
K The Unknown	1500	Ky.	Small town	Clear	Big
Phantom of The Opera, The	1800	Penn.	Small town	Clear	Fair
Ridin' Thunder	3000	Penn.	Mixed	Clear	Good
Spook Ranch, The	869	Iowa	Rural	Clear	Fair
	1688	Nebr.	Small town	Clear	Big
Sporting Life	869	Iowa	Rural	Clear	Good
Taming The West	3000	Penn.	Mixed	Clear	Good

Sally O'Neil Plays Opposite Ramon Novarro

Sally O'Neil has been cast for the leading feminine part opposite Ramon Novarro in his new starring vehicle, as yet untitled, being directed by Hobart Henley, it was announced by Louis B. Mayer, vice president in charge of production at the Metro-Goldwyn-Mayer studios.

Other players in the cast include Willard Louis, Renee Adoree, Carmel Myers, Bert Roach, and many other distinguished screen artists.

De Leon to Do Original for Metro-Goldwyn-Mayer

Walter De Leon, former vaudeville "headliner" and who of late has written a number of articles and stories of the vaudeville theatre, has signed with Metro-Goldwyn-Mayer to write an original story concerning the "two-a-day" which Metro-Goldwyn-Mayer will picturize.

De Leon worked with Harry Rapf on "School Days" when the M-G-M producer made that production.

Epstein Made Assistant to French Paramount Head

Ralph Epstein, former director of the foreign department of the Societe Anonyme des Films Paramount, the French Paramount organization, has been made assistant to Robert Hurel, the general sales manager, by Adolphe Osso, the managing director, it is announced.

Harry Millarde to Direct "The Little Journey"

Harry Millarde has been assigned to direct "The Little Journey," an adaptation of Rachel Crother's stage play on which production will be started in the near future.

Wampas Baby Star for "What Price Glory"

A WAMPAS Baby Star today won the honor of being the first player cast for the screen version of "What Price Glory." Winfield R. Sheehan, general manager of Fox Films, announced that Dolores del Rio will play the only feminine role in the story, Charmaine de la Cognac, the girl who causes all the trouble between Captain Captain Flagg and Sergeant Quirt.

Simultaneous with this announcement Mr. Sheehan made known that April 12 would be the starting date on this production.

Last Three From De Mille Now in Cutting Room

"Eve's Leaves," Leatrice Joy's newest starring picture, is off production and in the cutting room, "Silence," with an all-star cast headed by piquant Vera Reynolds and H. B. Warner, is in the process of editing, "Bachelor Brides," starring Rod La Rocque, is completed and prints will soon be on their way to the exchanges.

The completion of these three pictures wind up the first year's production program of this studio.

F. B. O. Acquires "Kosher Kitty Kelly"

"Kosher Kitty Kelly," Broadway stage success has been acquired by F. B. O. and will comprise one of their Gold Bond features for the coming season. The story is now being put into continuity form, and work will be started on the picture immediately, offering ample time for its release early in the coming season.

"Non-Stop Flight" Nears Completion

"The Non-Stop Flight," which Emory Johnson is now completing at F. B. O.'s Hollywood studios marks the twentieth story written by his mother, Emilie Johnson, which has reached the screen, and the ninth story written by Mrs. Johnson, which her son has produced for F. B. O. Mrs. Johnson's stories have covered a wide range of subjects, but she is particularly interested in the forthcoming production, dealing greatly with the sea, as she is a daughter of the sea, having been born among the Fjords of Norse-Land.

"Take It From Me," Next for Denny

The combination of Reginald Denny and William A. Seiter will continue to function, according to an announcement from Carl Laemmle yesterday. The next picture this comedy team of star and director will make will be "Take It From Me," from the musical comedy by Tom Egbert.

Finish Racing Scenes for "The Rainmaker"

A large number of Paramount players returned to Hollywood from San Francisco where they were engaged in completing the racing scenes for "The Rainmaker." A notable gathering of people witnessed the shooting of these scenes at the famous Tanforam track appearing as spectators in the picture.

FILL IN THIS BLANK AND MAIL TO—

Motion Picture News, Inc.,
729 7th Ave., New York City

Date,

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your " The Check Up." It is expressly understoood that under no circumstances will you publish same over my signature.

TITLE OF PICTURE	DISTRIBUTED BY	EXCHANGE CITY	CONDITION of PRINT Good, Fair, Poor	WEATHER CONDITION	REPORT Big, Good, Fair, Poor

Class of patronage

Theatre

Population of Town

City

State

Eleanor Boardman Favored by Good Luck

Eleanor Boardman, Metro-Goldwyn-Mayer featured player, returned last week to the Culver City studios to find herself overwhelmed with good fortune.

On her arrival at the station she was given the Wampas Gold Cup for the greatest advancement shown by a Baby Star during the last four years, and on going from the depot to the studios she was informed that Louis B. Mayer, vice president in charge of production at M-G-M, had signed a contract which insures her appearance exclusively in the productions of that company, and that the first role given to her under this new contract was the feminine lead opposite John Gilbert in "Bardelys the Magnificent," which King Vidor will direct for M-G-M.

Rogers on Sales Tour of Gotham Exchanges

Now that the coming season's schedule of production has been completed, Budd Rogers, vice-president of Lumas Film Corporation, has departed on a visit to the Exchange franchise holders in the South and Middle West.

He will cover Philadelphia, Pittsburgh, Detroit, Cleveland, Washington, Cincinnati, Minneapolis, Kansas City, Omaha, Milwaukee and Chicago before returning to New York.

Edna Purviance Playing in "Sea Gull"

Edna Purviance, star of Charlie Chaplin's "A Woman of Paris," is once more back at the Chaplin Studio playing the featured role in "The Sea Gull," an original story; a drama of modern California, written and to be directed by Josef von Sternberg.

Raymond Bloomer will be seen in the leading role opposite Miss Purviance, while Eve Sothern and Gayne Whitman will also be seen to advantage.

Columbia Will Produce Under One Brand

Instead of releasing the three brands, Columbia, Waldorf and Perfection, as it did last year there will be only one type of Columbia pictures the coming season.

For the coming production schedule every picture will be Columbia quality and the budget for making each one has been increased accordingly.

Leatrice Joy Extends Her Contract

A long-term extension of Leatrice Joy's contract was signed this week, the option held by Cecil B. De Mille having been exercised. By the terms of her present contract Miss Joy will star in four pictures during the coming season. At present she will start "The Clinging Vine" under the direction of Paul Sloane.

Max Goosman to Go Abroad for United Artists

Max Goosman, until recently connected with Vital in an executive capacity, will sail shortly for Europe where he will act as a special representative of United Artists.

Managers, Exhibitors Plan Meeting

The Theatrical Managers and Motion Picture Exhibitors of Rochester will soon have a joint meeting to discuss means of battling the proposed daylight saving ordinance. For five years the motion picture men have fought a successful fight against this ordinance when it was formally proposed by obtaining thousands of signatures. There will be a public hearing on the measure this month.

Unknown Actor Chosen for "Old Ironsides"

The search for a boy to play the leading male role in "Old Ironsides," James Cruze's production for Paramount, ended with the selection of an almost unknown actor. The boy is Charles Farrell, a handsome young New Englander who won the coveted position over a field of a score of nationally known actors of whom screen tests were made.

Neilan to Produce Series for Paramount

According to an announcement made last week Marshall Neilan has been signed by Paramount to produce a series of special productions which are to be made at the Neilan studios on the Coast. In his initial picture, on which production is expected to be tarted shortly, Neilan will have a special cast, and Betty Bronson is scheduled to appear in the second vehicle.

Bobby Webb Signs With Associated Exhibitors

Bobby Webb has been appointed casting director of the Associated studios in Los Angeles and will be in complete charge of all casting for West Coast Associated Exhibitor units.

Webb's first work in his new post will be the casting of Bill Cody's initial production "The Galloping Cowboy" on which work will be started this week.

Title Changed on Lefty Flynn's Next

The title of Lefty Flynn's next production for F. B. O., which has been completed at the Hollywood Studios, has been changed from "Big Timber" to "Sir Lumberjack." The camera work was completed on schedule and the negative is now on its way to F. B. O.'s general offices in New York. It will be an early release.

Peggy Fears Signs With Warner Brothers

Warner Brothers this week signed a long term contract with Paggy Fears, former Ziegfeld Follies beauty, and will soon cast her in her first featured role in a Warner picture. Miss Fears was born in New Orleans and came to New York winning a leading role in the Follies.

"Mantrap" to Be Directed by Victor Fleming

Victor Fleming has been assigned to direct "Mantrap," the Sinclair Lewis novel, for Paramount. The picture will go into work April 5th, and will be one of the specials on the Paramount Fall program.

First National Awards Prizes to Winners of "Irene" Radio Contest

Colleen Moore's contest on the question: "Do Clothes Make the Girl?" which was launched by broadcast over Station WJZ, New York, a month ago, as a forerunner to her new First National production, "Irene," came to a climax Thursday, March 12th, with the announcement over the radio of the prize winners.

There were nineteen winners in all, amongst whom the $2,250 in prizes will be divided; and they were selected by a committee of prominent New Yorkers from approximately one hundred thousands answers to the question which poured in from all over the United States.

As in all contests of such scope, this one developed many amusing situations, as well as some real pathos. For instance: The first prize was awarded to a letter signed: "Elizabeth Wilmer, of No. 17 East Twenty-second street, Baltimore, Md." This prize is the heavily inlaid toilet set valued at $1,250 which Miss Moore used during the filming of "Irene." A beautiful prize for a woman, however, investigation revealed that the signature to the letter was a nom de plume. The writer, in realty, is Hopper Emory, a well known insurance broker and dilletante artist of Baltimore—and a confirmed batchelor.

Again: second prize was awarded to Miss Ruth A. Sawyer of Nanuet, Rockland County, N. Y. This prize is $500 cash, and investigation showed that Miss Sawyer, a former Broadway musical comedy actress, is a victim of the Great White Plague and has been confined on her back in her little country home for the past two years.

Other winners included: Third Prize: $250, cash, Ruth Paul Cornell, of No. 778 Forty-fourth Street, Milwaukee, Wis. Fourth Prize: $100 cash, Joseph F. Atchison, of No. 602 Twenty-first Street, N. W., Washington, D. C. There were fifteen other prizes of $10 each.

Ken Maynard in Pictures for First National

Filming was started last week on the first Charles R. Rogers production featuring Ken Maynard which will be released through First National. Dorothy Devore will play opposite Maynard in this story by Marion Jackson titled "Senor Daredevil."

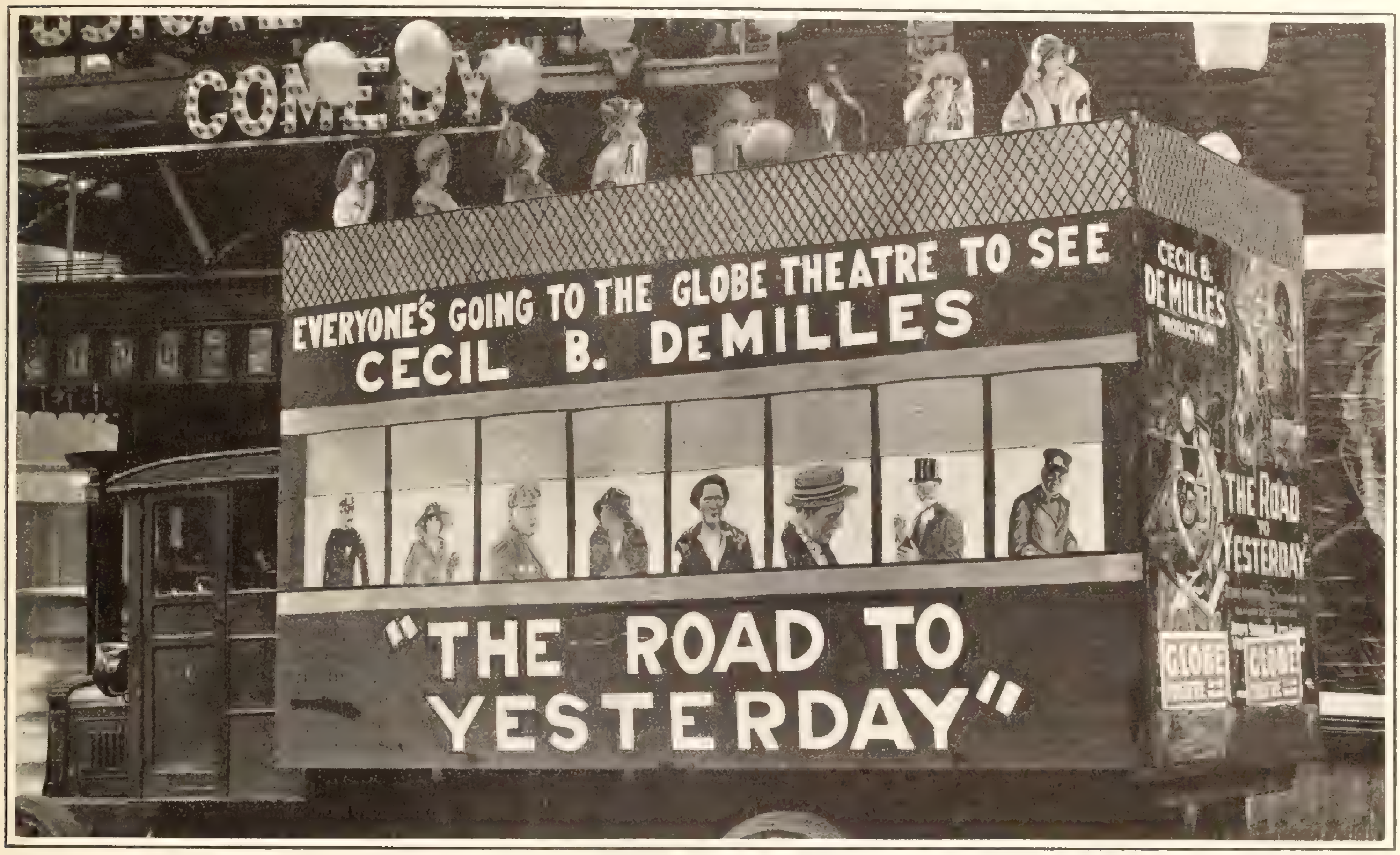
Though carrying a western atmosphere the series to be made by Rogers will not be limited to the classification of "western" as they will be based on character and plot development though marked by fast action.

Maynard's second will be "Gun Gospel" a serial magazine story by W. D. Hoffman and other stories chosen are "Flame of the Border" and "The Unknown Cavalier."

Jaffe and Griffith to Be Production Managers

B. P. Schulberg and Hector Turnbull, associate producers, Sam Jaffe and William Griffith have been made their respective production unit managers. This move was made in order to facilitate the handling of the production programs. At present the associate producers are busy with important pictures. Schulberg is working on James Cruze's "Old Ironsides" and Turnbull is in charge of "The Rough Riders."

Exhibitors Service Bureau



A bus ride for the leading characters in "The Road To Yesterday," (Producers Distributing Corp). The street ballyhoo reproduced above was used by the Flynn Bros. at the Globe Theatre, Kansas City. Cutouts from stock paper were framed in the "windows" the improvised bus, built of composition board and mounted on a motor truck.

Advisory Board and Contributing Editors, Exhibitors' Service Bureau

George J. Schade, Schade theatre, Sandusky.

Edward L. Hyman, Mark Strand, theatre, Brooklyn.

Lee A. Landau, Lyceum theatre, Minneapolis.

C. C. Perry, Managing Director, Garrick theatre, Minneapolis.

E. R. Rogers, Managing Director, Tivoli theatre, Chattanooga, Tenn.

Stanley Chambers, Palace theatre, Wichita, Kan.

Willard C. Patterson, Metropolitan theatre, Atlanta.

E. V. Richards, Jr., Gen. Mgr., Saenger Amusement Co., New Orleans.

F. L. Newman, Managing Director, Publix theatres, Los Angeles.

Arthur G. Stolte, Des Moines theatre, Des Moines, Iowa.

W. C. Quimby, Managing Director, Strand Palace and Jefferson theatres, Fort Wayne, Ind.

J. A. Partington, Director of Presentations, Publix theatres, Los Angeles and San Francisco.

George E. Carpenter, Paramount-Empress theatre, Salt Lake.

Sidney Grauman, Grauman's theatres, Los Angeles.

: : THE CHECK-UP : :

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

	Poor	Fair	Good	Big	Value	Length
FAMOUS PLAYERS.						
Vanishing American	—	1	5	6	83	10,063 ft.
Vanishing American	—	1	5	6	83	10,063 ft.
Woman of the World..........	—	6	1	3	61	6,353 ft.
FIRST NATIONAL.						
Joanna	—	1	6	4	78	7,900 ft.
Splendid Road, The............	1	7	4	—	48	7,646 ft.
PROD. DIST. CORP.						
Madame Behave	1	3	3	4	68	5,417 ft.
UNIVERSAL.						
His People	1	2	1	6	77	8,933 ft.

George E. Brown, Manager, Strand theatre, Birmingham, Ala.

Louis K. Sidney, Division Manager, Lowe's theatres, Pittsburgh, Pa.

Geo. Rotsky, Managing Director, Palace theatre, Montreal, Can.

Jimmie Carrier, Managing Director, Broadway-Strand theatre, Detroit.

Fred S. Myer, Managing Director, Palace theatre, Hamilton, Ohio.

Joseph Plunkett, Managing Director, Mark-Strand theatre, New York.

Ray Grombacher, Managing Director, Liberty theatre, Spokane, Wash.

Ross A. McVoy, Manager, Temple theatre, Geneva, N. Y.

W. S. McLaren, Managing Director, Capitol theatre, Jackson, Mich.

Harold B. Franklin, Vice-President, Publix Theatres Corp.

William J. Sullivan, Manager, Rialto theatre, Butte, Mont.

Ace Berry, Managing Director, Circle theatre, Indianapolis.

"Madam Behave" Store Window Display Stars Living Model

The Merrill theatre, Milwaukee, put on a unique stunt for "Madam Behave" recently, tying up with Gimbel's department store, where a model in the main window was the attraction for thousands of curiously milling mobs during the engagement.

Thousands of persons who saw the model asked the question, "What is it?—a living model; male or female; wax or whatnot?" The figure carried a placard advertising "Madam Behave" and also a sign offering $100 in gold to the person who could make the model smile.

The model was a young man, who did his stuff daily in the window from 11:30 to 1:30 and from 3:30 to 5:30 p. m.

Free Space for Shorthand Ad on "His Secretary"

Free advertising of an unusual character was obtained by Manager Montague Salmon for his showing of "His Secretary" at the Rialto, Macon. Salmon made a cut of a letter in shorthand and this the Macon Telegraph agreed to run as a free ad with the announcement that the persons properly transcribing the letter would receive a pass to see the feature at the Rialto. Fifty replies were received and the stunt stirred up a great amount of interest for the picture.

Another commendable feature of the campaign was a special shorthand letter which was sent to 100 secretaries in the city, the contents playing up the merits of the production, and advocating that persons see the picture.

London, Ont., Winter Fair Held in Theatre Lobby

The Fourth Annual Winter Fair of London, Ontario, staged under the auspices of the London *Free Press*, was held during the week of February 8 in the spacious lobby of the Capitol Theatre, the manager of which is Tommy Logan. A score of general merchants had extensive displays of merchandise in the lobby and Manager Logan obtained reams of publicity. The feature was "The Road to Yesterday."

Realism and pictorial value are not always the result of elaborate trappings, as the simple arrangement used in the window display shown above indicates. This display for the showing of "The Iron Horse" (Fox) at the Baker Theatre, Dover, N. J., was featured by a hardware store.

"Black Pirate" Treasure Hunt

Evening World Conducts Exploitation Drive for New York Premiere—Ballyhoo and News Displays

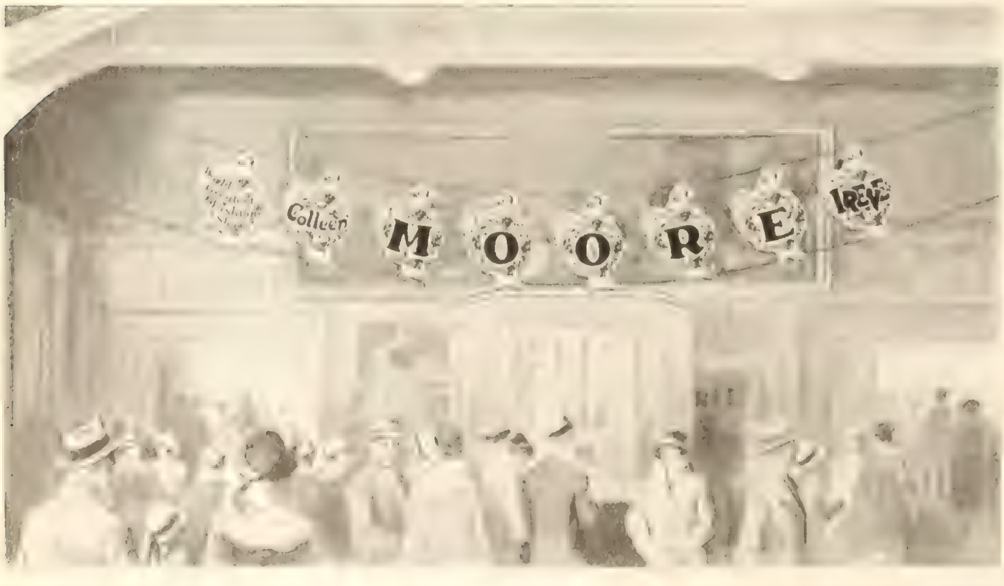
THE "Black Pirate" Treasure Hunt conducted as a co-operative exploitation stunt for the premiere of that picture and a circulation builder for the newspaper by United Artists and the Evening World, developed into one of the most exceptional campaign arrangements ever put on in New York for a photoplay attraction.

The Evening World conducted the Black Pirate Treasure Hunt in lavish style. A float bearing a group of pirates, and the original Fairbank's treasure chest, constantly moved about town. The World delivery cars carried posters. The "Black Pirate" Treasure Hunt was scheduled for the front page of the Evening World daily for more than five weeks.

The advance teaser announcements took the form of illustrations of an ancient looking key to a treasure chest, "The Black Pirate's," as featured in the Fairbanks film. The idea presented was that this key would be hidden each week somewhere in New York City, and that the finder could use it to unlock the treasure chest.

When the contest opened, a unique system was used in cueing the hunt. Underneath the big key, run daily, was a cryptographic diagram with definitions such as are used in crossword puzzles. These definitions each represented a word. At the end of the week the complete set of words, if properly interpreted, constituted all the words necessary to direct one to the hidden treasure key. However, to make it a matter of ingenuity, the words were never defined in their proper order. The contestant had to arrange the words in their proper order.

The first week's words numbered eighteen, and the winning solution of the series was: "Take Southermost path, Sixth Avenue, entrance, Central Park, past bandstand. Traversing tunnel to bridge, examine first beheaded post."



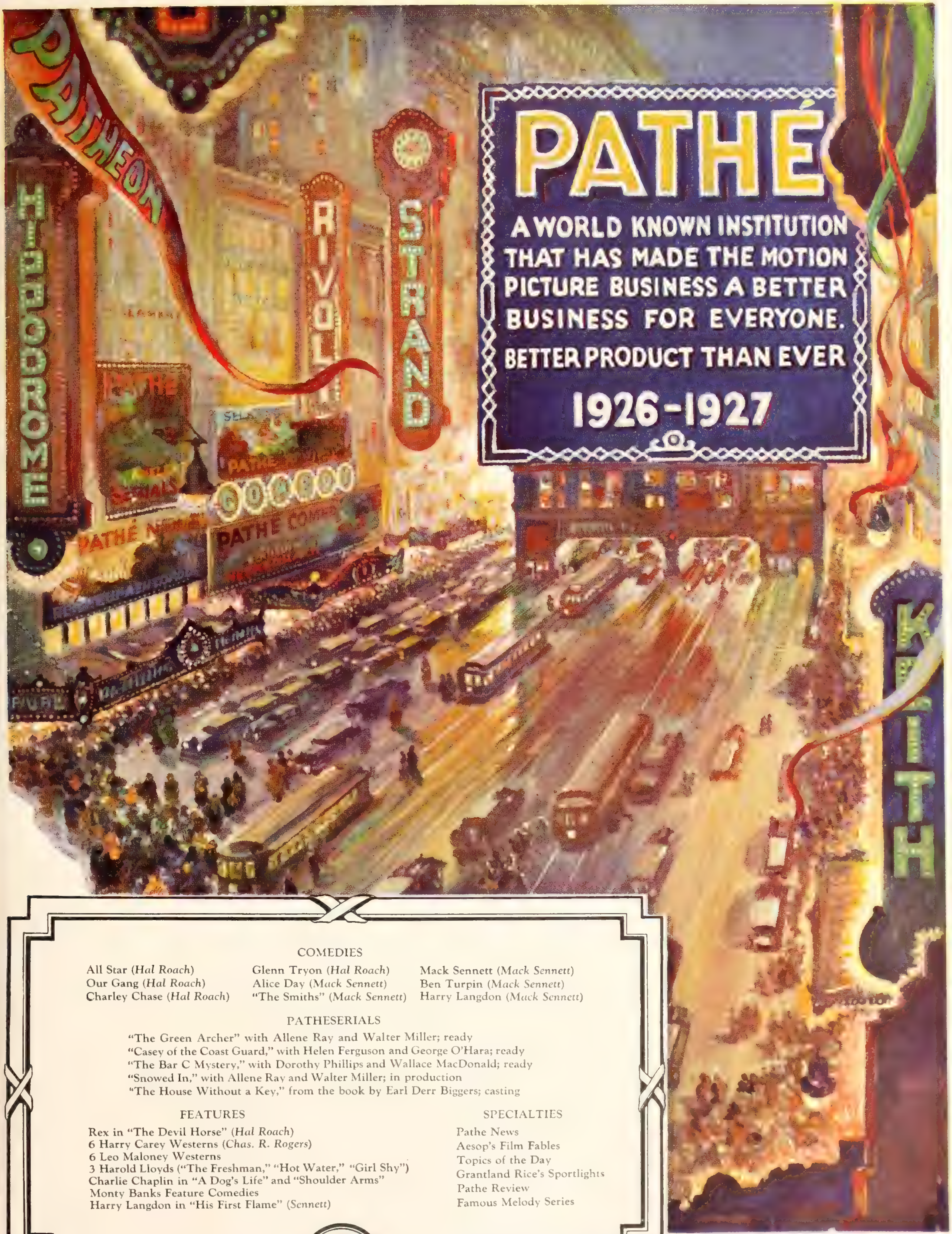
Illustrating the lobby streamer for "Irene." Drawing above shows the lithograph display prepared for exhibitors by the Hennegan Company of Cincinnati.

Harrison's Teaser Slides Herald "Moana"

"Moana" at the Victory, Waco, was heralded two days prior to opening by a set of six slides on the Hippodrome screen. First started with a small letter "M," and each slide following carried a single letter of the title. This method of advertising proved very effective.

Manager Harrison used three times his usual newspaper quota, a feature of which was an ad in the form of a special letter, urging everyone to see this film at the Victory.

Ten days prior to opening, the Victory lobby was decorated, by painting tropical scenes on the two large mirrors in theatre lobby.


PATHEON
HIPPODROME
RIVOLI
STRAND
PATHÉ
A WORLD KNOWN INSTITUTION THAT HAS MADE THE MOTION PICTURE BUSINESS A BETTER BUSINESS FOR EVERYONE.
BETTER PRODUCT THAN EVER
1926-1927
PATHE SERIALS
PATHÉ NEWS
PATHE COMEDY
KEITH

COMEDIES

All Star (*Hal Roach*)	Glenn Tryon (*Hal Roach*)	Mack Sennett (*Mack Sennett*)
Our Gang (*Hal Roach*)	Alice Day (*Mack Sennett*)	Ben Turpin (*Mack Sennett*)
Charley Chase (*Hal Roach*)	"The Smiths" (*Mack Sennett*)	Harry Langdon (*Mack Sennett*)

PATHESERIALS

"The Green Archer" with Allene Ray and Walter Miller; ready
"Casey of the Coast Guard," with Helen Ferguson and George O'Hara; ready
"The Bar C Mystery," with Dorothy Phillips and Wallace MacDonald; ready
"Snowed In," with Allene Ray and Walter Miller; in production
"The House Without a Key," from the book by Earl Derr Biggers; casting

FEATURES

Rex in "The Devil Horse" (*Hal Roach*)
6 Harry Carey Westerns (*Chas. R. Rogers*)
6 Leo Maloney Westerns
3 Harold Lloyds ("The Freshman," "Hot Water," "Girl Shy")
Charlie Chaplin in "A Dog's Life" and "Shoulder Arms"
Monty Banks Feature Comedies
Harry Langdon in "His First Flame" (*Sennett*)

SPECIALTIES

Pathe News
Aesop's Film Fables
Topics of the Day
Grantland Rice's Sportlights
Pathe Review
Famous Melody Series

Hal Roach

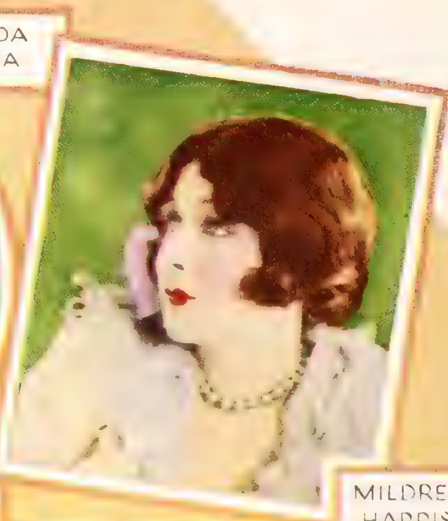
Announces

LIONEL BARRYMORE

THEDA BARA

GERTRUDE ASTOR

CHARLEY CHASE


MILDRED HARRIS

GLENN TRYON

KATHERINE GRANT

STUART HOLMES

VIVIAN OAKLAND

EILEEN PERCY

JIMMY FINLAYSON

VIRGINIA PEARSON

Real Stars
Money Stars
Feature Stars

in the Two Reel "All Star" Comedies

Hal Roach has made an innovation so daring as to take the breath away. Hollywood is dumfounded. The business cannot believe it.

He has signed up, to appear in two reel comedies, many feature stars of wide reputation and definite money value at the box-office.

Already signed are Theda Bara, Lionel Barrymore, Mildred Harris, Eileen Percy, Stuart Holmes, Virginia Pearson, Gertrude Astor, Claude Gillingwater, Anders Randolf, George Seigman, Walter Long and Mildred June. Others are being closed.

High salaried as these stars are, they will not be the sole attraction of these daringly big new comedies. They will appear with proven favorites like James Finlayson, Katherine Grant, Vivian Oakland, Sue O'Neill, Martha Sleeper and Husky Hanes.

No longer can any exhibitor, through indifference, fail to advertise such names. Any child could tell that such comedies *draw.*

These new two reel comedies are *not* on the basis of competition with other short product. They are real features, made like features, with big feature people. Their length has nothing to do with it. *Each is big enough to carry a program. See and believe.*

Pathécomedy

"HUSKY" HANES

ANDERS RANDOLF

MILDRED JUNE

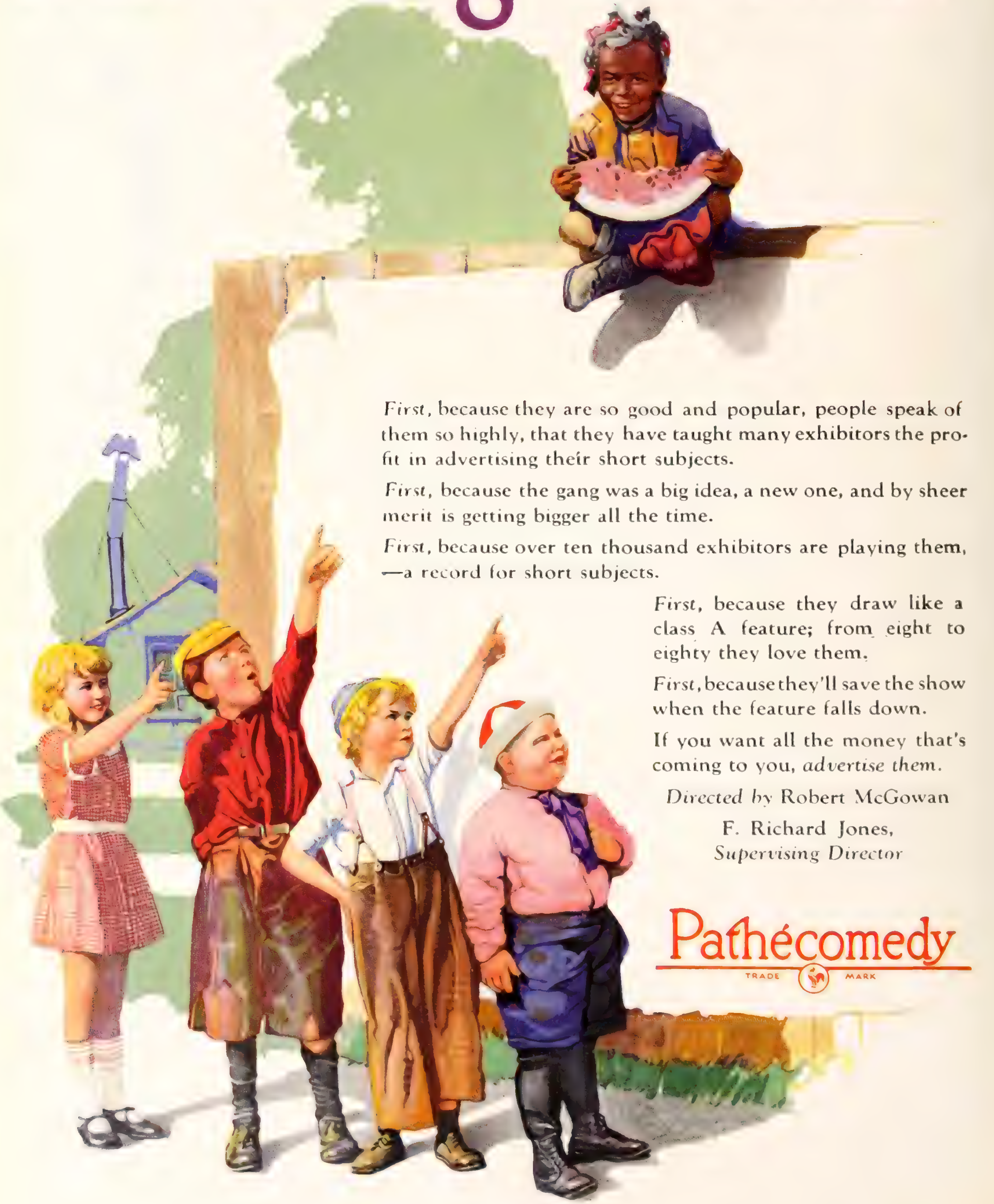
CLAUDE GILLINGWATER

SUE O'NEIL

MARTHA SLEEPER

GEORGE SIEGMAN

Hal Roach *presents*
Our Gang *Comedies*



First, because they are so good and popular, people speak of them so highly, that they have taught many exhibitors the profit in advertising their short subjects.

First, because the gang was a big idea, a new one, and by sheer merit is getting bigger all the time.

First, because over ten thousand exhibitors are playing them, —a record for short subjects.

First, because they draw like a class A feature; from eight to eighty they love them.

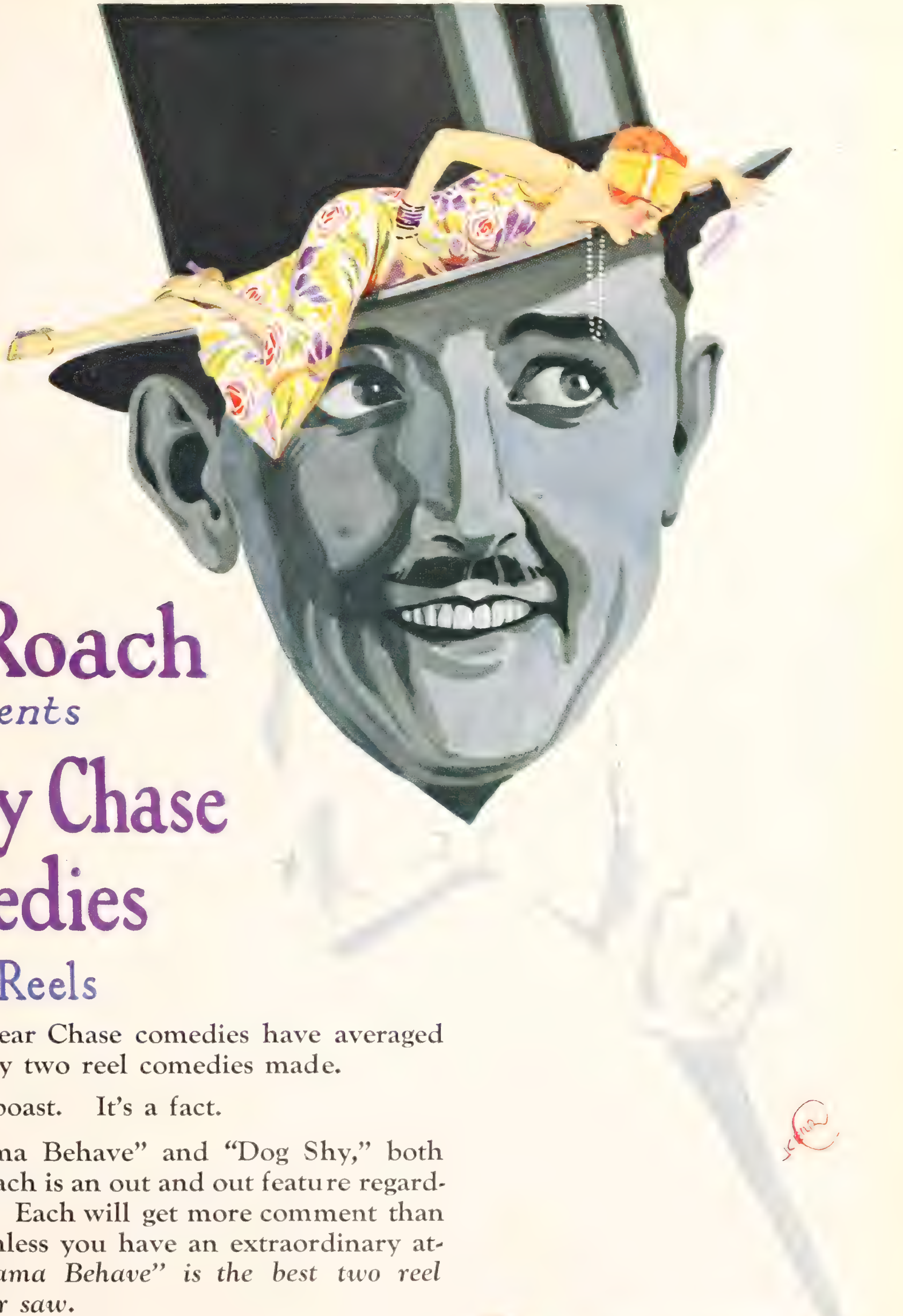
First, because they'll save the show when the feature falls down.

If you want all the money that's coming to you, *advertise them*.

Directed by Robert McGowan

F. Richard Jones,
Supervising Director

Pathécomedy
TRADE MARK



Hal Roach

presents

Charley Chase Comedies

Two Reels

For the past year Chase comedies have averaged better than any two reel comedies made.

This is not a boast. It's a fact.

Look at "Mama Behave" and "Dog Shy," both now ready. Each is an out and out feature regardless of length. Each will get more comment than the feature, unless you have an extraordinary attraction. *"Mama Behave" is the best two reel comedy we ever saw.*

For the utmost in satisfaction and profits, book the Chase comedies and *advertise* them.

F. Richard Jones, *Supervising Director*

Pathecomedy

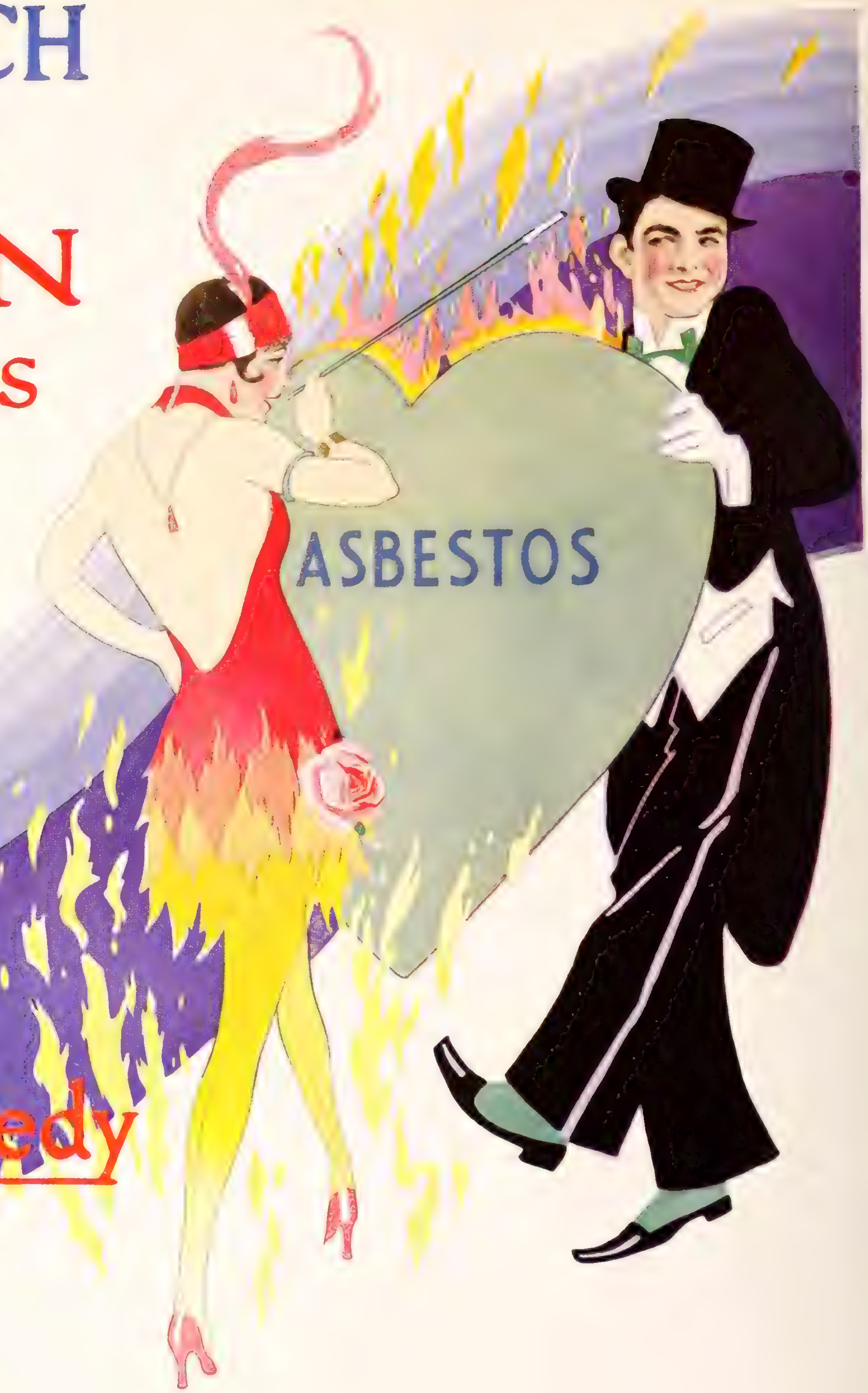
TRADE MARK

HAL ROACH

PRESENTS

GLENN TRYON COMEDIES

Two Reels



Pathécomedy

Exhibitors are gladly paying 33 1-3% more for Tryon comedies today than they did a year ago.

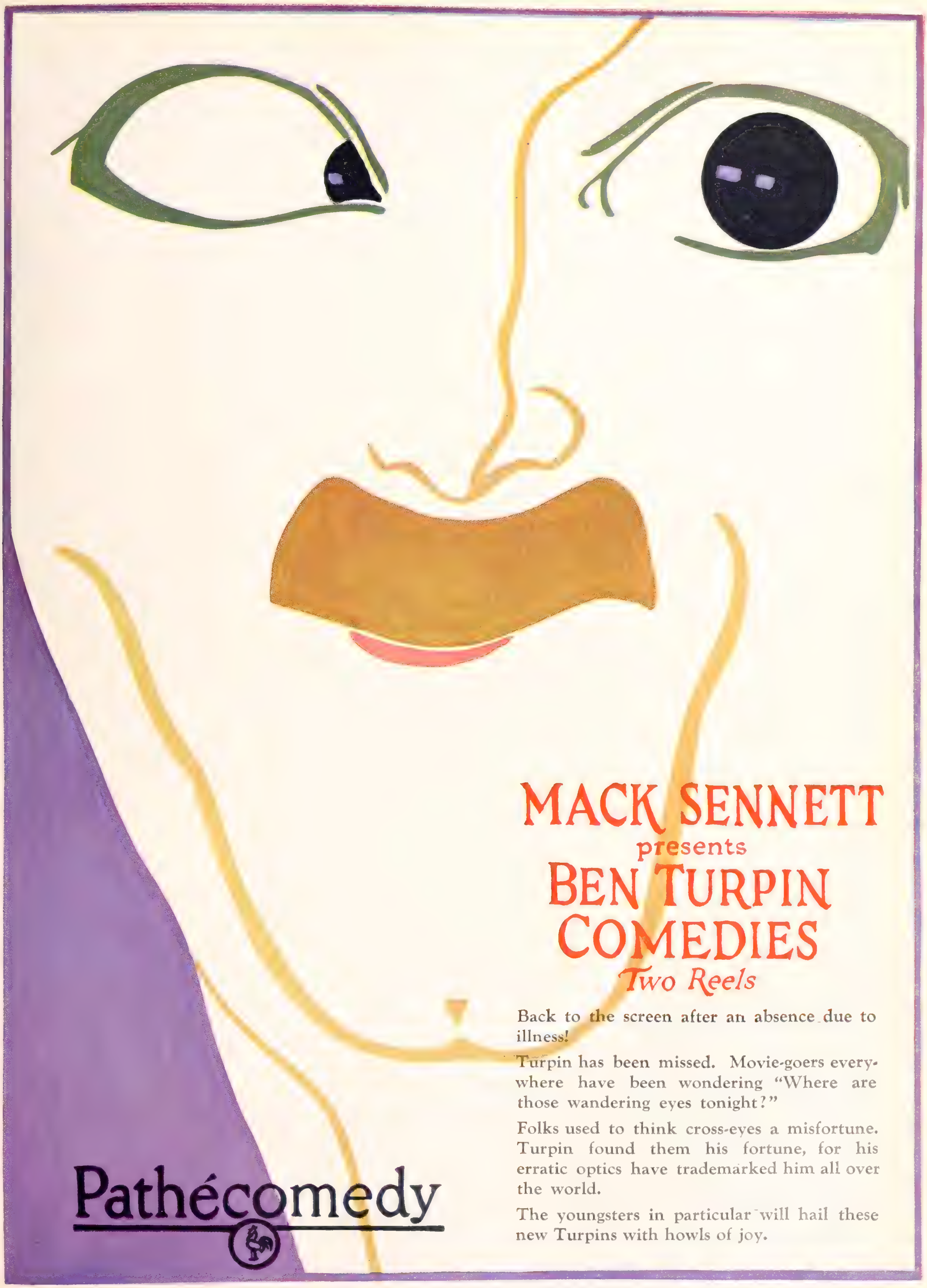
They pay more because the pictures are worth more. Each Tryon costs as much to produce, reel for reel, as most features.

Today Roach is putting in the Tryon casts talent like Eva Novak, Vivian Oakland, Tyler Brooke and Rube Clifford.

Real comedy stories, real feature production, real feature casts, and a real comedian.

With such pictures you can advertise them to your profit.

F. Richard Jones, *Supervising Director*



MACK SENNETT
presents
BEN TURPIN COMEDIES
Two Reels

Back to the screen after an absence due to illness!

Turpin has been missed. Movie-goers everywhere have been wondering "Where are those wandering eyes tonight?"

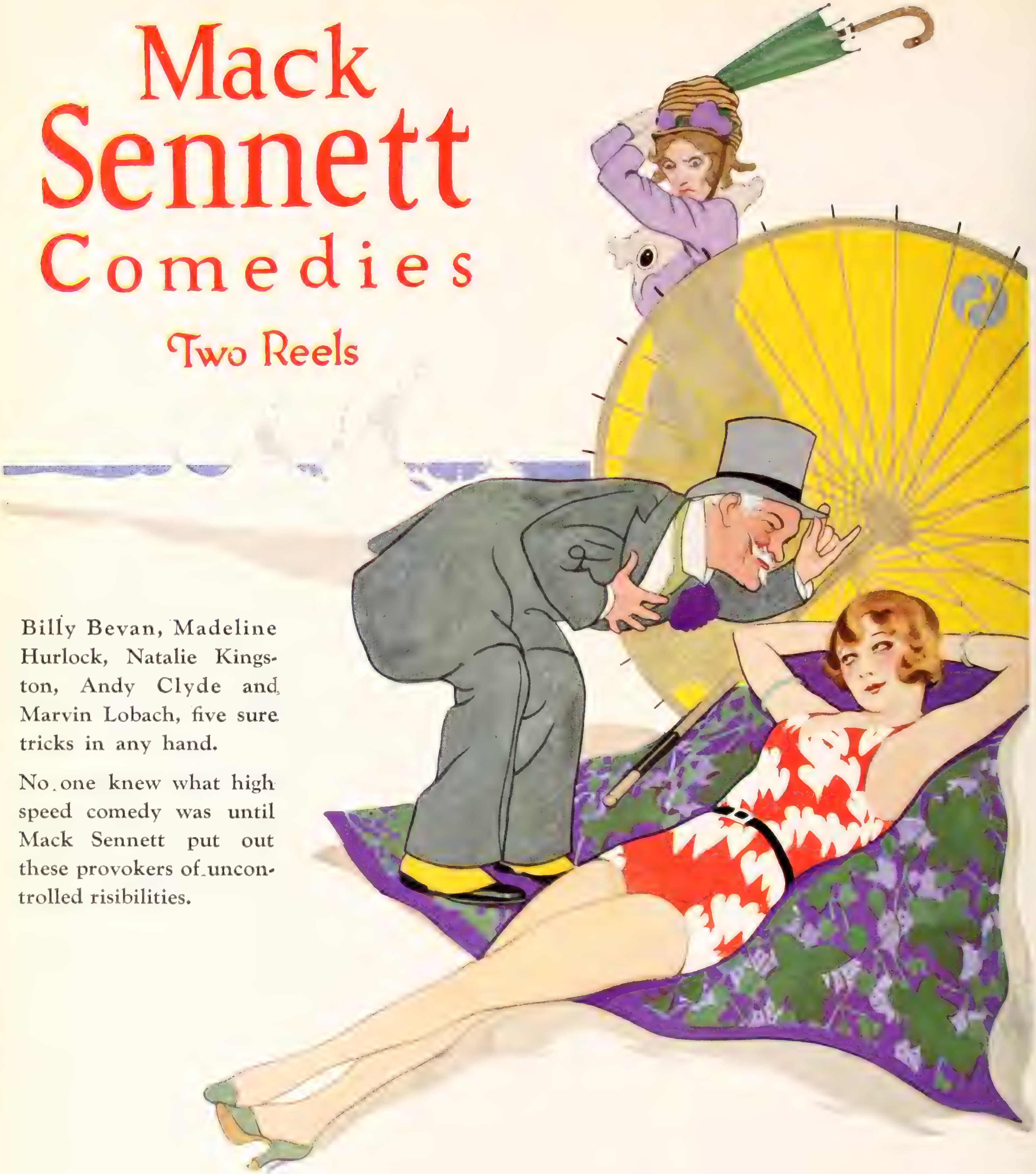
Folks used to think cross-eyes a misfortune. Turpin found them his fortune, for his erratic optics have trademarked him all over the world.

The youngsters in particular will hail these new Turpins with howls of joy.

Pathécomedy

Mack Sennett Comedies

Two Reels



Billy Bevan, Madeline Hurlock, Natalie Kingston, Andy Clyde and Marvin Lobach, five sure tricks in any hand.

No one knew what high speed comedy was until Mack Sennett put out these provokers of uncontrolled risibilities.

No one knew what perfection in feminine beauty was until Sennett presented the pearls of pulchritude who adorn these comedies.

For laughs and lovely lassies, Mack Sennetts every time.

Pathécomedy

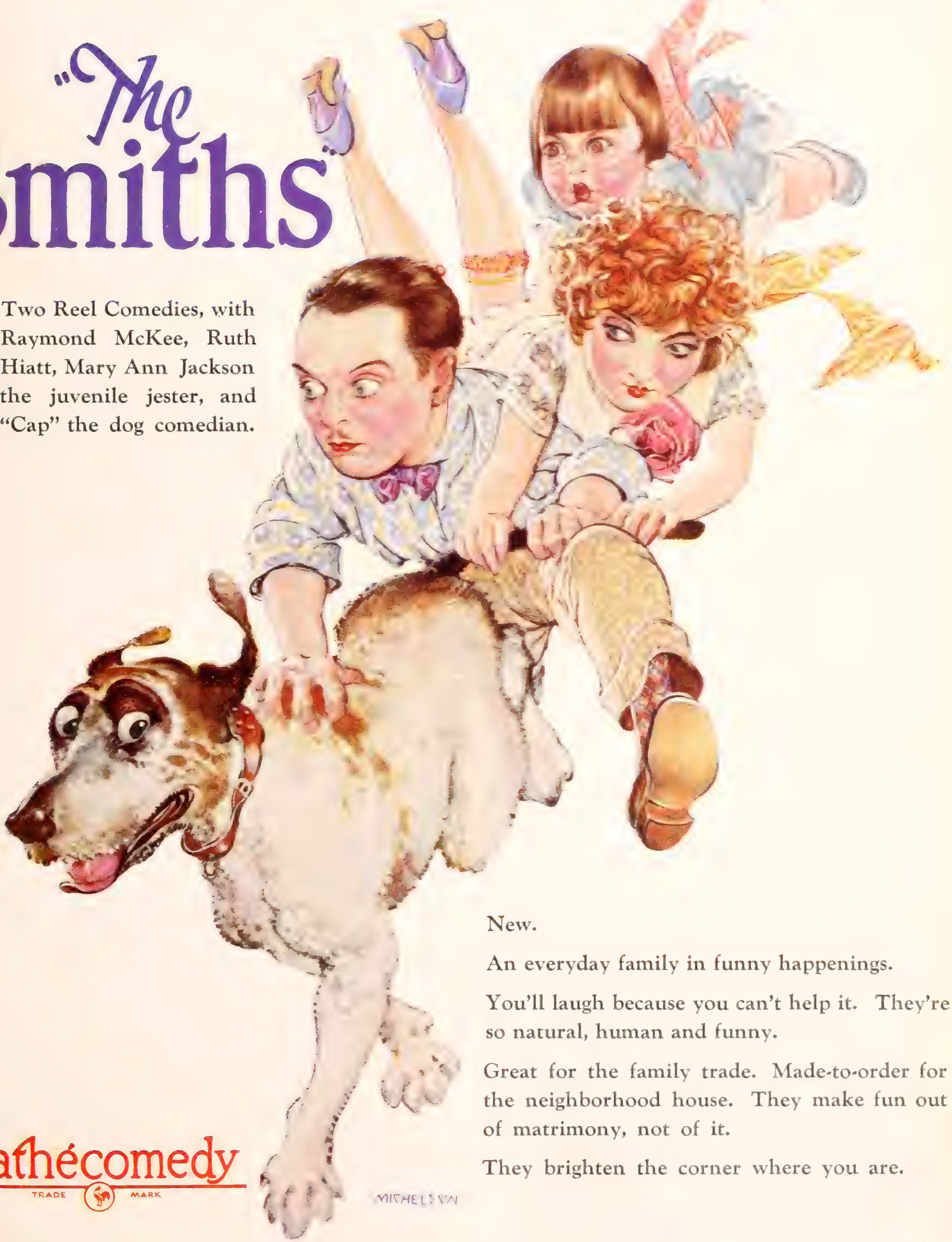
TRADE MARK

Mack Sennett

announces

"The Smiths"

Two Reel Comedies, with Raymond McKee, Ruth Hiatt, Mary Ann Jackson the juvenile jester, and "Cap" the dog comedian.



New.

An everyday family in funny happenings.

You'll laugh because you can't help it. They're so natural, human and funny.

Great for the family trade. Made-to-order for the neighborhood house. They make fun out of matrimony, not of it.

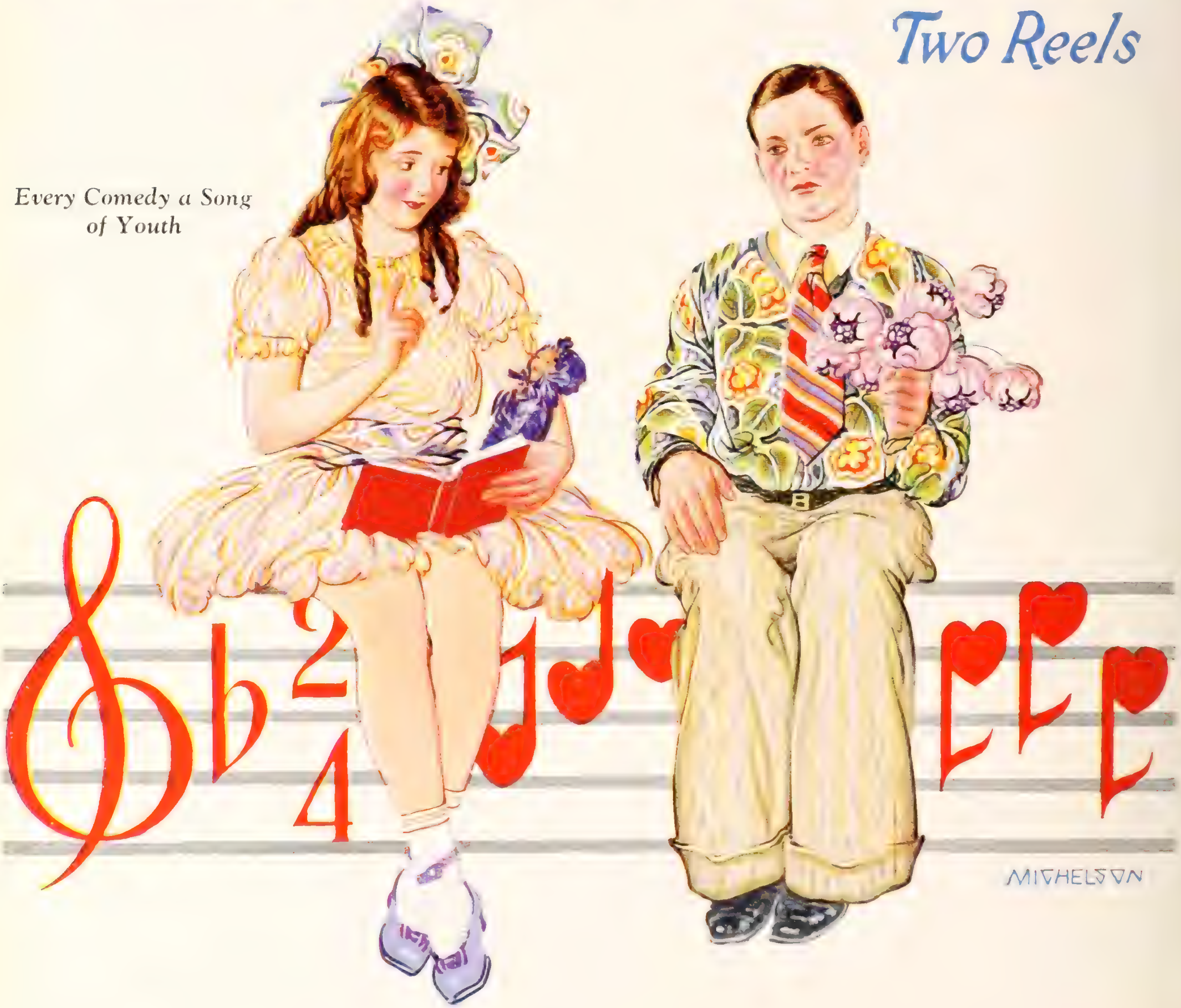
They brighten the corner where you are.

Pathécomedy

TRADE MARK

MACK SENNETT *presents* ALICE DAY COMEDIES

Two Reels



Every Comedy a Song of Youth

Today's edition of that old sweetheart of yours.

A pint sized peach in popular divertissements.

The kind of a girl it's easy to love in comedies the whole family loves to see.

Pathécomedy

Mack Sennett

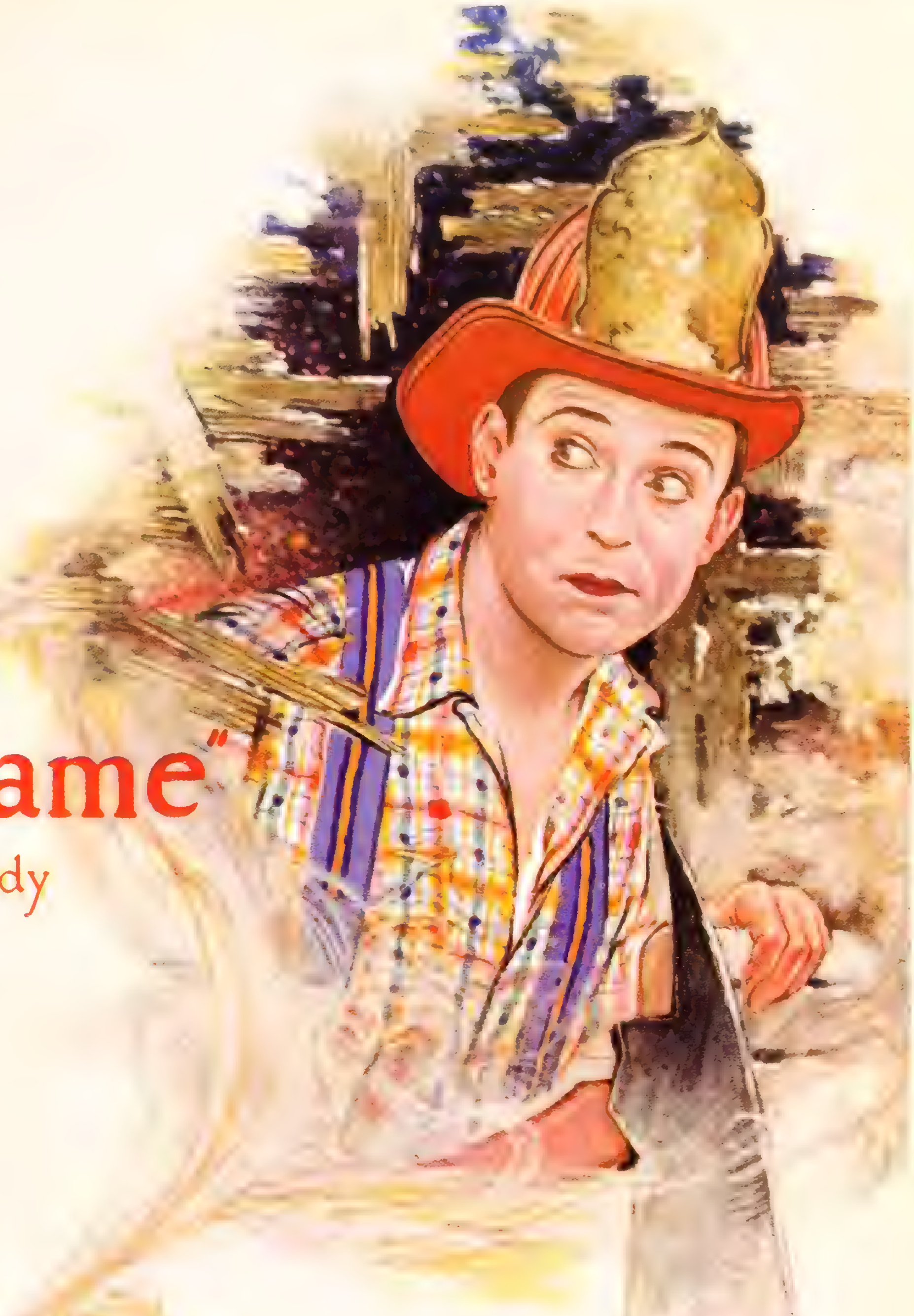
presents

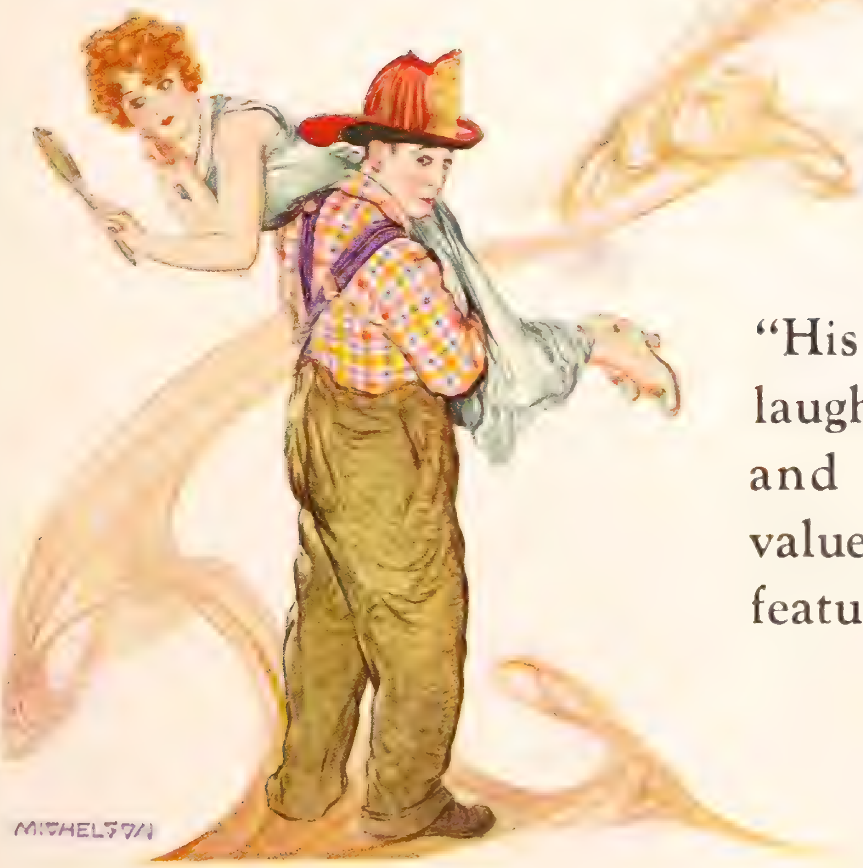
Harry Langdon

in

"His First Flame"

A Feature Comedy



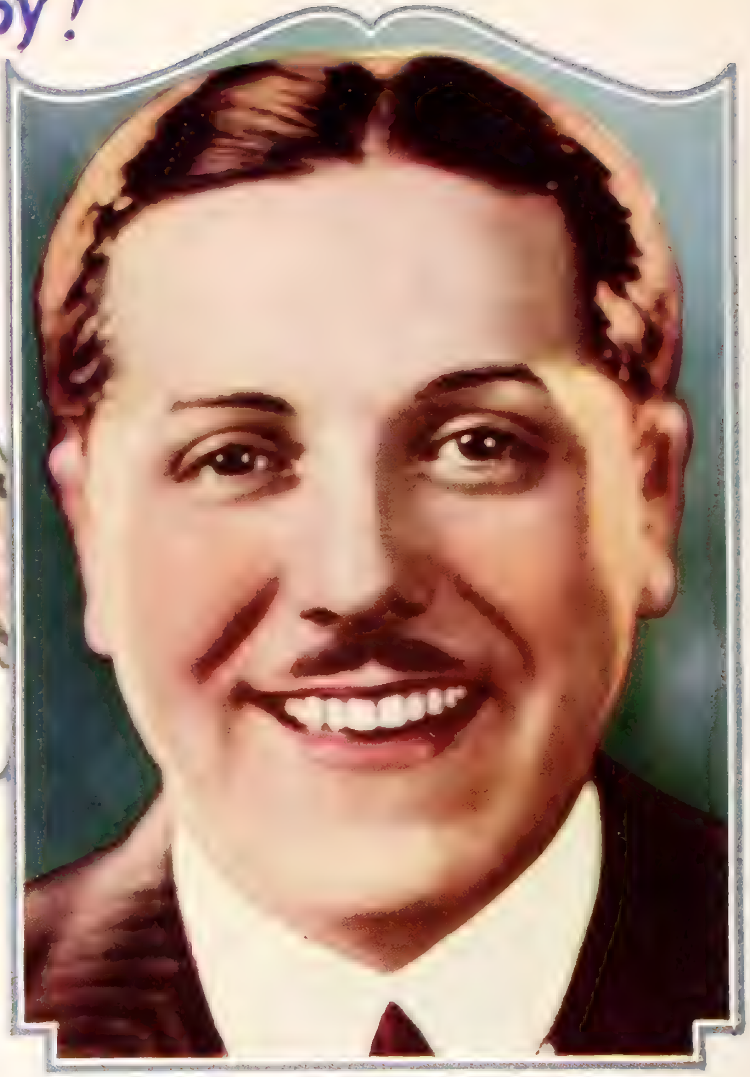


"His First Flame" in number of laughs, kind of laughs, originality and all round entertainment value, is your first choice in feature comedies for 1926.

Pathécomedy

TRADE MARK

a box office baby!
MICHELSON



MONTY BANKS

in a series of

Feature Comedies

Furiously fast and vastly funny.
Banks lives up to his name. It means money in the banks to you.

Pathépicture
TRADE MARK

Grantland Rice's
Sportlights

GRANTLAND RICE is the country's most celebrated authority on sports.

Under the title "Sportlights" his articles are syndicated through 67 big newspapers.

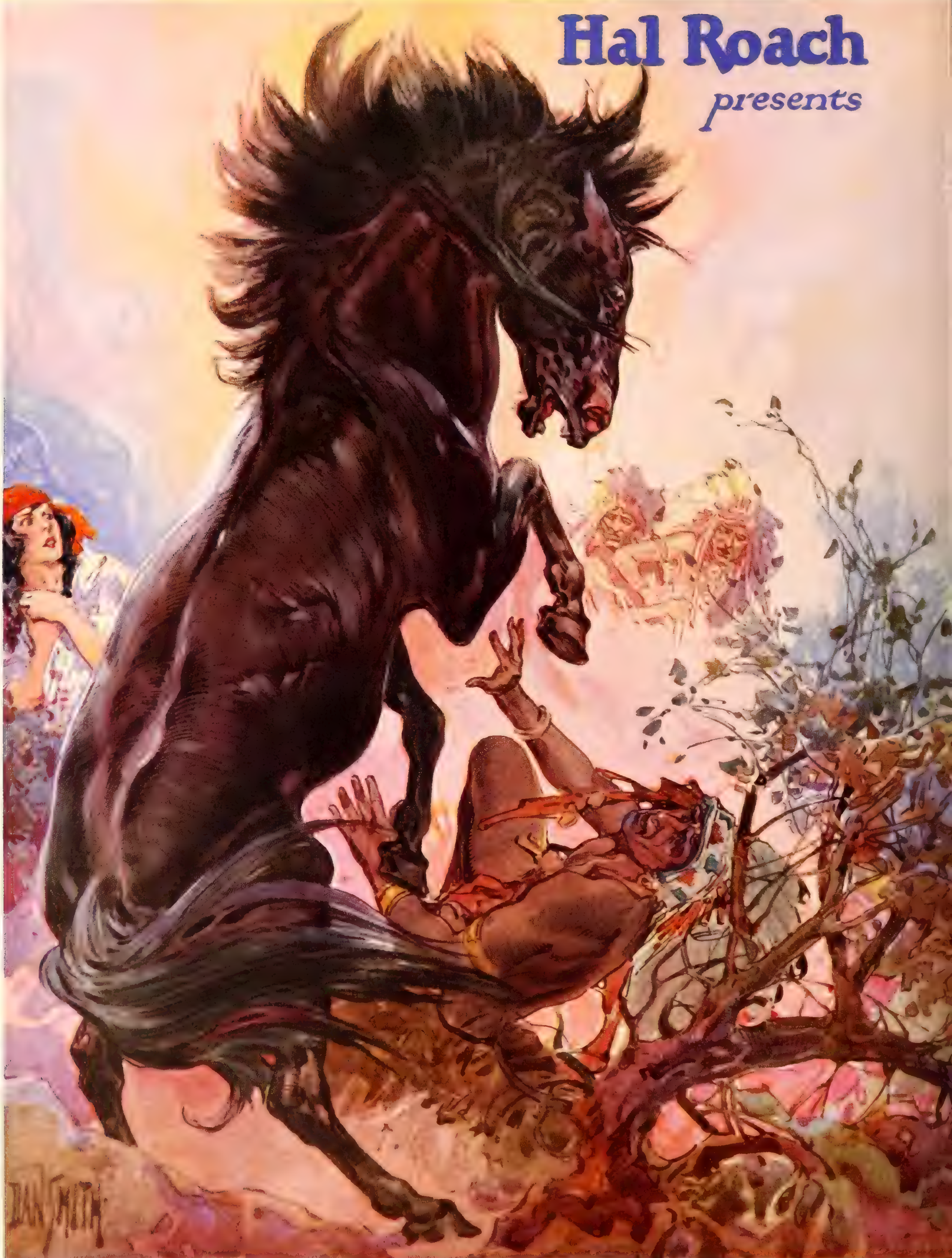
When you show the really splendid pictures under the same name, you are showing something that has a solid backing of newspaper publicity.

1926 will be the greatest year for sports the country has ever seen. Why not capitalize upon that interest by showing the finest sports pictures it is possible to make?

Produced by John L. Hawkinson

One Reel, Every Other Week

Pathépicture


Hal Roach
presents
DAN SMITH

REX

in

"The Devil Horse"

Rex, the wild horse, *proven* to be one of the real money stars of the business.

"Black Cyclone,"—rated one of the very biggest money-getting pictures of 1925. See exhibitors rating in year's summary, Exhibitors Herald.

"The King of Wild Horses,"—got the same vote in 1924.

Just watch "The Devil Horse" in 1926; for it's bigger.

Rex, the magnificent stallion; "Lady," the gentle gray mare; "The Killer," the vicious spotted horse, in a tense triangle of love and hate.

And with them thousands of Indians and cavalrymen in great battles; superb scenery; enthralling story with romance, pathos and thrills.

It's a pushover. Before you book a single feature for 1926-27, *see it yourself*.

Produced and Directed by Fred Jackman

Pathepicture

Charles R. Rogers *presents*

HARRY

in Six Western

Whose money is it that pays your overhead and gives you your profit, Mr. Exhibitor?

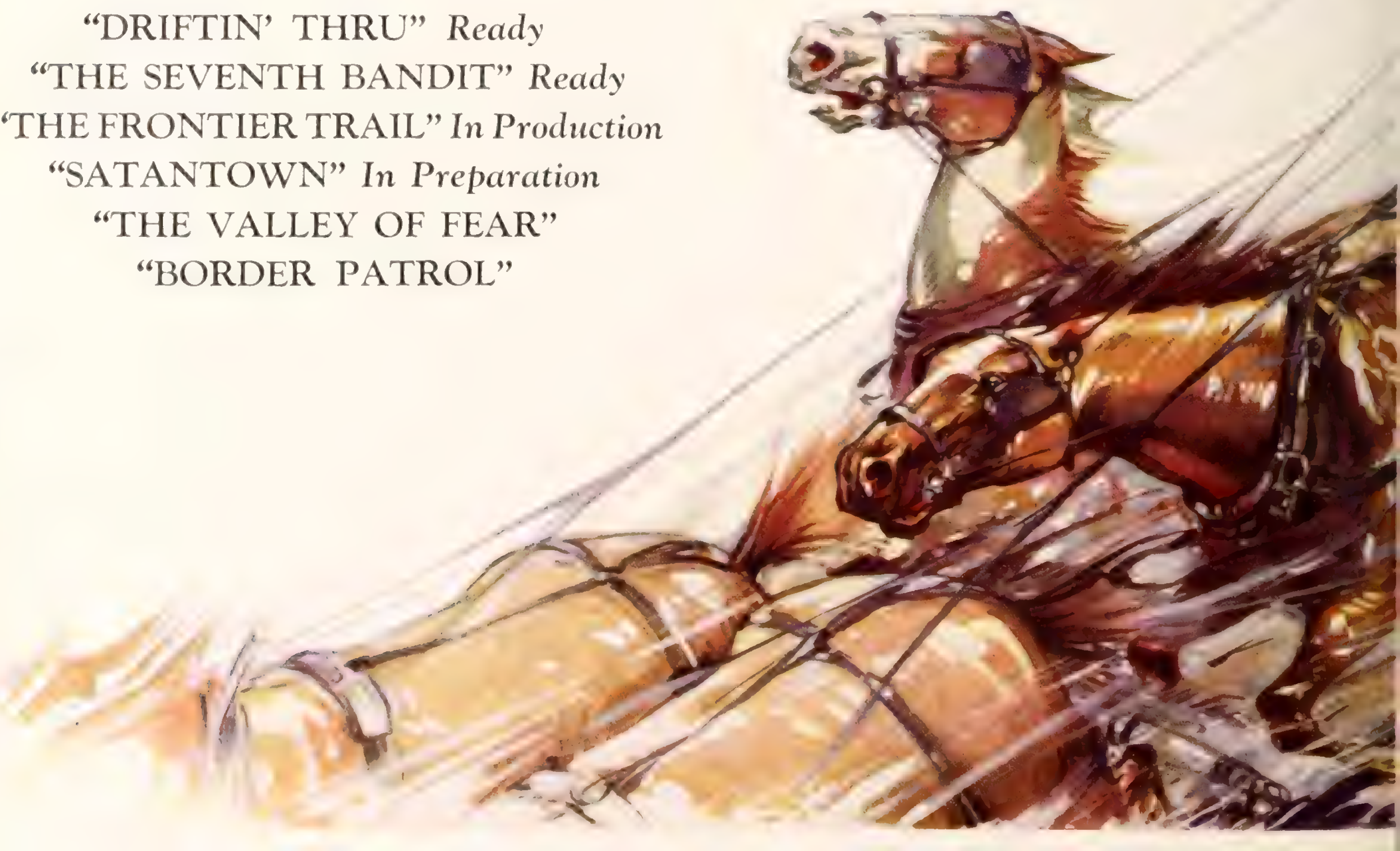
Unless you are the exception it's the coin of Mr. Average Man, his Missus, and all the little Averages.

The "high hat" crowd is great for the theatres that can get the "dollar up," but there's a lot of you who'd starve if you had to depend upon them.

Mr. Average Man's family dotes on Westerns. They have a yearning for the shocks, suspenses, sensations and romance of this good red-blooded American type of story.

With these people Harry Carey is great; and in this new series, lots more costly, *lots better than anything he's done,* getting better right along, you can please the other crowd too.

"DRIFTIN' THRU" *Ready*
"THE SEVENTH BANDIT" *Ready*
"THE FRONTIER TRAIL" *In Production*
"SATANTOWN" *In Preparation*
"THE VALLEY OF FEAR"
"BORDER PATROL"



CAREY

Features

Pathépicture

Harold

Harold Lloyd, we believe, would receive a decisive majority as the screen's most popular star, if a vote were taken among all the movie goers of the nation.

Theatre for theatre, city for city, Harold Lloyd will outdraw any other attraction. The records prove it.

Each of Lloyd's last three pictures is *proven* to be big, by business done.

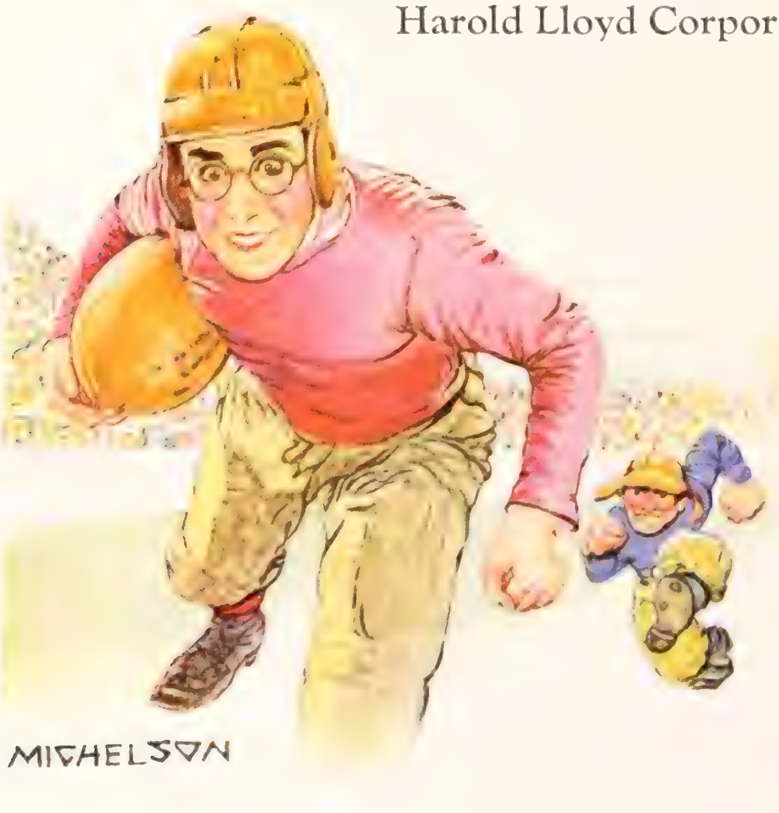
THE FRESHMAN

Has broken more records for business per week, and length of run, than any picture made. An absolute box-office triumph. One of the great pictures of all time.

HOT WATER

Until "The Freshman" was released, this was considered the greatest comedy ever produced. *Today* you can get more business with it than 98% of all the pictures you can play.

Produced by
Harold Lloyd Corporation

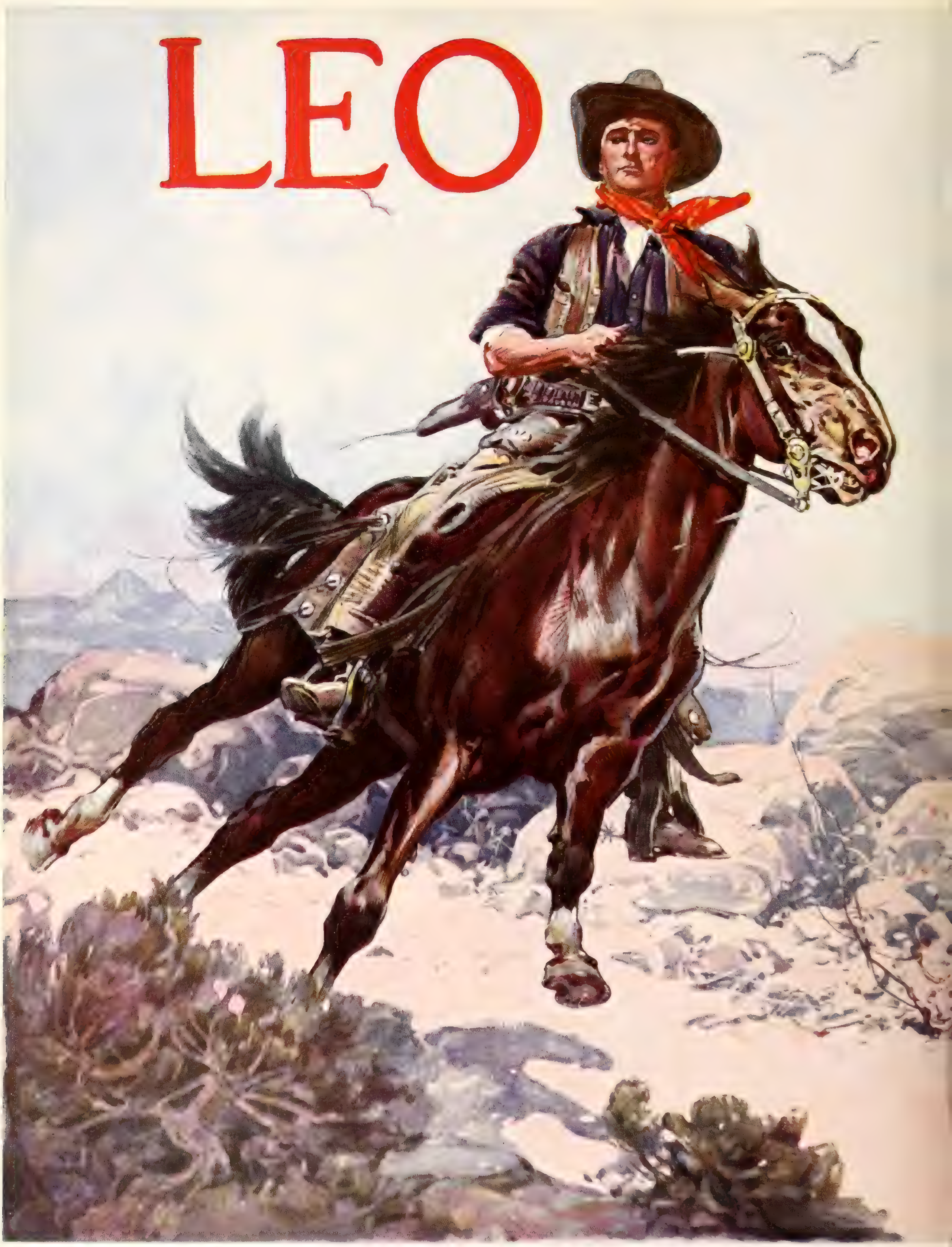


Lloyd

GIRL SHY

The third of the Lloyd trio of riumphs. The laughing romance of a bashful man. It is a ew picture to your audiences f you haven't played it. A henomenal business getter.

A Pathé
Picture


LEO

MALONEY

America's Cowboy in Six Western Features

Good Westerns are the one sure bet for most exhibitors.

In the old unspoiled West passions were primitive. Love, hate, revenge were unhidden. Law was far away. Men had to protect themselves or die. They had to talk, shoot and ride straight. So the West was our land of Romance, and it lives today in these Maloney features.

Leo Maloney is no Broadway darling dressed up in sheepskin pants and a six shooter. He is the real thing, fast on the trigger, muscular, big, manly,—a true rider of the ranches.

For fast beating pulses, and thrill a minute action, these are the pictures for you.

Pathépicture

Charlie C

"A Dog's Life," "Shoulder Arms," "Sunnyside," and "A Day's Pleasure."

Each of these is a first run at any time anywhere.

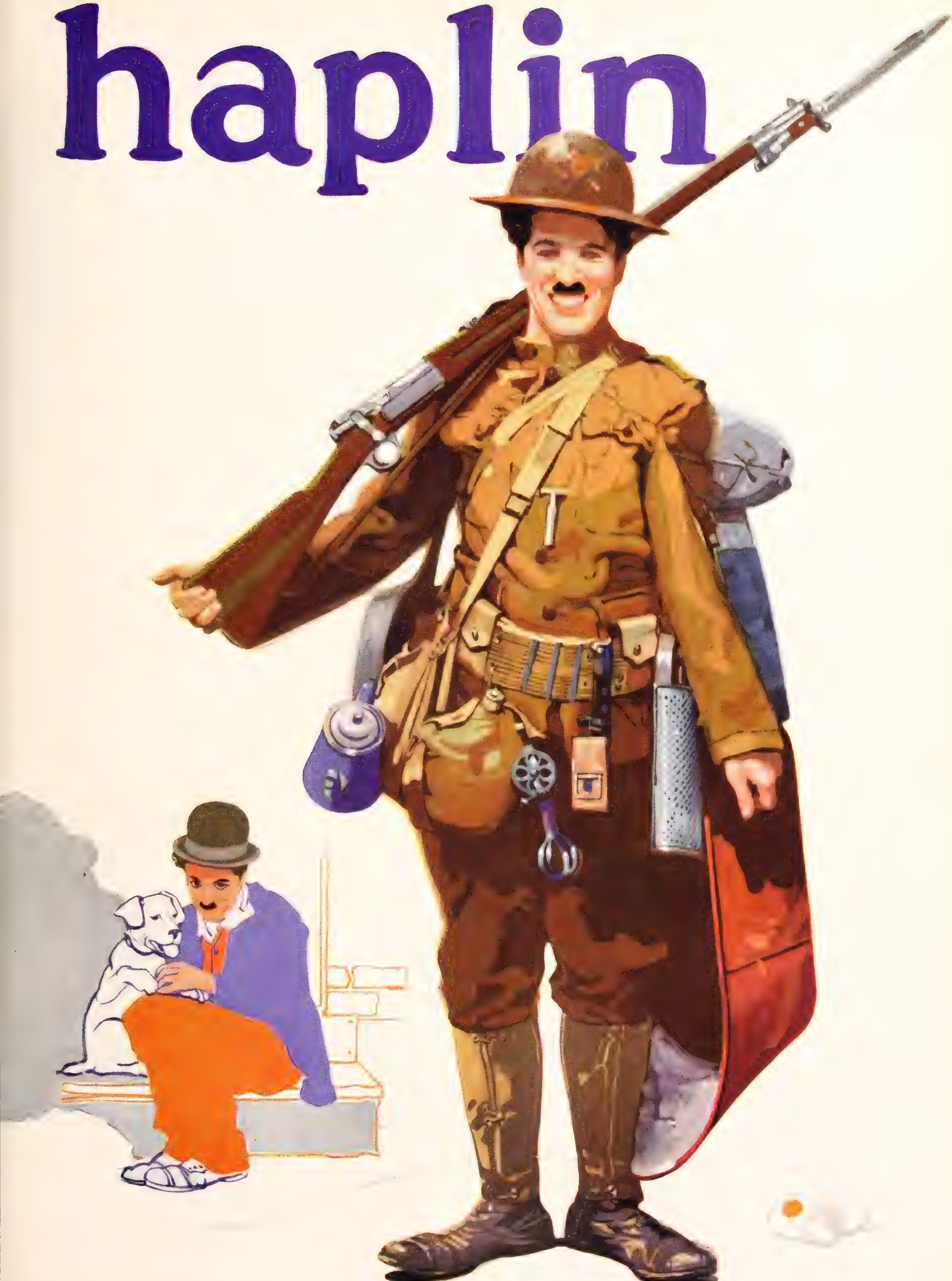
Big as Chaplin already was, they made him bigger, for they are among his best.

Why describe them? You know them, know what they can do for you.

Acquired by Pathe at very high cost because they are worth it.

Ask the Pathe salesman.

Pathépicture


haplin

Famous Melody Series

with

Special Musical Score by

Dr. Hugo Riesenfeld

The heart-songs of the nations put into pictures.

Made for the music, in the birthplaces of the songs themselves.

With the thrilling romantic music of the special score which is loaned you, *without charge*, and which was prepared by Dr. Riesenfeld whose presentations are world-famous, you have a novelty that in interest vies with your big feature.

Eye, ear, heart are all charmed with these beautiful little classics.

One Reel, Every Four Weeks

Produced by James A. Fitzpatrick

Pathépicture
TRADE MARK

Pathé News

You read it in the newspapers; you *see it* in the Pathe News.

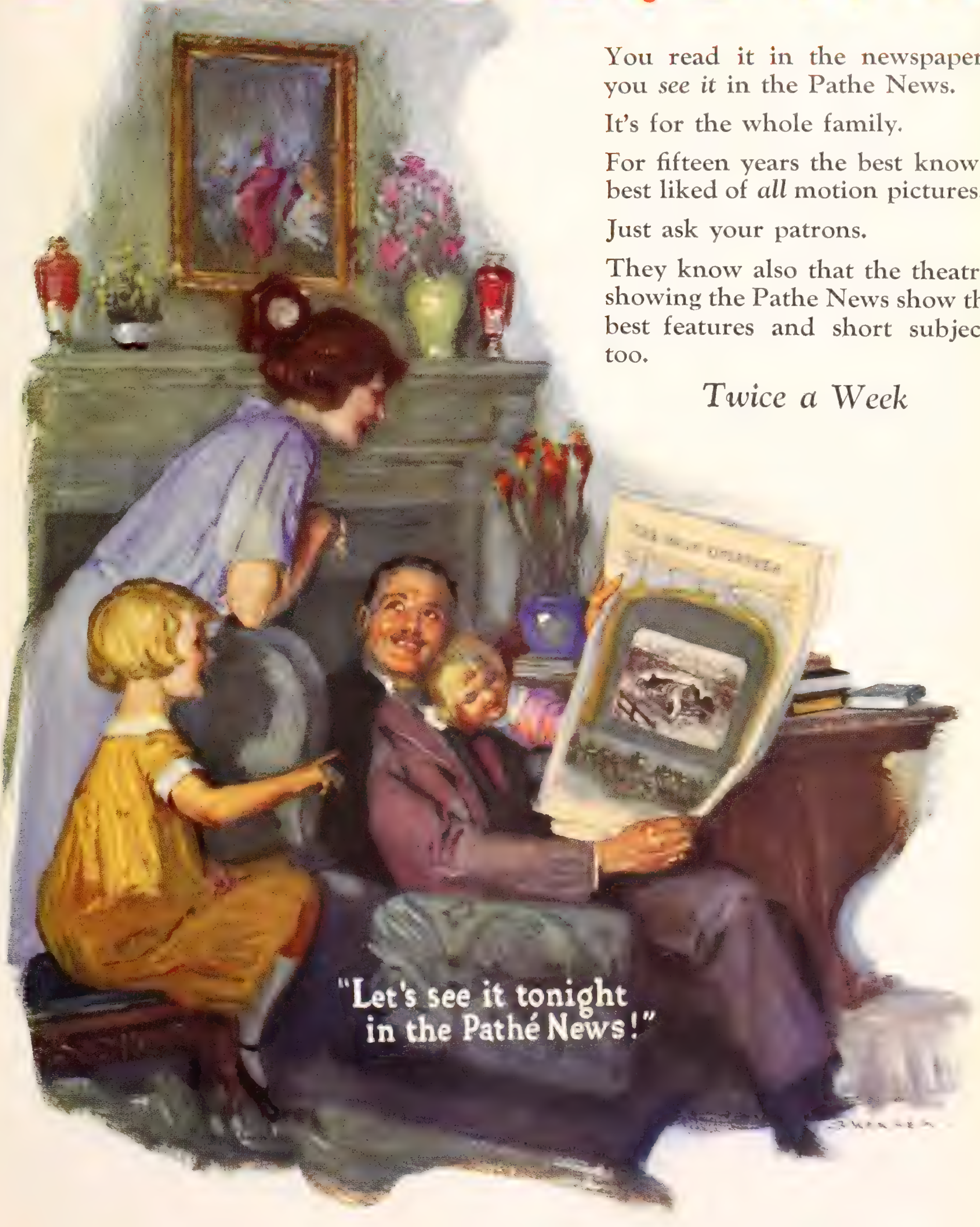
It's for the whole family.

For fifteen years the best known, best liked of *all* motion pictures.

Just ask your patrons.

They know also that the theatres showing the Pathe News show the best features and short subjects too.

Twice a Week


"Let's see it tonight in the Pathé News!"

Pathé

serials

You Read the Story in the Big Magazines—
You See it Dramatized in Patheserials

The Patheserial policy is to get the best story possible, preferably from a well-known novel or magazine story; give it *feature* production and a *feature* cast, and then put into the exhibitor's hands a unique and complete plan of exploitation.

THE GREEN ARCHER; *with* ALLENE RAY *and* WALTER MILLER

From the book by EDGAR WALLACE; scenario by FRANK LEON SMITH; directed by SPENCER BENNET, and produced in New York State The greatest mystery serial ever made, bar none, and a production Pathe is proud of. *Now.*

CASEY OF THE COAST GUARD; *with* GEORGE O'HARA *and* HELEN FERGUSON

Produced with the cooperation of the U. S. Coast Guard; directed by WILL NIGH; stellar cast including J. BARNEY SHERRY and COIT ALBERTSON; produced by SCHUYLER GRAY; an exciting story of the fight against the rum, dope and alien smugglers by the Coast Guard; produced on the Atlantic Coast; *Ready.*

SNOWED IN; *with* ALLENE RAY *and* WALTER MILLER

From the story by FRANK LEON SMITH; directed by SPENCER BENNET, who directed *The Green Archer*; an amazing, sensational and suspenseful mystery tale laid in the snow deep mountains of the West; production in the West; *In Production.*

THE BAR-C MYSTERY; *starring* DOROTHY PHILLIPS; *with* WALLACE MCDONALD, PHILO MCCULLOUGH *and* ETHEL CLAYTON

From the magazine story by RAYMOND SPEARS; produced by C. W. PATTON; love, fight, and mystery in the ranch country; *In Production.*

THE HOUSE WITHOUT A KEY; *by* EARL DERR BIGGERS

Cast to be announced; ran as a serial story in the *Saturday Evening Post*, and is now out as a book; a superb mystery story that any feature producer would almost give his right leg for; story laid in Hawaii, where it is planned to produce the serial: *Now Casting.*

Build Ten Weeks' Audiences With Patheserials!

Pathé Review
Emile A. Gruppe

To give diversity, entertaining information, *quality* to your show, it's always the Pathe Review.

Bar none, the finest screen magazine ever produced.

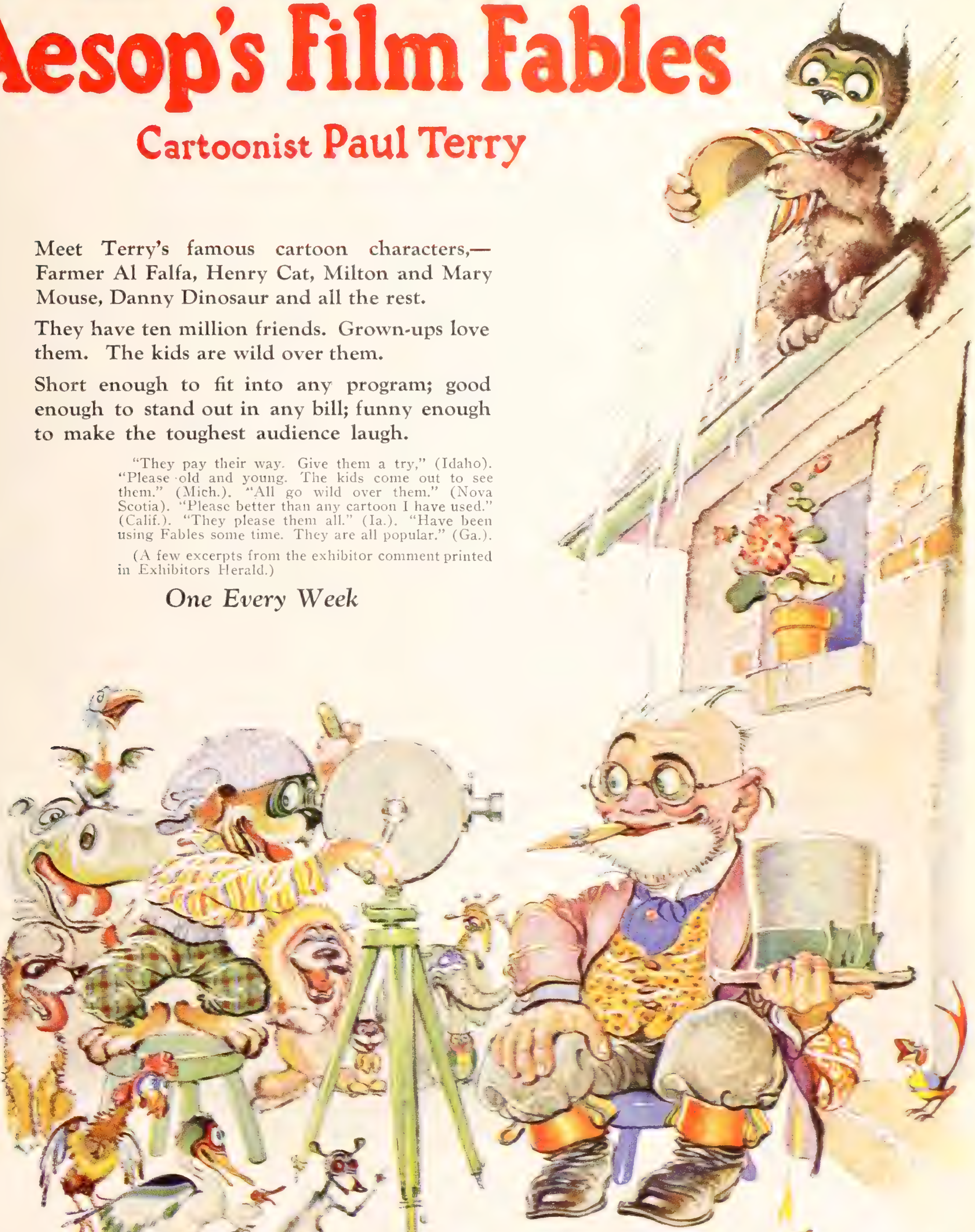
Now running; American Colleges in Pathecolor, The Unseen World with the microscope, with Beebe on "The Arcturus" in the Sargasso Sea; across Arctic America with Knud Rasmussen, etc. etc.

One Reel Every Week

Fables Pictures Inc. presents

Aesop's Film Fables

Cartoonist Paul Terry



Meet Terry's famous cartoon characters,—Farmer Al Falfa, Henry Cat, Milton and Mary Mouse, Danny Dinosaur and all the rest.

They have ten million friends. Grown-ups love them. The kids are wild over them.

Short enough to fit into any program; good enough to stand out in any bill; funny enough to make the toughest audience laugh.

"They pay their way. Give them a try," (Idaho). "Please old and young. The kids come out to see them." (Mich.). "All go wild over them." (Nova Scotia). "Please better than any cartoon I have used." (Calif.). "They please them all." (Ia.). "Have been using Fables some time. They are all popular." (Ga.).

(A few excerpts from the exhibitor comment printed in Exhibitors Herald.)

One Every Week

Pathé
Distributors

YOUNG MOTORIST (to Flapper at curb): "Want a ride?"
Flapper: "Are you going North?"
"Yes."
"Well, then, give my regards to the Eskimos."
MONTGOMERY (ALA.) ADVERTISER.

SIR WALTER RALEIGH spread his cloak across the puddle for Queen Elizabeth. "Tread on this, your majesty," he said, "you are in danger of getting wet." "So's your old mantle," retorted Elizabeth.
BOSTON TRANSCRIPT.

LETTER from freight agent:
"Dear Sir: We have now held your shipment of Camembert cheese for three days. If same is not called for immediately, it will be shot."
DETROIT FREE PRESS.

TIMELY FILMS INC.

PRESENTS

TOPICS OF THE DAY

ONE EVERY WEEK

Since the "Topics" first started, it has been recognized by the big showmen as a real attraction.

Just a few of those who show it:

Motion Picture Circuits: Famous, Southern Enterprises, Balaban and Katz, Lubliner & Trinz, Ascher Bros., Wm. Gray, Sidney Cohen, Walter Reid, Greubel Bros., Skouras Bros., Cooney Bros., Levine & Goldberg, Jake Wells, West Coast and others.

Vaudeville Circuits: Keith-Albee, Orpheum, Inter-State, Gordon, Butterfield, S. S. Proctor, B. S. Moss, Wilmer & Vincent, W. V. M. A., Frank Keeney and others.

It brightens any bill.

Pathé
Distributors

Prospect Press, Inc., New York

Pathe Preparing Strong Line-Up; Banner Year Is Foreseen

By Elmer Pearson

Vice-President and General Manager, Pathe Exchange, Inc.

WELL, here we all are, again at the threshold of another season and all the industry's alleged problems just as near solution as they have been every year for the last fifteen.

We seem to have about the same old reliable producers that have made most of the pictures we have all made money with for a great many years.

Those of the old time exhibitors that are still with us are still making most of their money with those reliable producers and distributors.

The industry just now presents many troublesome problems but like those of other years they will all work out some way and as usual quite satisfactory to all who sit steady in the boat and confine their activities to the tried and true policies.

I suppose no year goes by that many do not see the certain signs of Famous Players disintegration and yet they go right along year in and year out making the pictures the public respond to in ever increasing numbers.

No doubt Pathe's passing out of the picture has been predicted more often than it is years old.

We have of course heard many times that Hal Roach and Mack Sennett have seen their best days and that they could not possibly survive the onslaught of the numerous so and sos that have blazed forth with Band and Trumpet only to fold up their respective tents after bringing chagrin and ill repute to gullible followers.

The fact still remains that Hal Roach and Mack Sennett go serenely on their way making better and funnier comedies every year and what more logical than the conclusion that when better comedies are made those two old masters will make them.

Is it not about time that all of us learn the great value of. patronizing the deserving, the very ones who are with us year in and year out through thick and thin: It is always those we have to fall back on when the upstarts fail us as they always eventually do.

If we did not have all these grand old reliable producers to maintain the dignity of the industry before the public the whole business would go to pot in no time.

The Patheserial goes right along stronger and better than ever—serials come and go but Patheserial goes on forever to the great delight of many an exhibitor and the millions of serial fans.

Review, Fables, Topics, lives there a man who ever heard of anything nearly as good in their lives?

The Pathe News will again this year spring many surprises to the joy and profit of its customers and make every other theatre manager wonder again and again what possessed him to let Pathe News get away.

Many of the people buying theatres today say they are doing so because they cannot otherwise get their pictures shown.

Thank goodness ours are still being shown; true enough in some spots not at a very good price but we cannot believe that a good business man can long penalize the thing that makes him money and patrons.

1925 was one of Pathe's best years doing a business of over sixteen million dollars. The profit per dollar was not very large but since it is our purpose to efficiently and economically serve the exhibitor and producer our success must be measured in ever increasing volume, the modest profit margin a warranty of our good faith.

1926–1927 promises to be the greatest this industry has ever known—certainly an ample increase over last to pay well the producer whose earnest efforts alone make such increases possible besides leaving an increased profit for the theatre.

By J. E. Storey

Assistant General Manager, Pathe Exchange, Inc.

THROUGH its superior producer affiliations, Pathe is preparing a formidable array of box-office attractions for the forthcoming season.

Contracts have been renewed with those producers whose product has become the standby of successful exhibitors. In addition, Pathe has entered into contracts with several other producers whose past performances practically guarantee high quality pictures that will prove a boon to showmen.

Two-reel comedies will continue to be produced by Hal Roach and Mack Sennett, whose high calibre productions have made this unit of the exhibitor's program come in for equal honors with the feature film of greater footage. Hal Roach is bringing to two-reel comedies such screen celebrities as Theda Bara, Mabel Normand, Lionel Barrymore, Claude Gillingwater, Ethel Clayton and Stuart Holmes, to appear with the established Roach stars and featured players. Likewise, Mack Sennett is augmenting his casts with the best players obtainable. Both producers have the most competent directors under contract and are endowing all their two-reelers with feature quality sets and production. Hal Roach will offer four series Charley Chase comedies, Glen Tryon Comedies, "Our Gang" Comedies and Hal Roach Star Comedies. Mack Sennett's contribution will be four series—Ben Turpin Comedies, Alice Day comedies, "The Smiths" Comedies and the Mack Sennett Comedies, as well as several Harry Langdon special comedies.

Feature comedies will be produced by Monty Banks Productions and will star Monty Banks, himself, who is fast becoming one of filmdom's best comedy bets.

Chaplin comedies, produced by and starring the one and only Charlie, will be released by Pathe in accordance with the half-million dollar contract with the ace comedian. "A Dog's Life" is now showing and, according to present plans, "Shoulder Arms" will be the next release.

Westerns will be a prominent unit of the feature schedule. Harry Carey, Leo Maloney and Rex, the wild horse, will star in these attractions. Charles R. Rogers is producing the Carey pictures. Leo Maloney, himself, will produce his series of outdoor Westerns at his studio at Skylands, near San Bernardino, California. One of the most successful Western series ever produced by Maloney was for Pathe release and his return to the Pathe banner bespeaks the faith the organization has in the box office draw of his films.

"The Devil Horse," starring Rex, was produced by Hal Roach and directed by Fred Jackman, both of whom are responsible for "Black Cyclone" and "The King of Wild Horses."

Pathe serials attained a high-water mark in quality in such successes as "Play Ball," "The Green Archer" and "Casey of the Coast Guard" during the present season. Production plans completed and in work promise not only a continuance of dominant serials but a group of chapter pictures that will surpass all previous efforts in this form of screen entertainment. C. W. Patton, long a Pathe serial producer, whose "Wild West" is now showing, has completed "The Bar-C Mystery," starring Dorothy Phillips, supported by Wallace MacDonald, Ethel Clayton, Philo McCullough and Johnnie Fox. "Snowed In,"' co-starring Allene Ray and Walter Miller, both well established Patheserial stars, follows: "The House Without a Key" is another serial that will be offered during the forthcoming season.

Pathe News, the pioneer news film, under the capable editorship and management of Emanuel Cohen, is in position to provide the best last-minute news film service that the most progressive exhibitor could desire. Two issues are released—Wednesday and Saturday—every week in the year. Pathe Review, also edited by Mr. Cohen, will present the very best in magazine film feature material. The Grantland Rice Sportlights, produced by J. L. Hawkinson, is one of the most popular single reel subjects on the market.

Two short subjects that are often booked on the same programs are Topics of the Day and Aesop's Film Fables. Timely Films, Inc., are the producers of the former and Fables Pictures, Inc., make the latter. Amedee J. Van Beuren is President of both organizations.

One of the most novel one-reel subjects is the Famous Melody Series, offering picturizations of the folk and national songs of many lands with special musical scores provided for perfect synchronization in presentation. James A. FitzPatrick the producer, has an established reputation as an authority on music history and its screen interpretation.

"A Pilgrimage to Palestine" Series has been produced by the Holyland Film Company of Cincinnati. The ten pictures now booking are ample proof that the next ten now being edited will find an equally fine reception on the part of the exhibitor and public.

Pathe Executives Enthusiastic Over Product

By Harry Scott

General Sales Manager, Pathe Exchange, Inc.

I CANNOT but feel that we are most thoroughly justified in our convictions that 1926 is destined to be a banner year. Everything points in that direction. Production has been stabilized and the over-production reduced to a minimum. Distribution is now being carried on with a view to the utmost efficiency and the providing of every facility for service to the exhibitor. In the exhibition line there is a very noticeable trend away from overbuying and towards careful selection of programs that augurs very well indeed for a demand for really meritorious product, the sort that can be made and marketed on a basis of equitable profit for all concerned.

There has never really been a demand for mediocre product. True, such product has been made and sold and exhibited, but the lesson to the exhibitor has had its effect right back along the line to the distributor and the producer—it made no money for the exhibitor, it piled up a high cost-to-sell on the debit side of the distributor's books and it actually took money from the pockets of the producer.

Today we find that this lesson has been thoroughly learned by all three factors in the problem. The exhibitor will not buy poor product because he knows he cannot be sure of selling it to his public; the distributor will not handle poor product because he cannot sell it to the exhibitor, and the producer will not make poor product, voluntarily, because he realizes that no reputable distributor will attempt to market it for him.

There is still another factor that looms very large in the mind of the exhibitor when he is buying product. In a small town, for example, where there is one theatre and no theatrical competition, the exhibitor is beginning to learn that strong competition exists nevertheless in the form of the radio, the bridge club, the dancing party and other social activities. It is becoming more and more evident to him that if he persists in booking poor or mediocre product, he is actually driving people away from the theatre and that they are seeking their entertainment among some of these numerous forms of competition.

These are the conditions upon which we base our prophecy for 1926. There is a real demand for high class, meritorious product in all lengths, from super-features to single reelers. The entire level has been steadily raised until only the best finds a market.

The House of Pathe is peculiarly sensitive to reactions of this nature, for it handles all types of motion picture one and two-reel subjects and multiple reel features. Any fluctuation in either of these two divisions of product is instantly reflected from our Branch offices, and it is most gratifying to note that a steadily increasing demand for Pathe offerings, both from exhibitors and public, has been evident for the past year.

It is in the matter of advertising and exploitation that we find one of our greatest sources of encouragement. The past year has witnessed a marked change of exhibitor attitude, and, with all due modesty, we may say that Pathe has been responsible for it in no small measure. It was our firm conviction that we were justified in expecting greater consideration from exhibitors where the advertising and exploiting or our short subjects were concerned. With this in mind, we organized a field force of Special Exploitation Representatives whose duty it is to suggest to exhibitors ways and means of making the short subject part of their programs have a real meaning at the box office. This has resulted in a vastly increased amount of advertising space in newspapers, lobby displays and on billboards for Pathe short subjects.

The year 1926 will see this idea developed to an even greater extent by our firm. We are convinced that in creating an added demand for short subjects, in bringing them forcibly to the attention of the public, we are serving well the cause of motion pictures in general.

Therefore, we look upon 1926 as a year of immeasurable opportunities because it is destined to feel and reflect the results of concerted action in favor of short subjects during 1925.

By Pat Campbell

Feature Sales Manager, Pathe Exchange, Inc.

PATHE will offer exhibitors an exceptionally fine list of feature pictures during the coming season: big Westerns, full length comedies and special novel attractions.

We will have available two series of Western pictures, one starring Harry Carey, now firmly established as a Pathe Star, and another starring Leo Maloney, who rejoins our ranks. Each of these big stars will appear in a minimum of six pictures which will be released alternately, month by month, giving the exhibitor one box-office Western every thirty days.

Hal Roach has completed for us another unusual feature, "The Devil Horse", starring Rex, the wild horse actor. This extra special will be given pre-release runs in all sections, which will greatly enhance its box-office value to exhibitors in all territories.

Monty Banks, who is fast becoming one of the screen's foremost comedians, will contribute a minimum of three feature comedies to our program, which promise to be the best he has ever made.

"The Devil Horse" is a drama of the big adventure of empire building taken from the romantic history of the early West, written for the screen by Hal Roach, the Producer, and directed by Fred. Jackman, both of whom are responsible for "Black Cyclone" and "The King of Wild Horses."

Monty Banks has become a Pathe star. In association with A. MacArthur he will produce a series of exceptional action feature comedies with just enough drama and pathos to punctuate the hearty laughs. His phenomenal success in "Racing Luck", his first full length feature, definitely estab-

Executives of Pathe Exchanges, Inc. Left to right, top row: Emanuel Cohen, Editor of Pathe News and Pathe Review, Paul Fuller, President of Pathe Exchanges, Inc., Elmer Pearson, Vice-President and General Manager, Stanley Waite, Two Reel Comedy Sales Manager and J. E. Story, Assistant General Manager. Bottom row, left to right: F. Oswald Brooks, Serial Sales Manager, Harry Scott, General Sales Manager, Regge Doran, Director of Public Relations department, **Pat Campbell, Feature Sales Manager and W. A. V. Mack, Short Subject Sales Manager.**

Many Star Names in Features and Comedies

lished Banks in this field. "Keep Smiling", his first Associated Exhibitors' feature, duplicated the success of "Racing Luck" and "Play Safe", which he has just completed for the same concern is said to be a riot. With the unlimited resources afforded Banks under his Pathe agreement, his new feature comedies will be the finest feature comedies in the field even outshinng his former successes.

Harry Carey, who has long been one of the screen's favorite Western stars, made his Pathe debut in "Driftin' Thru", which is now being shown. This attraction proves that "true-to-life" Westerns are what the public wants and the Carey brand fulfills this need. "The Seventh Bandit", Carey's second Pathe picture is even better than his first. Among the Careys that will be offered exhibitors in the forthcoming season are, "The Frontier Trail", "Satantown", "Burning Bridges" and "The Border Patrol". Charles R. Rogers is producing the Carey series.

Leo Maloney, who returns to the Pathe fold, is another star-producer with a reputation for making audience pictures. Outdoor Westerns are Maloney's forte and he will produce the most pretentious pictures of his long film career, dating back some twenty years. This series will be produced in and near Maloney's studio at Skyland, located in the mountains near San Bernardino in California—one of the most picturesque spots in the world.

Charlie Chaplin is always a box-office star. When Pathe paid the comedian half a million dolars for the privilege of bringing back to the screen four of his most notable successes they anticipated a demand for these classics. "A Dog's Life", already released, has proved this contention. It is a remarkable "draw" in all classes of theatres. The next feature of this group to be released will be "Shoulder Arms", deemed by many to be Chaplin's greatest comedy.

In addition to the special pictures now being produced in the new season's program, we have available some of the best current box-office bets. Larry Semon has created a furore in "Stop, Look and Listen", an adaptation of Harry B. Smith's musical comedy success of the same name.

Charles Ray is famed for his remarkable characterization of a bashful country lad and his pictures have wide appeal. Two of his typical and popular delineations are assayed in "Percy" and "Dynamite Smith", both features that will bring business to any exhibitor who plays them. There is always a whimsical strain of humor running through Ray features, which makes them adaptable for any program.

The Arctic always has an intriguing and mysterious appeal. No less than six expeditions are planning to fly to the North Pole within a few months' time and the front page interest created in the far North attracts attention to "Kivalina of the Icelands". Produced by Earl Rossman, now the official photographer of the Detroit Arctic Expedition en route to the Pole, "Kivalina" presents an accurate depiction of the everyday life of the Eskimo amid the frigid wastes of the Arctic.

Features that attract the so-called Church and non-theatregoing element are few and far between. "Treasures of the Vatican", produced by St. Marks Institute in Rome, discloses, with all the grandeur and impressiveness of the originals, the great dramatic moments from the Bible and church history as caught by the master brushes of Michael Angelo and Raphael and transmuted into immortal frescoes on the Vatican walls and ceiling; statuary that dates back to the dawn of history and endless gifts and objects of art are all set forth in their original beauty.

"The Freshman" was rightly acclaimed Harold Lloyd's best picture. Through his chain of Pathe successes Harold Lloyd has attained stellar heights as a comedian and all an exhibitor has to do is to announce "A Harold Lloyd" and he can bank on good business. On the strength of the demand for "The Freshman" exhibitors will find it worth while to book "Why Worry?", "Girl Shy" and "Hot Water" all of which are positive laugh riots and business getters.

By Stanley Waite

Two-Reel Comedy Sales Manager, Pathe Exchange, Inc.

THE two-reel comedy product lined up by Pathe for the forthcoming season is unquestionably the finest in point of diversity and quality that has ever been offered exhibitors by this house, long famed for entertaining short features which register at the box office.

Hal Roach and Mack Sennett, producers whose comedies are known to every exhibitor and movie-goer, will continue to produce for Pathe distribution. Both producers have greatly increased their appropriations for production to further improve the quality of their famous comedies.

Mack Sennett will present four series of two-reel comedies and in addition will offer several Harry Langdon specials. The Sennett group of Pathe comedies will include star units headed by Alice Day and Ben Turpin, the "The Smiths," featuring Ray McKee and Ruth Hiatt, and the Mack Sennett brand of comedies enacted by all-star casts.

Ben Turpin's return to the Mack Sennett comedies will be a boon to exhibitors. "The Smiths" series promises something new in domestic comedies with mirth-provoking situations spiced with a bit of slap-stick now and then. Ruth Hiatt and Raymond McKee, who appear as the Smiths are one of the best comedy teams ever cast in a family spat. Mary Ann Jackson, the little freckled faced whimsical bit of mischief, plays the Smith baby, and "Cap", the grandson of the noted canine actor, "Teddy" also participates in many of the comedy incidents.

Alice Day is the vivacious star of her own two-reel comedy series. She is the first girl to be starred by Mack Sennett, famous star-picker, since the days of Mabel Normand. Sennett's correctness of choice is proved by the success of the Alice Day comedies.

The Mack Sennett brand of two-reel comedies are too-widely known as successful laugh-makers to need detailed comment here. In addition to being played by the Sennett

Stars and featured players in Hal Roach comedies released through Pathe. Top row, Left to right: Mabel Normand, Charles Chase, Theda Bara, the "Our Gang" kids, Hal Roach (the producer), Martha Sleeper and Glenn Tryon. Bottom row, left to right: Jimmy Finlayson, Vivian Oakland, Lionel Barrymore, Gertrude Astor, Claude Gillingwater and Tyler Brooke.

Novelty Short Subjects Give Program Variety

star comedians, this series is adorned by the renowned Mack Sennett Bathing Girls. Among the players who will be seen in the new pictures are Billy Bevan, Andy Clyde, Eugenia Gilbert, Thelma Hill, Vernon Dent, Kewpie Morgan, Carmelita Geraghty and others. Del Lord is the director of this brand of fun films.

Harry Langdon, rated as one of the outstanding comedians of the screen, will be seen in three special productions. Forthcoming Langdon specials are notable in their entertainment quality. These are "Fiddle Sticks," a two reel comedy the plot of which is suggested vividly in the title; "Soldier Man", a four reel picture of a doughboy who forgot that the war ended years ago; and "His First Flame", the comedian's initial five-reel comedy feature in which he is seen as a fearless smoke-eater. Mack Sennett rates the last named as the best feature comedy ever produced on his lot.

Hal Roach will present four series of two-reel comedies; Charley Chase comedies; Glenn Tryon comedies; "Our Gang" comedies and the Hal Roach brand of star comedies featuring well known stars like Theda Bara, Mabel Normand, Ethel Clayton, Lionel Barrymore, Claude Gillingwater and others of like calibre.

In his two male star series, Roach will present famous leading ladies of the screen opposite Chase and Tryon. In addition the supporting casts will be composed of well known dramatic players whose names are regularly listed in the casts of full-length feature films.

Charley Chase will be seen in the same type of clever situation comedies which have established him firmly as a popular screen comedian during the past year. His advancement from one to two-reelers was upon exhibitor demand and he has scored at the box-office.

Glenn Tryon is another Roach star who is fast acquiring a large following. His comedies will be interpreted by casts of well known players.

"Our Gang", one of the most-widely booked two-reel comedies on the market today, will carry on as merrily as ever. Director Robert McGowan has just returned to the Studios after a vacation trip East.

The two-reel comedy surprises of the season will be offered in the Hal Roach star series. Lionel Barrymore's initial appear ance in short comedies with Clyde Cook, Gertrude Astor, Vivian Oakland and Jimmy Finlayson in the cast brought the two-reel comedy to a high level never before attained, presenting a name that no exhibitor could afford not to advertise. Theda Bara's recent two-reel comedy, "Madame Mystery" is typical of the surprises listed in the new series. Miss Bara is supported by Tyler Brooke, Jimmy Finlayson, Fred Malatesta and Joe Madison. Claude Gillingwater is another well-known screen celebrity who has completed a two-reeler for the Hal Roach star brand. Tyler Brooke, Vivian Oakland, Bert Woodruff and Rolfe Sedan appear in support.

By W. A. V. Mack

Short Subject Sales Manager, Pathe Exchange, Inc.

LEADING exhibitors throughout the country concede that the public today demands something more than " just a two hour show." While the augmented orchestra, the prologue and special acts continue to find favor in many localities these offerings do not satisfactorily dispose of the problem which confronts the exhibitor showing an unsatisfactory feature. Instances are legion where a Pathe Short Subject has not only saved the bill and obtained the major comment in newspaper reviews, but has also been responsible for the heaviest part of the pull to the box office.

In shaping its Short Subject policy for the season of 1926–27, Pathe renews its pledge of last year "That it will not release anything that is not the best of its kind."

Ever foremost in its own sphere is the Pathe News which claims the title of "The first News Reel and the Real News First." Its editor, Emanuel Cohen, following months of intensive planning is prepared to render a News service which, during the coming year, will surpass in achievement anything heretofore attempted.

Contracts have been renewed with the producers of Aesops' Film Fables and Topics of the Day, two subjects of less than full reel length which already enjoy representation on the programs of nearly every type of theatre in the United States.

Pathe Review, the magazine of the screen, will continue to include beautiful Pathecolor pictures as part of each release. At least two additional features of a scientific, humorous, educational and entertaining nature will be provided in every number.

Grantland Rice Sportlights, produced by J. L. Hawkinson, in cooperation with Grantland Rice, America's leading authority on sports, will continue on the Pathe program as a bi-weekly release.

Ten of the series of twenty-one reel pictures of the Pilgrimage to Palestine are ready for distribution with the balance under production to be finished this year.

The Famous Melody Series of thirteen one-reel subjects, produced by Jas. A. Fitzpatrick, are destined to be one of the season's most popular novelty releases. Following the first subject, "Songs of Ireland," released Feb. 7th, there will be released at regular four week intervals folk songs of various nations including "Songs of Scotland," "Songs of England," "Songs of the Northern States," "Songs of Central Europe," etc. The action in each picture is adopted to fit the famous songs, the music of which is synchronized with the picture. Full orchestrations provided with every release makes it possible to present the series in a striking manner that will attract unusual attention.

The Amundsen-Polar Flight continues to enjoy an increased demand following further planned attempts to reach the North Pole by aeroplane. Released in less than three reels, it has already been accorded feature honors by the best newspaper reviewers in a number of the biggest cities in the country.

Stars and featured players in Mack Sennett comedies released through Pathe. Left to right, top row: Raymond McKee, Mary Ann, dog, and Ruth Hiatt (in production still) who appear in Sennett series of domestic comedies, Mack Sennett, (the producer) Thelma Parr, Ben Turpin and Madeline Hurlock. Bottom row, left to right: Harry Langdon, Alice Day, Eddie Quillan, Ruth Taylor and Billy Bevan.

Pathe Serials Produced on Elaborate Scale

In a class by itself, unusual and different from any motion picture ever exhibited, is the two-reel historical document flashes of the past, which is now ready for booking.

The single-reel Hal Roach Comedies, the famous third dimension pictures, "Sterocopiks," and the Chronicles of America will continue available and will be supplemented from time to time by unusual novelties which possess a definite audience and box office appeal.

By E. Oswald Brooks

Serial Sales Manager, Pathe Exchange, Inc.

BIG things are in the making regarding Patheserials for the 1926–1927 theatrical season. Following upon the success which has attended the distribution of "The Green Archer" and "Casey of the Coast Guard" at the beginning of the season, we are aleady assured of maximum results upon those subjects scheduled to follow, vis., "The Bar C Mystery," "Snowed In" and "The House Without a Key."

There never was a better cast assembled for a Patheserial than that which appears in "The Green Archer"—such names as Burr McIntosh, Frank Lackteen, Wally Oettel, Stephen Grattan, Ray Allan and Jack Tanner in support of Allene Ray and Walter Miller guaranteed a perfect acting cast when the megaphone was in the hands of such a veteran serial director as Spencer Bennett, with a scenario written by an even older serial veteran in the shape of Frank Leon Smith—from the popular novel of the same name by Edgar Wallace.

Then came "Casey of the Coast Guard"—an up to the minute story of Uncle Sam's brave coast defenders—in which were starred George O'Hara and Helen Ferguson in the leading role, with support by J. Barney Sherry, Jean Jarvis, Coit Albertson, and James Mack.

Not only did the Coast Guard Service render invaluable aid in the "shooting" of "Casey," lending its equipment, ships, aeroplanes, etc., but subsequent to release of the serial they have tendered every conceivable cooperation to exhibitor playing this serial —loaning men and guns where requested, and instructing its entire personnel throughout the country to cooperate to the fullest possible extent.

To follow "Casey" we have scheduled a modern Western story known as "The Bar C Mystery," founded upon a magazine serial, (Janie of the Waning Glories) in which no less than four feature stars take the leading roles—Dorothy Phillips as "Jane" the heroine, Wallace McDonald as the hero, Ethel Clayton as the heavy woman, and Philo McCullough as the conspiring villain.

After "The Bar C Mystery," to add variety to our program of releases, we have scheduled "Snowed In" an even more deeply mystifying story than "The Green Archer." This is a tale of airmail pilots and airmail bandits—of an unscrupulous robber whose identity is not known even to his closest henchmen.

In "Snowed In" our principals are again Allene Ray, and Walter Miller, supported by just as good a cast as they had in "The Green Archer" including Frank Austin, Tom London, John Dillon, Natalie Warfield, Harrison Martell, Wally-Oetel—and produced by Frank Leon Smith with Spencer Bennet at the directorial helm.

At the moment our last serial on definite producing schedule is Earl Derr Biggers' mystery story which ran in the Saturday Evening Post a few months back under the title of "The House Without a Key."

Most certainly The House of Serials has never before presented a stronger array of box office serial magnets in one announcement. We must either progress or go backward. We refuse to do the later. Hence the forward program.

By Regge Doran

Director of Public Relations

SERVICE is the watchword of the Pathe organization. Service is what the Pathe Department of Public Relations has to offer for the coming year—Service to the Public, and Service to the Exhibtor through this Public.

The Department of Public Relations by direct contact endeavors to ascertain what the public wants. Fortunately Pathe product is able to satisfy the majority of tastes, so the attention of this public is called directly to the fine diversity of film available for showing to all types of audiences.

For instance, those concerned with world events, whether from an historical, sociological, economic, or a political point of view, have in Pathe News an unbiased current history of the world. The tired business man, or those whose nerves are overwrought by the work-a-day world, all can have that most wholesome of tonics, *Laughter*, by seeing the clever Pathe Comedies. Lovers of sport are able to perfect their stance, speed up their nerve, learn the details of their favorite swimming stroke, and see just how the Babe puts his back into his swing, or watch Grange use his straight arm, in Grantland Rice's Sportlights. The adventure seekers, and those to whom the melodramatic appeals can forsake the printed page, and visualize drama and melodrama of the most thrilling kind in Patheserials. He who longs for the all outdoors can live in the great open spaces with Harry Carey, Leo Maloney, or Rex, the majestic equine star.

By S. Barret McCormick

Director of Exploitation and Publicity, Pathe Exchange, Inc.

NINETEEN hundred and twenty-six is going to be a big year for merchants of entertainment. The showman who can take quick stock of the cans of film on his shelves and then go out and advertise and publicize their contents as a merchant would push the sales of his wares is going to be on top when the box office inventory is taken at the end of the year.

The trend of the times is toward better merchandising in the show business which means selling every element on the program! As a result the short feature is likely to dominate the screen this coming season.

Stars and production manager of Pathe serials. Left to right, top row: George O'Hara, Dorothy Phillips, Allene Ray and Walter Miller. Bottom row, left to right: Frank Leon Smith (production manager), Helen Ferguson and Wallace McDonald.

Consistency Is Watchword of Pathe Advertising

Take a production with a star who has a fairly well fixed value at the box office, suppose the star is 50% efficient from an SRO standpoint, after he or she has been properly advertised and exploited. The thoughtful showman *increases the value of that star by advertising the support.*

Suppose he has billed a feature with a certain percentage of drawing power. Then he adds a short subject, and by advertising it increases the box office efficiency of his show just as he did the box-office efficiency of the star by advertising the supporting cast.

Hundreds of newspaper clippings reaching the Pathe offices daily show that it is not uncommon for a Pathecomedy to be advertised alone; frequently they dominate the theatre's advertising. This is a swing to the opposite extreme from the day when the long picture held sway and the balance of the program was tossed in just for good measure.

In some of the vaudeville houses it is not uncommon to see a Pathecomedy headlining the entire bill, with the "cornerblock" ads. predominant in the newspaper advertisements. The Hal Roach comedies being shown on the Keith-Albee Vaudeville Circuit are played regularly as "acts" receiving the same consideration for their "spot" on the program that an act would receive, sometimes in the opening "spot," sometimes in the closing, and not infrequently in one of the choice "spots" before or after intermission.

By P. A. Parsons

Advertising Manager, Pathe Exchange, Inc.

"CONSISTENCY" has been the watchword in Pathe general advertising as well as the advertising in the trade papers. Ever since the days of the "Perils of Pauline" twelve years ago, Pathe has been a consistent as well as large national advertiser. Patheserials have received the bulk of the general advertising appropriations since their length, at first twenty episodes and later shortened to ten, makes it easier to make the advertising timely, a highly desirable quality in any advertising directed to the general public, and also because of the *cumulative* effect.

Not only are Patheserials generally advertised, but only recently an extensive advertising campaign in many large newspapers on the Pathe News was finished. This campaign, tied up, as it was with leading houses showing up News, was of decided benefit to exhibitors as it was not general but specific in its appeal.

In Patheserial advertising every effort is made to encourage comment on the product on the part of the readers of the advertising. Contests and souvenirs have been fruitful in promoting such correspondence. Many thousands of persons write to the Pathe Home Office monthly in consequence. For instance the advertising of "The Green Archer," which is still running, offers a phonograph record containing a personal message of Allene Ray and Walter Miller, the stars of that serial. Over thirty thousand of these records have been mailed to date, and the requests are still coming in at the rate of several thousand a week.

The lists of publications running recent Patheserial advertising includes such largely circulated magazines as Liberty with a circulation of approximately one million, Photoplay with over 500,000, Household with 1,659,312 and the MacFadden group with 2,725,000, Cosmopolitan with 1,464,478, the American Boy with 276,377, Motion Picture Magazine with 328,976 and the American Weekly with 4,528,126. This list comprises actual circulation of over twelve million subscribers, which does not take into account the many additional readers.

MUCH has been written concerning the intricacies in the makeup of Topics of the Day, produced by Timely Films, Inc. Its steady and sturdy rise from being edited by one man seven years ago to its present boast of twenty-one editors, is crowded with happenings now familiar to everyone.

The seventh birthday of this reel of real laughs, finds Timely Films, Inc. in the unique and envious position of being the producer of humorous and educational "moving picture without pictures" that has forged ahead despite scores of competitors.

"The secret of the success of Topics of the Day is similar to the secret of the success of any individual or organization inasmuch as 'Service,' 'Quality' and 'Decency' are foremost in our code of ethics," said Mr. Amedee J. Van Beuren, President of Timely Films, Inc.

"I can only say on this, our seventh anniversary, that Topics of the Day will continue to bring laughter and brightness into the lives of our fifteen million readers each week; we shall continue to produce a reel that is clean, respectful, tolerant and neutral on all subjects and shall maintain both through our own efforts in producing and the efforts of Pathe Exchange, Inc., in distributing, the utmost in service and quality."

IN the two hundred and seventy-six Aesop's Film Fables that have been released, every conceivable location and "gag" has been utilized. But now, in his anniversary statement, Paul Terry announces that there *is* something new under the sun and that something will be unfolded in the Fables films during the coming year. The latest departure in keeping Aesop's Film Fables many strides ahead of current humor is the installation of a library of short stories by the world's leading humorists. Each animator has access to these books and according to Mr. Terry the sequence of thought after reading a witty story from the pen of an acknowledged humorist, culminates in an idea that is in no manner similar to the story, but is a new and fresh "gag" for the antics of the farmer and his pals.

"The psychology of having this library is plain," said Mr. Terry. "Although my staff artists each enjoy a keen sense of humor and a natural gift of originality, the reading of these stories prevents them from 'getting in a rut' and keeps their minds actively engaged in enlarging upon and supplementing ideas which may be derived from the books."

OUT in the Middle West, a few years ago an exhibitor found that his back was to the wall. His competitors had all the best product booked. There were great open spaces in his theatre even at his best screenings. His showmanship experience told him to give the public something that would send patrons out into the streets overflowing with good cheer, laughing and whistling tunes, with dull care driven away.

That was the beginning of "Jazz Week" or "Syncopation Week." The showman toned his program up with the carnival spirit. He billed his show as a "fun and frolic" affair. He brought in orchestras and added gay decorations to his house; he burlesqued local news events; he called upon local talent to come and make merry; he asked the folks to park their dignity and high hats.

Contributors of novelty subjects to the Pathe schedule of productions. Left to right, Grantland Rice, producer of the Sportlight series, Charles Chase (left) with Managing Editor Charles McDonald of Topics of the Day, Peggy Shaw, featured in the Famous Melody series produced by James Fitz Patrick, a scene from "The Devil Horse" with Rex, the Wild horse, and Paul Terry, creator of "Aesops Fables."

Comedy Circus is Latest Showmanship Angle

The story of "Jazz Week" reached the ears of observing exhibitors and they came, saw and followed the leader. The new vogue in programs swept the country and probably made more money for showmen than anything of a similar nature in a decade.

A few years passed and then, seemingly out of nowhere, another program arrangement came into being. The germ of the idea was taken from the circus, with its wide appeal to all classes in every clime. Colored hand-bills with adjectives that whooped it up in the good old Barnum way—clowns whose antics sent the kids into raptures of glee and started knots of chin whiskers bobbing like the corks off a fishing pier—the big "after show"—Peanuts—pink lemonade!

Somebody called it a "circus"—a four—or five, and even an eight or ten reel circus. Long, varied-colored circus dodgers appeared that called up in memory the circus and started folks laughing before they got inside the theatres. Although the circus or all comedy program had its inception 13 years back—(and perhaps even further back into the dim days of shooting-gallery films when Edward J. O'Keefe of the City Square Theatre, Atlantic City, N. J., started an All Comedy bill, and he still features it,) it was Max Graf, well known Coast exhibitor and producer, who first put it over in a way that attracted nation-wide attention while manager of the Egyptian and Aztec theatres in San Francisco. Graf heralded the event with circus hand-bills as the "National Premier of Pathe All Comedy Week, a Comedy Circus with ten howling and hilarious reels of fast and furious fun. On three occasions the All-Pathe Comedy Program was presented at these theatres.

The Comedy Circus has now become almost as popular as the Jazz Week of other days. Among the showmen who have featured it recently is Walter Fenny, of the Best Theatre, Parsons, Kas., who got back of an All Comedy Circus Program with a big exploitation and advertising campaign and found it to be a business-getting stunt that pleased his patrons and sold them on the value of the short feature as entertainment. The Star Theatre, Springville, Utah, made New Year's eve the occasion of a special All-Pathe Midnight Circus and laughing the old year out and the New Year in proved something the big audience enjoyed. "Bring your own peanuts and popcorn" read the flashy circus handbill.

The Robertson Theatre, Dierks, Ark., brought out two Comedy Circus programs. The first was held on Christmas day and proved so successful that it was repeated on New Year's. The Beldorf Theatre, Independence, Kan., took advantage of Laugh Month to launch its first All Comedy Circus, billed as a "sizzling, soaring skyrocket of mirth—a sure cure for anything from despair to dyspepsia." Varied-colored handbills nine inches wide and 24 inches deep were used to snipe the town.

The Arbor Theatre, Los Angeles, held its first All Comedy Circus on Jan. 28-29. The Symphony Theatre, Compton, Calif, under the direction of the Far West Theatre, held an All Comedy Program on Feb. 11th, headed by Harry Langdon, the Pathe star, in "Saturday Afternoon," a three reel melange of mirth. Six Pathe subjects, headed by Harold Lloyd in "The Freshman", featured an All Comedy Program at the New Paris Theatre, New Paris, Ill.

The All Comedy idea is used in a somewhat different manner by General Manager Beatty of the Butterfield Circuit, who gives his patrons a "Joy Hour Program" each Sunday, opening at 1 o'clock.

Irving Lesser has started the All Comedy idea on his circuit of theatres in the East, with a big comedy program of 14 units, billed as a Komedy Karnival and playing at the Great Neck Playhouse, Great Neck, L. I., Feb. 18th.

"START them smiling as they come into the theatre," said Harry Lewis, Director of the Art Department for Pathe Exchange, Inc., and S. Barrett McCormick, Director of Exploitation and Publicity, as they stood before a long table at the Pathe Exchange on which were a dozen or more one and three sheets that literally cried out loud with the mirthful spirit of the Hal Roach and Mack Sennett two-reel comedies.

Here, indeed, was something new in "paper"—posters with life and pep, toned up with the most modern treatment, tuned to the pulse beat of the comedy, a mirror of its atmosphere, an ensemble of its highlights.

"We are getting away altogether from the old style lithographs," said Mr. Lewis. "In order to reflect the smartness of the newer type of comedy productions which Pathe is releasing and give them the feature quality so much desired we are having original sketches created for each poster. Realism is a thing of the past in our comedy paper. We are giving the same effort to the posters that only the large theatres with special art staffs could give in the past. Certainly the day is gone when comedy paper is nothing more than a few stills enlarged, with a little color, the billing and perhaps a catchline."

WITH the release on March 28th of "Wife Tamers," a Pathe-Hal Roach two-reel comedy, what is claimed as the greatest array of stars, dramatic and screen, ever brought to the silversheet in a short feature production are provided showmen for spots in the electric lights, in the lobby, newspaper ads and billboards.

Heading the unusual line-up of talent is Lionel Barrymore, a member of America's foremost family of the stage and silent drama.

Anyone who would have predicted a few years ago that the screen short-comedy field would be graced by the presence of such a great artist as Lionel Barrymore would have gotten a laugh. But in "Wife Tamers" we have a short comedy with a great dramatic star and in the same cast is Clyde Cook, who has a record as a screen comedian that parallels that of Barrymore as a dramatic star, supported by such players as Vivian Oakland, Gertrude Astor and James Finlayson.

"In bringing to the short-comedy field box-office names of this calibre, Pathe has given the industry the most revolutionary change in comedy presentation in recent years," said Stanley B. Waite, Two Reel Comedy Sales Manager for Pathe. "We are giving exhibitors some names as big as those in the average feature to advertise and exploit. In 'Wife Tamers' we give them Lionel Barrymore, Clyde Cook, Vivian Oakland, Gertrude Astor, James Finlayson and others. Then we are going to give them Theda Bara in a two-reel special supported by James Finlayson. And we are giving them Stuart Holmes in a comedy with Charley Chase; Mildred Harris, Eileen Percy, Virginia Pearson and Anders Randolf in comedies with well known Roach comedians—names big enough to play up in the electric lights, in lobby displays, newspaper ads and billboards any place in the land."

Feature and comedy stars on the Pathe program. Left to right, Harry Carey, Monty Banks, Harold Lloyd, Dorothy Dwan and Larry Semon, Charles Chaplin and Leo Maloney.

Tie Ups Feature of Drives for "Mike" by Many Theatres

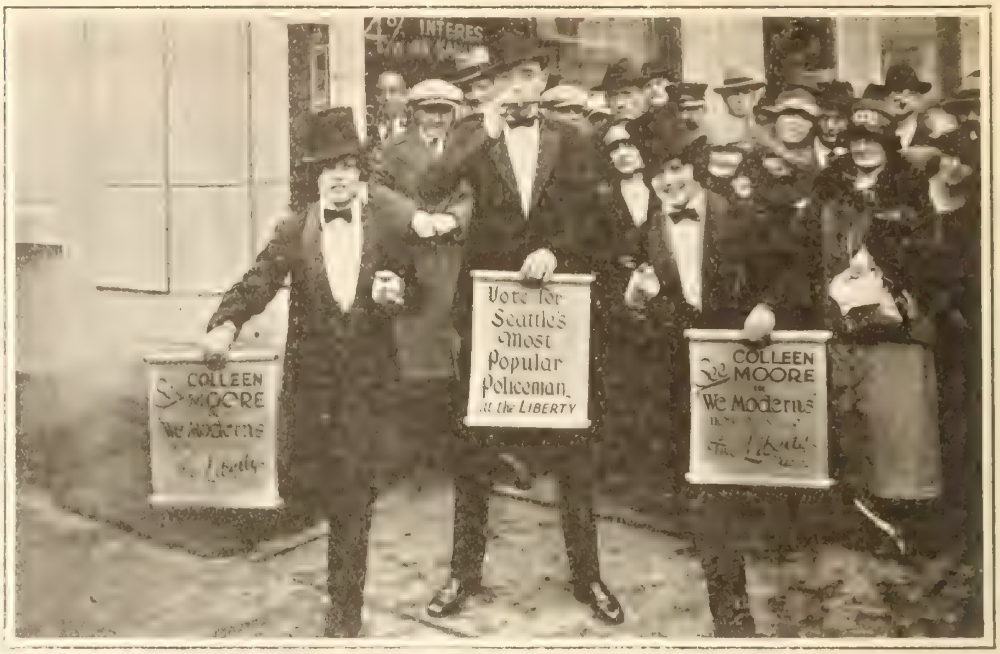
Merchant and dealer co-operation has been relied upon extensively in the execution of several large campaigns for "Mike" by first run theatres in many parts of the country. Three outstanding campaigns in which "Mike" was sold mainly through the assistance of tie up arrangements were those staged by the Criterion Theatre, Oklahoma City; the Merrill, Milwaukee; the Strand, Evansville, and the Tower and Garrick theatres in the Twin Cities.

At the Criterion "Mike" was announced by means of a huge banner, sixty feet across, draped over the front of the house. A window display featuring the color green for ladies' Spring wear was tied up with the Irish locale in "Mike." Large pennants were put up on prominent buildings, including the City Hall and County Court House. A coloring contest, in arrangement with the Chrysler Automobile Co., scored heavily. The motor car company donated a prize of a miniature Chrysler. The restaurants were "worked" by having menu cards with billing for the theatre printed on the backs and stickers of various types and a wide use of paper

In Milwaukee the song "Mike" was featured in a radio program and an effective radio tie up was conducted with the assistance of the Milwaukee Sentinal. This was a contest based on the Morse Code. At Evansville the picture was ballyhooed for the Strand much in the same manner as the campaign at Milwaukee, with the added feature of a street worker made up as a policeman and who asked people if they had seen "Mike" and distributed hand bills. Broadcasting of the song, several big window tie ups and the distribution of paper napkins printed with billing for the feature, stood out as leading exploitation items of the drive for the Tower and Garrick theatres.

Local Sculptor's Indians Advertise "Brave Heart"

Twelve excellent window displays were obtained for the presentation of "Brave heart" at Capitol, Oklahoma City, as a result of Manager Avery's enterprise in having a local plasterer model statues of Indians. The statues were painted by the theatre artist and on the strength of their novelty and the local interest angle were given good displays by merchants.


4% INTEREST
Vote for Seattle's Most Popular Policeman at the LIBERTY
COLLEEN MOORE
We Moderns
The Liberty
COLLEEN MOORE in We Moderns
The Liberty

Street stunt for "We Moderns" (First National) staged by the Liberty Theatre in Seattle. Charleston dancers performed on street corners to the strains of harmonica music. Spectators received the theatre's flash via the scrolls carried by the performers.

Offers Pathe News as Feature

Swetland Opera House, Mayville, Exploits Saturday Showings of Two Topical Reels

W. S. PATTERSON, manager of the Swetland Opera House, Mayville, N. Y., runs two issues of the Pathe News on Saturdays and plays them up as a feature. Some time ago local conditions forced Mr. Patterson to close his Tuesday show. He had been finding the news a short feature that always drew well for him and always satisfied his patrons, so he hit upon the plan of combining the two issues of the Pathe News and getting behind them with a heavy advertising and exploitation campaign.

Patterson put great stress on the Pathe News feature in his newspaper advertising, fitted his music to scenes, and had a big sign across his theatre front which carried Pathe's trademark. He made his advertising appeal to the fact that news events from every section of the world were covered, telling prospective patrons that they would be given "a trip around the world."

"After one year's experience with this plan," says Mr. Patterson, I can truthfully say that the Pathe News is a most valuable permanent feature in a small town.

"Only once during the year did the News fail to reach me on schedule time due to traffic delay and I was really pleased to hear the protests and the disappointment expressed by the people. I was unable to supply a logical reason for this issue not arriving, but I gave them all passes for the next show and they went away happy."

On Saturday Mr. Patterson gives his patrons the two issues of the Pathe News, a feature and a two-reel comedy.

American ballyhoo methods penetrate to India. The photo above shows a street car in Calcutta decorated with billing for the showing of Pathe's "Safety Last," the first time publicity of this kind had been attempted in India, it is believed.

Joke Contest for "Cohens and Kellys" in St. Louis

Two contests appeared simultaneously in the St. Louis Times through the enterprise of C. T. Charack, Universal exploitation man. One, an "Alibi Contest," featured the showing of "Where Was I?" at the New Grand Central, West End Lyric and Capitol theatres, while the "Cohens and Kellys" at the Kings and Rivoli was the object of the publicity from the Joke contest.

Charack started off the "Where Was I?" stunt with reference to the great "alibiers" of history. Fifteen money prizes totalling $100 and 10 passes to the picture were awarded in this contest.

The joke competition began with a teaser. A 2-column cut of George Sidney and Charlie Murray in a belligerent attitude was captioned: "This shows the beginning of an argument in a certain section of St. Louis today. Details of the results could not be learned in time for this edition, but is thought a full account will be obtained by tomorrow." The next day there was another front page story announcing that money and ticket prizes were being offered for the best Irish and Jewish jokes.

Red Grange cuts himself a piece of wedding cake at the radio wedding held in Seattle as a means of exploiting Universal's "What Happened To Jones" at the Columbia theatre.

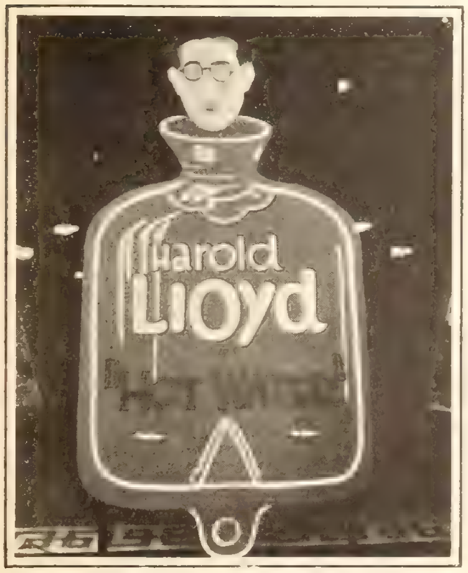
"Mike" Well Exploited in Ohio

Exploiteer in Territory Stages Vigorous Drives in Marion, Geneva and Other Cities

EXHIBITORS in the Ohio territory who have carried out vigorous campaigns for "Mike" assign the lion's share of the credit for the success of the drives to C. C. Deardourff, M-G-M exploiteer.

Five of the towns in which he exploited the comedy success are Mansfield, Barberton, Geneva, Steubenville and Marion.

In Mansfield the film played at the Opera House and Deardourff assisted Manager Wm. Partello to put over a fine campaign. Two girls were used on the streets to tag passersby with a card reading, "'Mike' wants to see you at the Opera House tomorrow." Soda grills and restaurants were furnished with novelty napkins printed with an announcement of the picture. The "Mike" cross word puzzle was run in the local paper, and an inordinate amount of outdoor billing, and some neat window displays helped to put the feature over.



Harold Lloyd up to his neck in hot water. Lobby attractor used for Pathe's "Hot Water" at the Rialto Theatre, Augusta, Ga.

In the next three towns, Geneva, Marion and Barberton, where the feature played at the Liberty, Marion and Park Theatres respectively, practically the same exploitation mediums were employed.

In Steubenville, a more complicated campaign was conducted for the Grand Theatre by Deardourff and the manager, Edward Biggio. The Herald-Star, a local paper was induced to co-operate on an identification contest. The stunt was to "Find the 'Mike' of the Herald-Star." The prize offered was $50.00 and an additional five dollars for every day that "Mike" was uncaught. This contest went over very big and the name "Mike" was a byword in Steubenville during the entire run of the feature.

"Behind the Front" Tie in With Enlistment Drive

It so happened that when the National Guard was staging a drive designated as "Enlistment Week" in Birmingham, "Behind the Front" was showing at the Strand.

Manager G. E. Brown took advantage of the situation by tying-up with the Alabama National Guard, the American Legion, the R. O. T. C., and the Boy Scouts, all of which resulted in a big demonstration in the downtown section of the city Saturday before the picture's opening.

The drive included a street parade, in which six army trucks carried banners on the attraction. The Birmingham Steel Jackets, a machine gun unit, assembled in the lobby for a demonstration. Airplanes flew low over the business part of town, dropping heralds. Bannered trucks with machine guns mounted on them were stationed in front of theatre, while soldiers in complete regalia paraded up and down the street.

Pathe Prepares List Of Super-Novelties To Exploit Releases

GETTING a novelty, the cost of which was only a few cents or even a fraction of a cent, for use in the exploitation of a picture was once the objective of the exhibitor, but finding the super-novelty is a task that has been accomplished by the Exploitation Department of the Pathe Exchange, Inc., directed by S. Barret McCormick.

On the Pathe serial "Play Ball", featuring Allene Ray and Walter Miller, the pressbook outlined several contests and Exploitation stunts and provided for the theatre a complete line of baseball equipment including balls, bats, gloves and uniforms of standard make, available at wholesale prices.

In the pressbook on "The Green Archer", also featuring Allene Ray and Walter Miller, equipment was illustrated which provided for archery contest that would create widespread interest in the mystery serial.

In "Casey of the Coast Guard," the Pathe serial featuring Helen Ferguson and George O'Hara, the fad for slickers is made the basis of a super-novelty exploitation stunt. A tie-up was made with a prominent manufacturer of raincoats whereby Pathe is able to supply exhibitors with slickers and sou'-wester hats. The billing for the picture can be painted on the back of the slicker or on the hat and every kid that wears one is an advertisement for the show.

On "The Bar-C Mystery", Pathe's Western serial starring Dorothy Phillips, a tie-up was made with a manufacturer to supply a complete outfit of cowboy clothes. Each outfit includes chaps, hat, shirt, holster, rope, etc.

Sullivan Host to Cripple Children at "Don Q"

In line with the crippled children's drive that has been the center of interest in Butte the past month, Manager Sullivan of the American theatre issued invitations to all the crippled children to attend a special matinee where the kiddies favorite Douglas Fairbanks, in "Don Q" was the attraction.

New Designs
Hennegan
Program
Covers
Beautifully LITHOGRAPHED
in Colors
now ready
WRITE FOR SAMPLES
ATTRACTIVE PRICES
THE HENNEGAN COMPANY
CINCINNATI

Report Success of Harmonica Stunt

Contests Proving A Box Office Factor Exhibitors Declare

According to the reports of many exhibitors who have employed the stunt in various ways, the harmonica contest is making its bid for a place in the circle of showmanship stunts of exceptional popularity and drawing power at present occupied conspicuously by the Charleston and Old Fiddler's contests. The harmonica stunts have followed the national tie-up between the Hohner Harmonica company and Educational, in an arrangement which offers prizes for the contestants and accessories for the exhibitors, all free of charge.

Among those who have reported successful and profitable contests are Harry G. Black, manager of the Park Theatre, Caldwell, N. J., who states in a letter to Educational "The fact that my receipts for this performance were twice as great as any of my previous Saturday matinees, is an attestation that the contest was a huge success here."

The manager of the Park Theatre, Rockland, Me., Cliff A. Schaufele, who conducted a contest for four days, ending with a big final contest, which he outlines as follows:

"Thursday night at the finals, I pulled the challenge stunt like this. On Tuesday night a very good man who can play, did not do his bit, but he rushed down the aisle instead and challenged my second man O'Hara, (35-year old entrant)—saying he would not take the glory from the younger man who won. And O'Hara fell for it and we ran a special contest Friday night and packed them in and stood them up."

Among those who have linked up successfully their Juvenile Comedy showings with a series of Harmonica Playing Contests were the Haring and Blumenthal Ritz and Roosevelt Theatres of Jersey City, N. J. Their exploitation and Publicity Manager, David Schaefer, in a letter to the Educational office, states:

"I want to thank you for giving me the lead to one of the greatest co-operative tie-ups which I have ever accomplished in my career. These events resulting in a tremendous success."

CAST BROS
Hohner Harmonicas
RITZ
38

The photo above shows a window display in a Jersey City music store tying up with the Harmonica Contest conducted for Educational short features by the Ritz and Roosevelt Theatres of that city. Arranged by David Schaefer, publicity director for the theatres.

Plants Title of "Wanderer" by Steady Repetition

The campaign which Manager C. T. Perrin staged for "The Wanderer" at the Sterling theatre, Greeley, was designed to plant the title of the picture thoroughly, and in keeping with this design, stunts other than those of a straight billing character were avoided.

Two weeks prior to opening of picture, a framed, hand-painted mat was placed in lower box of theatre and illuminated with various colored spots before each show.

Billing was started two weeks in advance, with three 24-sheet stands, one of which was illuminated and located directly opposite the Post Office, an excellent point of vantage. Extra ones, three's and special sets of photos were put out in advantageous locations.

A thorough and intensive newspaper campaign was started well in advance of showing and kept up throughout picture's run.

Teaser Campaign for "Sea Beast" Showing in Charlotte, N. C.

An original teaser campaign executed by the manager of the Broadway Theatre, Charlotte, N. C. launched "The Sea Beast" engagement in that city with unusual effectiveness.

The campaign began with the distribution of a small envelope, containing salt and a small leaflet on the well known superstitions of sailors, was imprinted with the following catchlines:

"The whaler believed that if salt is spilled before he starts on his hunt for the whale, it indicates a safe and sure catch.

"You will soon have a remarkable opportunity of seeing a whale in—'THE SEA BEAST.'"

This was followed up with a nicely engraved announcement card mailed to all patrons of the theatre. A herald with a throw-away enclosed, in the form of a newspaper clipping, and a pamphlet printed by a local bookstore containing a synopsis of the story "Moby Dick."

"Midshipman" Tie Up with Physical Fitness Contest

A novel contest which netted the Syracuse Strand Theatre almost two thousand lines of free publicity was conducted recently in that city through the columns of the Syracuse Journal-Sunday American for "The Midshipman."

The contest was to find the most physically fit boy between the ages of 14 and 17 years of age. The contest opened as a usual newspaper contest with no notice of the photoplay or any theatre, whatever. The local Y. M. C. A. and the Syracuse Boy's Club were brought into the contest and at both of the above places the entrants were received.

Several days after the opening story the paper printed a telegram from Ramon Novarro requesting that he be allowed to present the winner with a silver loving cup. Several merchants offered prizes of clothing and sporting goods to the winner.

LYRIC THEATER
ROCHESTER N.Y
WILD WEST
Saturday NOV 2
Wild West
STRAND
SHERIDAN
RONALD COLMAN
AMUNDSENS SENSATIONAL POLAR FLIGHT

Short features displayed in marquee lighting. Pathe's "Amundsen's Polar Flight" was prominently featured by the Lyric Theatre, Rochester, N. Y., shown at left; the Strand Theatre, Cincinnati, center photo; and the Sheridan Theatre, Greenwich Village, New York City, pictured in photo at right.

Short Subjects and Serials

Production at High Pitch at Sennett Studios

Ben Turpin has just completed his first two-reel comedy for Mack Sennett following his retirement, and the fun-film is being cut and titled. Supporting Turpin are Madeline Hurlock, Sunshine Hart, Dave Morris, Blanche Payson, Herbert Sherwood and Bud Jameson. Eddie Cline wielded the megaphone. No title has as yet been chosen.

Director Gil Pratt has shot the last scenes on another of "The Smith Family" series, featuring Raymond McKee and Ruth Hiatt. This two-reeler has also gone to the cutting room. Title will be announced soon. Supporting are Carmelita Geraghty, Mary Ann Jackson, Barney Hellum and Irving Bacon.

Another Sennett comedy now in the cutting room is one in which Billy Bevan is featured. The last scenes on this one were shot last week by Director Del Lord. In the cast supporting Bevan are Thelma Hill, Vernon Dent and Leonora Summers.

Alice Day is now in the midst of a country comedy, which is being directed by Lloyd Bacon and Earle Rodney. In the cast are Eddie Quillan, Danny O'Shea, Joseph Young and Thelma Parr.

Another comedy in production on the Sennett lot is one featuring Ralph Graves, in which he is supported by Ruth Taylor, Patsy O'Byrne, Dale Fuller and Marvin Lobach. Chas. Lamont is directing.

All Units Busy at Roach Studios in Hollywood

Within the week production activities on new Pathe comedy releases will be at high pitch at the Hal Roach studios. Glenn Tryon is working now on a new comedy directed by Fred Guiol and Charlie Chase is at work on a mythical kingdom comedy directed by Leo McCarey, with Martha Sleeper, Fred Malatesta, Max Davidson and Babe Hardy in the cast.

Ethel Clayton is being starred with the support of Tyler Brooks, Jimmie Finlayson and others, directed by Richard Wallace in collaboration with Stan Laurel, in a short comedy feature.

The return to the studios this week of Warren Doane, general manager, Robert McGowan, director of "Our Gang," and Fred Jackman, director of the pictures starring Rex, king of wild horses, will initiate immediate preparations for the starting of an "Our Gang" comedy and, later, a new Rex feature.

Joe Rock to Supervise New Bray Comedy Series

J. R. Bray, President of Bray Productions, Inc. has arranged with Joe Rock, comedy producer, to supervise the two series of short-length comedies that Bray Productions are to produce on the Coast.

New Buster Brown Comedy is Released

"Buster's Hunting Party," a new Buster Brown Production, made by the Stern Brothers for Universal release, reached the screen this week. It is the seventh in the series of Buster Brown Comedies.

THE GREAT TRAINED MONKEY
TIKET TAK
TICKET OFFICE

Scenes from the current "Our Gang" comedy "Monkey Business" released by Pathe.

Pathe Lists March 28 Releases

First Lionel Barrymore Two-Reel Fun-Film Highlight of Week's Schedule

"WIFE TAMERS," the first two-reel comedy in which Lionel Barrymore appears with Clyde Cook in support is an outstanding release on the Pathe program for the week of March 28. Other releases for the week are "Wandering Willies," "Casey of the Coast Guard"; "Do Your Duty", "Fly Time", Pathe Review No. 13, Topics of the Day and two issues of Pathe News.

"Wife Tamers" was made by Hal Roach. Clyde Cook is the principal supporting comedian and the cast also includes Gertrude Astor, Vivian Oakland and Jimmy Finlayson. The plot reveals the misadventures of a misunderstood husband (played by Barrymore) who finds that wifey means well after all. James W. Horne directed.

"Wandering Willies" is a Mack Sennett brand two-reel comedy with an all-star cast. The story tells what happens to two merry knights of the road who have nothing to do but spend their leisure amid the surroundings of a beautiful park. Billy Bevan and Andy Clyde head the cast which also includes Ruth Hiatt and Kewpie Morgan. Del Lord directed.

"Do Your Duty" is a Hal Roach single reeler starring Harry "Snub" Pollard with Marie Mosquini in support. R. C. Ceder directed.

"Contraband Channels" is the seventh chapter of the Pathe serial "Casey of the Coast Guard." This chapter finds the hero and heroine, portrayed by George O'Hara and Helen Ferguson, the subjects of further plottings by the smuggling ring, of which two underworld crooks posing as a Count and Countess are the leaders. Much of the action takes place on a schooner on which the heroine is held captive. Will Nigh directed this Pathe serial.

Pathe Review No. 13 brings a novel style show to the screen wherein Irene Castle, High Priestess of "What the Well-Dressed Woman Will Wear" gives some advance information. Other features of the release are "The Life Stream" a microscopic study of the blood circulation produced by Louis H. Tolhurst and "The Glory That Was Greece," views in Pathecolor.

"Fly Time" is a novel Paul Terry creation of the Aesop's Film Fables series. Topics of the Day and two issues of Pathe News complete the March 28th short feature schedule of Pathe.

Mabel Normand to Star in Roach Two-Reeler

Mabel Normand has been signed by Hal Roach to star in one short comedy feature for his series of "Star Comedies" released through Pathe. Richard Wallace will handle the production under the supervision of Director-general F. Richard Jones. Story and production details are being prepared and the supporting cast will be announced later.

Resume of Current News Weeklies

FOX NEWS CONTINUITY, VOL. 7, NO. 47: Vermont—Crack horsemen of Fort Ethan Allen battle great mid-winter snowdrifts in cavalry manoeuvres; Evanstown, Ill.—Girls of Northwestern University begin study of fencing art—perhaps to protect their hearts! Zaragoza, Spain—One of the most curious carnivals in the Spanish interior is the festival of the giants and midgets; West Point, N. Y.—Cadets of U. S. Military Academy forget manual of arms for a night to play parts of girls in a show; Merced, Cal.—A marvel of engineering is this bridge being built to carry a railroad over Exchequer Reservoir; Melbourne—The Australian kangaroo at home—an interesting action study of a mother "Lullaby" with her young; Dodgers Begin Spring Training in Florida; Brooklyn squad under Manager Robinson start season in Clearwater; Red Sox Start the 1926 Season in Louisiana; Boston Americans begin their Spring training in camp at New Orleans; White Sox Begin 1926 Season in Louisiana; Chicago American nine starts Spring training in camp near Shreveport; Philadelphia Nationals in Training in Florida; Big squad starts 1926 pennant contest in their camp at Bradentown; Browns Begin Spring Training in Florida; The St. Louis Americans start the 1926 season in Tarpon Springs camp; Bisons Begin 1926 Season in Florida; Buffalo baseball squad start Spring training in camp at Palmetto; Newport, Ark.—Fire destroys 20 blocks of this city, causing a loss of over $1,500,000, making 2,000 homeless; Richmond, Va.—Legislature of Virginia hails Governor Ritchie of Maryland for speech pleading for State rights; Santa Cruz—California boasts a field of over 400,000 lilies waiting to be distributed for the Easter season; Brandon, Pa.—Tons of dynamite are used in trying to break the gigantic ice jam that clogs Allegheny River; New York City—Famous Billings chateau on the Hudson, owned by Rockefellers, burns with a loss of over $1,000,000; Los Angeles, Cal.—Skids and spills aplenty feature the opening auto races on new dirtrack speedway in Ascot Park.

Two of comedy highlights in the Stern Brothers comedy "The Big City" released through Universal.

FOX NEWS CONTINUITY, VOL. 7, NO. 48: Long Branch, N. J.—Aquaplaning on the ice behind a mile-a-minute sail-sled is a sport that calls for skill and daring; Easter Styles Shown by Fashion Creators—American and Parisian designs in Spring frocks and hats are displayed; Personalities of Note in the Day's News—Mrs. Bertha K. Landes is elected Seattle Mayor on pledge to enforce law; Led by Mayor Schwab, Buffalo's officials don overalls to clear site of new $1,500,000 city hall; Miami, Fla.—Tropical scenery made popular—if you want a tree for your front yard, go to the woods and get it; British Columbia—Unprecedented snowfall in the Canadian Rockies blankets the forests with a dazzling ermine mantle; London, England—An occupation in which a man must use his head is that of the porters in Covent Garden market; Reds Show 1926 Form in Florida Training; Cincinnati regulars beat yannigans in first game of the season at Orlando; Indians Begin the New Season in Florida; Cleveland Americans start 1926 pennant race in training at Lakeland; Albany, N. Y.—Thousands mourn death of the Mayor, William S. Hackett, and join in final tribute at the funeral; Fighting River Pirates in New York Harbor; Seafaring police keep a constant vigil to protect rich cargoes from theft; Anniversary of the Fall of the Czar of Russia; Just nine years ago, Red revolt swept Nicholas II from throne to his death.

FOX NEWS CONTINUITY, VOL. 7, NO. 49: New Jersey Mill Strike Grows More Bitter; Dublin—Notables of the political and social world in the Irish Free State attend a brilliant garden party; Tulalip, Wash.—An Indian historian at work; Paris, France—The two best women's football teams engage in a battle of hard knocks for national soccer title; Two U. S. Diplomats Back From Europe; Los Angeles, Cal.—Young America takes to wheels and attends bike tournament; Giants Start 1926 Season in Training in Florida; Athletics Start Season Training in Florida; Biloxi, Miss.—Great throng witnesses celebration at the new Iberville bridge; Orioles Start the Season, Training in Florida; Lesparre, France—Epinard, most famous of French race horses, proudly announces birth of 2 sons and a daughter; Red Lake, Ontario—Discovery of gold starts rush of prospectors, on foot and by dog team, to the far north of Canada; St. Augustine, Fla.—A spot that few tourists miss in the South is this quaint city, the oldest settlement in America; Onate, Spain—A great sport in Basque provinces is chasing the bull, a pastime in which entire village takes part.

INTERNATIONAL NEWS, NO. 22: Rome, Italy—New dirigible tested for flight over pole; Along the Tanana River, Alaska—In the wilds of Alaska the Wilkins expedition which hopes to be the first to fly over the Pole keeps pushing through to its "hop-off" location at Point Barrow; Medina, Wash.—Riding the windmill new thrill for flappers; Washington, D. C.—Supreme Court Justice Oliver Wendell Holmes celebrates 85th birthday; Seattle, Wash.—Introducing Mrs. Bertha K. Landes, new Mayor of Seattle; New York City—Radio fans, attention! (especially baldheads!) New machine harnesses static as "hair-raiser!" St. Malo, France—Blessings start fishing fleet across Atlantic; New York City—Baby elephant Teddy visits dentist's office; Orlando, Fla.—Cincinnati Reds prepare for gala season; Minneapolis.—Crowds brave winter gale for auditorium ceremony; San Antonio, Tex.—Lone Star State host to Cardinal Crew; Dallas, Tex.—Complete pioneer flight over new air route; Frisco, Cal.—Golden Gate welcomes heroic seamen! New Orleans, La.—Red Sox play first game of season; Washington, D. C.—Democrats and Republicans prepare for real battle! Ft. Myers, Fla.—Mackmen busy training in orange blossom land; Calcutta, India.—Millions gather for eclipse Holy Bath; Newport News, Va.—Great liner swept by spectacular fire; Gray's Harbor Bar, Wash.—Japanese steamship "turns turtle" in American harbor after trip across Pacific.

PATHE NEWS NO. 23: Santa Rosa, Cal.—Burbank honored on 77th birthday! Rome, Italy—North Pole dirigible in test flight! In the Limelight—First woman Mayor of Seattle calls for clean-up! Paris, France—Briand falls and rises again as Premier! Dublin, Ireland—De Valera resigns Presidency of "Irish Republic"! New York City—Bike riders battle in six-day classic in Madison Square Garden! While their partners carry on the race, the men rest from hours of pedaling in tents beside the track; Off Grays Harbor, Wash.—Japanese freighter capsizes after running aground! Trenton, N. J.—Signs Hudson River Bridge bill! Norfolk, Va.—Liner America swept by fire! Faelan, China—Troops of Chinese National Government constantly keep in trim! New York City—Celebrate 50th anniversary of telephone! Capri, Italy—Cameraman-explorer penetrates famous Blue Grotto of Capri! Lakeland, Fla.—Cleveland Indians rally to cry of "Play Ball"! Washington, D. C.—National legislators ready for baseball clash!

INTERNATIONAL NEWS NO. 23: Los Angeles, Cal.—Daredevil invents new aerial thriller; Pierron, Ill.—Mail flyer derailed! Locomotive smashed; Sarasota, Fla.—N. Y. teams soon ready for the pennant battles; Seattle, Wash.—The latest on the menu! Hockey a la flapper; Tampa, Fla.—Senators shake fur coats and show old-time speed; Santa Rosa, Cal.—Famous plant wizard celebrates 77th birthday; Stockholm, Sweden—Sulky races in snow thrill Swedish crowds; New York City—Prize blooms at National Flower Show; Fairbanks, Alaska—Planes arrive in Alaska for North Pole flight; Peking, China—China sticks to Child Labor; Monterey, Cal.—Crack cavalry riders practice Roman stunts; Paris, France—Paris tests life-saving device for autos; Leipzig, Germany—War comrades rally to Hindenburg's support.

PATHE NEWS NO. 24: Washington, D. C.—House Naval Committee submits 5-year air building program; San Antonio, Texas—Baseball's High Commissioner visits training camp! Dayton, Ohio—Macready makes another attempt to beat world's altitude record! Osaka, Japan—Japanese Prosperity Festival is gala affair; In the Limelight—Gen. Butler causes arrest of dinner host! New York City—"Big Bill" Edwards becomes Czar of Professional Football League! New York City—America's "Big Three" opera stars discuss careers! Moscow, Russia—Russia and Germany establish commercial relations! A New Klondike—Glamor of gold once more lures prospectors! Oil City, Pa.—Blast ice jams to prevent river floods! Kansas City, Mo.—Sentence auto law violators to rock pile! Eccles, W. Va.—14 lose lives in mine blast! Denver, Colo.—International Rotary President gets old-fashioned Western welcome! Biloxi, Miss.—Open first bridge on Spanish Trail between New Orleans and Mobile!

KINOGRAMS NO. 5169: Eton, Eng.—English schoolboys race across country; New York—Sixteen get degrees as rabbis; Belmont Park, N. Y.—Star three year olds get ready for Kentucky Derby; Santa Rosa, Cal.—Legion helps Burbank celebrate his birthday; London—Queer figures prance in English arts ball; Washington—House Republicans and Democrats get ready for baseball season; Key West, Fla.—Wrestles turtles with his bare hands; Livingston, Mont.—Child has a pet porcupine; Herts, Eng.—Health school pupils haven't eaten since January; Annapolis, Md.—Midshipmen athletes score in field day.

KINOGRAMS NO. 5170: Washington—Charley Hoff, famous Norse athlete, takes up football at Georgetown University; New York—Flower show opens showing gorgeous blooms; Santa Cruz, Cal.—Raise Easter lilies by the ton; Washington—Mrs. Willebrandt, U. S. Assistant Attorney General and country's "busiest woman" takes on another job; Pigeon Point, Cal.—Army of goats aids in war on tuberculosis; Evanston, Ill.—Northwestern University girls practice marksmanship in zero weather; College Park, Md.—Maryland University girl sharpshooters practice in snow; Liangchou, Kansu—Buddhists' holiest leader moves to China from Thibet, traveling through blinding sandstorm in picturesque caravan.

Jed Dooley Selected for "Newlyweds"

Jed Dooley, vaudeville comedian, has been selected by the Stern Brothers to play the role of Mr. Newly in the two-reel series, "The Newlyweds and Their Baby."

Opinions on Current Short Subjects

“ One Wild Time ”

(Universal-Mustang—Two Reels)

(Reviewed by Chester J. Smith)

SMILING BEN CORBETT as Dirtyshirt Jones, and Pee Wee Holmes as Magpie Simpkins are featured in this western comedy, which is on the same order of those of the series that have gone in the past. Dirtyshirt and Magpie each delight in putting an occasional one over on the other and in this story they have ample opportunity to develop some rather crude though fairly interesting comedy.

It all develops through Magpie's desire to become a married man. Dirtyshirt finally dissuades him from writing to a matrimonial agency, and then later to get even with him, mails one of the touching missives Magpie has written and filed away. There is a generous response to the letter and the would-be brides descend upon Magpie all from the same stage coach. Meantime he and Dirtyshirt have fallen in love with the new girl at the local store. The applicants however, will not be denied, and pursue Magpie vigorously.

Dirtyshirt and Magpie, each unknown to the other proposes to the new girl at the store and advance her the necessary money to bring her mother on. Each is to meet her at the office of the Justice of the Peace at four o'clock in the afternoon. The two arrive there at the same time only to see the fair damsel emerging with the dashing local haberdasher.

Summary.—This comedy is much like those that have gone before in this western series. There are some fairly good situations and some fast knockabout stuff. It should go well in the neighborhood houses.

“ Home Cured ”

(Educational-Tuxedo—Two Reels)

(Reviewed by Thomas C. Kennedy)

ACTION, gags that shoot straight to the bullseye of laughter, and fine acting are the attributes which gives this Johnny Arthur starring comedy a high rating as entertainment for masses and classes. Indeed, “Home Cured” seems to prove up to every test which can be applied to the judgment of what will or will not score with screen patrons. The story is credited to Donna Barrell and the direction to William Goodrich—both seasoned and accomplished specialists in their respective fields. Arthur, as the hypochondriac whose distracted wife invents the means of curing him of his imagined ailments, has excellent support. The play has a good story—though there is a bit too much detail in showing the undertaker's preparations, the method used to frighten the hero out of his chronic ills—and a sufficient supply of gags to keep things moving throughout. A fast finish with excellent acrobatics brings the play to a stimulating climax.

The Cast

Johnny Arthur, Virginia Vance, Chick Collins, Glen Cavender, George Davis.

Summary.—A sure-fire laugh producer and one suitable for any type of house. It seems to have everything necessary to register as a comedy success.

“ Monkey Business ”

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

ALTHOUGH billed as an “Our Gang” comedy—and true, all the Gang are in it—they've let a trick monkey get away with most of the action in this two reeler. That is—the Monk and Farina. Not so long ago, there was a scream of a scene between this same monk and the little negro in “Treasure Island”, another “Our Gang” release. This, however, was incidental to a particularly well fitted “Gang” story. This time it appears that the whole Gang are incidental to the Monk and while Director McGowan is to be again complimented for accomplishing such good work between these two, the “monkey business” has been overdone a bit in this case. At the same time, there are enough laughs packed throughout the two reels to insure its success with the average audience. The story has to do with the escape of a circus monk who meets Farina. The Gang decide to rig up a show and use the Monk for an attraction after he has demonstrated his boxing ability and a bag full of tricks. The monk escapes again and goes on a rampage.

The Cast

Mickey Daniels, Farina, Fatty Joe Cobb, Husky Haines, Johnny Gray, Jackie Condon, Mary Kornman—and the Monk.

Summary—The Monk's antics with Farina will suffice to put this over wherever they like “Our Gang” comedies and that goes for most all houses.

“ Felix Fans the Flames ”

(Educational-Cartoon—One Reel)

HERE'S a particularly good Pat Sullivan-Felix Cartoon which offers further evidence of the trouble-finding ability possessed by this wandering cat. After being bodily thrown out of a dozen or so houses where he is seeking a place to rest, Felix fin
warm spot by a kitche
stolen and eaten a whole
plished all this by chloro
the house. A bad nigh
his slumbers and he dre
caught him. He is taken
eral offensive characters
Then comes his turn. The
cartoon are very well done.—EDW. G. JOHNSTON.

“ Ko-Ko at the Circus ”

(Red Seal-Cartoon—One Reel)

THIS time Max Fleischer has submitted a poster to the proprietor of a circus, Ko-Ko and his dog are included among the characters and the circus man returns the drawing with the request that a giant be substituted for Ko-Ko and the hound. However, these two characters hide behind the giant when the change is made and while the new sketch is en route in the mail, erase the giant and disguise themselves as such. An expose follows before the angry circus man, but Ko-Ko suddenly assumes a huge stature, disposes of the giant and goes on a general rampage. This cartoon is well up to standard.—EDW. G. JOHNSTON.

“ The Menace of the Alps ”

(Universal—One Reel)

THIS is a somewhat thrilling scenic showing the beauties of the Alps, as well as the dangers that lurk in the path of the adventurous mountain climber. There are some amazingly beautiful shots, as well as some interesting ones showing how these precipitous peaks are conquered by the climbers. The picture also shows how an unfortunate is rescued after a fall down one of the chasms. It is a novel subject well done and should serve as a good filler in almost any house.—CHESTER J. SMITH.

“ Dixie Doodle ”

(Pathe-Sportlight—One Reel)

ICE and snow sports in the North and those peculiar to the South are shown in this issue of the Grantland Rice Sportlight and while this one is not quite up to standard, it's a very fair number. The winter's crop of ski jumpers is further helped along by an Adirondack club—the only difference being that those who take part are not as well versed in the art as they could be.

Log rolling is a new water sport for the people of the South and the spectators appear to be very much interested in the efforts of two professionals who try their best to dislodge one another from the unsteady craft.—EDW. G. JOHNSTON.

“ Reelview, Issue C ”

(Red Seal-Urban-Kineto—850 Feet)

HERE'S an interesting issue of Reelview which starts off with scenes of the quaint people and customs of San Francisco's old Chinatown—the old generation and the new. Primitive living conditions of a Tennessee mountain family are next shown. They still continue to manufacture their clothes from sheep's wool, make tableware and other home necessities. The balance of the reel is titled, “Thrills” and has to do with exciting moments in the careers of motor-cycle drivers, auto-racers, firefighters, locomotive drivers and “human flies.”—EDW. G. JOHNSTON.

“ Felix the Cat

things are suddenly changed. Life takes on a different perspective and he becomes his old self again and proceeds to spread good cheer and kind deeds in all directions. This one is O. K.—EDW. G. JOHNSTON.

“ Searchlight, Issue D ”

(Red Seal-Urban-Kineto—One Reel)

THIS issue of the Searchlight consisting of two parts, has to do with the vanishing animal life and the manufacture of plate glass. In the first part the efforts being made for the conservation and protection of different animals, are shown. In the latter half of the reel some unusually interesting shots have been secured of a plate glass factory—from the pouring of the molten fluid to the final polishing process. This part is exceptionally interesting.—EDW. G. JOHNSTON.

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Pre-release Reviews of Features

The Bat

(United Artists—8219 Feet)

(Reviewed by George T. Pardy)

A BOX office knockout: There probably isn't a human creature, young or old, hard-boiled enough to sit through a session of "The Bat" without having spinal chills develop as a result of its eerie, creepy, blood curdling atmosphere, or experiencing a sense of welcome relief when a thrust of slap stick comedy momentarily changes horror to hilarity. It's a great piece of direction Roland West is responsible for, and the players back him up right royally, everyone in the large, brilliant cast contributing to the picture's success. The stage play stuck to straight melo, the screen version supplies humorous balance and has better mass appeal, for it slackens the nerve-strain at intervals when it threatens to produce emotional hysteria among some of the on-lookers. Not one spectator in a thousand is likely to solve the problem of the arch-criminal's identity until the climax

THEME. Mystery melo. Arch-criminal known as The Bat committs robberies, murders, fools police, is finally run to earth on Long Island estate.

PRODUCTION HIGHLIGHTS. Splendid direction, clever acting by entire cast. Manner in which suspicion is thrown in turn on all characters, concealment of actual criminal's identity. Mysterious atmospheric effects.

EXPLOITATION ANGLES. You can promise patrons a real treat in this mystery melo. Refer to stage play's success. Bill as sure thriller.

DRAWING POWER. Should prove a box office winner in any house.

SUMMARY. Will get the money wherever it is shown. Has tremendous audience pull, a compound of thrills, comedy and mystery that never slackens in gripping action.

wood. Director, Roland West. Photographed by Arthur Edeson.

SYNOPSIS. Treats of happenings in one night on Long Island estate of Richard Fleming during raid by crook known as the Bat. The trail leads to Fleming's place where the Jap butler, Dr. Wells, detective Moletti and others are all under suspicion after Fleming has been shot and killed. When the Bat is finally captured, it develops that he has impersonated Moletti, having disposed of the latter.

Jewel Carmen, featured in "The Bat" a United Artists production.

The Bat (United Artists)

PRESS NOTICE

ONE of the greatest stage mystery melodramas Broadway has known, "The Bat," will be shown on the screen of the ——— Theatre on ———.

It is a blood-chilling, wierdly interesting picture in which uproarious comedy is mingled with the tensest sort of thrills, situations that keep an audience on the wire-edge of expectation and holds the attention tight in a grip that never loosens until the climax. The story deals with a superhuman crook who terrorizes numerous victims, successfully evades police, but is finally run to earth on a Long Island estate.

An all star cast, with Jewel Carmen, Jack Pickford, Louise Fazenda, Robert McKim, Lee Shumway, Andre de Beranger, Emily Fitzroy in important roles.

CATCH LINES

A crook mystery melodrama that is the acme of horrors and weired appeal!

The New Klondike

(Paramount—Seven Reels)

(Reviewed by Frank Elliott)

IT was inevitable that Florida, its land boom, its rush of modern, gold-mad folk, and the romance and adventure accompanying it all, would eventually reach the screen in story form. Ring Lardner has made it a background for a wow of a baseball-real estate story in which Thomas Meighan has opportunity to show some real old-time form. The picture has been made in Florida and is therefore rich in scenic beauty. There are shots in the big Florida hotels and environs, on the vast real estate holdings and on the boats enroute. There is a fine cast in support of the star, headed by Lila Lee, Paul Kelly as "Bing" Allen, a rural "Babe Ruth," is immense. The methods of the real estate operators in extracting real money from newcomers for worthless swamp land, are shown in amusing manner. There isn't a dull moment in this one.

THEME. Comedy drama of a star big league ballplayer who gets into the real estate game in Florida and cleans up for himself and teammates.

PRODUCTION HIGHLIGHTS. The meeting between Tom and his pal and Lila and her maid aboard boat. Scene in which Tom is fired by jealous manager. Operations of "Bird dogs." Beating up of the villains. Meighan's work.

EXPLOITATION ANGLES. Tieup with local real estate firms on Florida theme. Tieups with sporting goods stores. Play up Meighan and Lila Lee.

DRAWING POWER. Suitable for the big downtown first runs, and all other houses.

SUMMARY. A big improvement on former Meighan offerings. A great story by a well known writer told by a cast of popular players. Shot in the actual locale in Florida.

THE CAST

Tom Kelly	Thomas Meighan
Evelyn Lane	Lila Lee
"Bing" Allen	Paul Kelly
Flamingo Applegate	Hallie Manning
Morgan West	Robert Craig
Owen	George De Carleton
Joe Cooley	J. W. Johnston

Author, Ring Lardner. Directed by Lewis Milestone. Photographed by Alvin Wyckoff.

SYNOPSIS. Tom Kelly, about to start spring training with his team, meets Evelyn Lane. Tom is fired by manager, meets a wealthy realtor, is engaged to put over a deal and soon is making money. He gets former team mates to form real estate company. Then conspirators unload worthless swamp on Tom, but in end he gets money back, beats up villains, gets job as manager and wins Evelyn.

Thomas Meighan, star of "The New Klondike" a Paramount production.

The New Klondike (Paramount)

PRESS NOTICE

THOMAS MEIGHAN'S newest starring vehicle, "The New Klondike," which will be shown at the ——— Theatre, commencing ———. Here we find Tom enacting the part of a crack player of the New York baseball club in Florida, who, fired by a jealous manager, gets in the real estate game and makes a lot of money for himself and team mates and then gets the manager job. Lila Lee plays opposite the star and the supporting cast includes Paul Kelly, Hallie Manning, Robert Craig, J. W. Johnston, Brenda Lane, Tefft Johnson and Danny Hayes. Ring Lardner wrote the tale as an original story. The picture was filmed in Florida and abounds in eye-pleasing outdoor scenes.

CATCH LINES

A baseball romance against a background of Florida's hectic land boom!

The Set Up

(Universal—4600 Feet)

(Reviewed by George T. Pardy)

ART ACORD as a dashing deputy sheriff, two kids who aspire to be like him when they grow up and who provide some good juvenile comedy, a murder, a lost and recovered bag of money, Art's love affair, and the necessary amount of gunplay and riding, are the principal ingredients of this Westerner, which speeds smoothly and swiftly into a satisfactory finish. It's O. K. as entertainment for all who favor the outdoors adventure type of yarn, and the plot indulges in some pleasing variations from the cut-and dried, stereo sort of thing that has done duty in so many plain-and-border tales. Acord has an agreeable presence, can ride and scrap with the best of his Western contemporaries, acts well in this picture, and is capably supported. There's a pet horse entitled to a word of praise for his intelligent work, as well as his mistress, Alta Allen, who cuts a very attractive figure in the heroine role, the photography is pleasing, direction good.

THEME. Westerner. Deputy Sheriff in love with girl, protects her from enemies, makes sacrifice for her sake, arrests murderer of her father, wins her.

PRODUCTION HIGHLIGHTS. Lively action, thrill punches, romantic development, timely comedy relief. Acord's riding and fighting stunts, intelligent tricks of pet horse. Scene where hero single-handed whips bandits.

EXPLOITATION ANGLES. There's stuff in this that will please kids, go after juvenile trade. Boost as good romantic Western melo. Feature Art Acord.

DRAWING POWER. Likely program number, O. K. for western trade.

SUMMARY. Moves crisply, has numerous exciting situations, weaves in human interest with the customary gunplay thrills and riding stunts. Art Acord in an appealing role which he fills well. Support good, photography attractive.

THE CAST

Deputy Sheriff Stratton	Art Acord
Thora Barton	Alta Allen
Tub Jones	Albert Schaeffer
Seth Tolliver	Thomas C. Lingham
Cliff Barton	Montague Shaw
Bert Tolliver	Jack Quinn
Sheriff Hayes	William Welsh

Author, L. F. Jefferson. Director, Clifford Smith. Photographed by Eddie Linden.

SYNOPSIS. Thora Barton's father is killed by robbers who fail to find the bag of money he was carrying. Stratton, deputy sheriff, in love with Thora, is set to guard the Barton ranch for latter's creditors. The bag is found by two youngsters. Thora goes with them to get the money, is followed by thugs, but rescued by Stratton, who tricks one of the criminals into confessing the Barton murder.

Art Acord, star of the Universal release "The Set Up"

The Set Up (Universal)

PRESS NOTICE

ART ACORD in a fascinating Western picture with an engrossing murder mystery angle, as well as the usual rapid action, riding stunts and thrills, will be the leading screen feature at the ——— Theatre on ———.

In this story there is a deep vein of human interest, with Acord as a misunderstood lover, who finally fights his way to vindication, runs down the criminal who murdered his sweetheart's father, and proves to her that he is the only man in the world worth marrying. A couple of clever juvenile boy actors furnish some uncommonly good comedy, which has an especial appeal for the kids.

Other featured players are Alta Allen, Albert Schaeffer, and Thomas Lingham.

CATCH LINES

Romance and comedy, thrills and sentiment, gunplay, spectacular riding—you'll find 'em all in "The Set Up"

Wild Oats Lane

(Prod. Dis. Corp. 6500 Feet)

(Reviewed by George T. Pardy)

A CROOK melodrama that has undoubted mass appeal, especially for the sentimentally inclined folks who rejoice in the regeneration of underworld sinners, whether they be of the dope-fiend, stickup, burglar or prostitute type. It is a well constructed yarn, directed with considerable skill by Marshall Neilan and particularly well acted. Viola Dana gets a lot of sympathy in the fallen heroine role, all the more probably because she is such a dainty little person physically and impresses you as being pathetically helpless. Robert Agnew scores creditably as her erring but honest-at-heart lover, John MacSweeney is the real goods as the ingenious priest and the gangster gents are realistically repulsive. The prevailing atmosphere is that of gloom, but this is occasionally lightened by flashes of comedy, most of which is furnished by a kleptomaniac who pilfers right and left; cleverly impersonated by Robert Brower.

THEME. Young couple accidentally separate on wedding eve. Man is involved with crooks, girl goes to bad. Both are reformed, meet again, are reconciled, marry.

PRODUCTION HIGHLIGHTS. The strong emotional appeal, as well as thrill situations, capital underworld atmosphere, smooth continuity, smart action, heart interest and sympathetic lure. Performances of Viola Dana and Robert Agnew.

EXPLOITATION ANGLES. Play up the regeneration idea as applied to both hero and heroine. Bill as intensely exciting, yet sympathetic melo. Feature the leads.

DRAWING POWER. Should give satisfaction in any house.

SUMMARY. Good crook melo, has undeniable sentimental appeal, joined with tense, exciting action, puts thrills over nicely, is well directed, photographed and acted. Viola Dana, Robert Agnew score heavily in leads. A likely card

THE CAST

The Girl	Viola Dana
The Boy	Robert Agnew
The Priest	John MacSweeny
The Mother	Margaret Seddon
The Father	George Barnum
Dude	Jerry Miley
Detective	Scott Welch

Adapted from Play by George Broadhurst, Novel by Gerald Beaumont. Director, Marshall Neilan. Photographed by David Kessen.

SYNOPSIS. Deals with misadventures of young couple who are separated in New York on eve of marriage, the man being mixed up with crooks, the girl drifting into the underworld and company of evil associates. Both are befriended by a kindly priest and meet accidentally in the latter's place. She reproaches him with being the cause of her downfall. He admits his guilt, but they are finally reconciled and wedded by the priest.

Viola Dana featured in "Wild Oats Lane" a Producers Distributing Corporation release.

Wild Oats Lane (Prod. Dis. Corp.)

PRESS NOTICE

ONE of the most pathetic and thrilling plays of underworld life the stage has ever known has been translated to the screen, and, under the title of "Wild Oats Lane" will be the stellar attraction at the ——— Theatre on ———. Viola Dana and Robert Agnew play the leading roles, portraying two young folks who separate on the eve of marriage through no fault of their own, the man involved with crooks, the girl drifting into evil surroundings. The story of their regeneration, subsequent meeting, reconciliation and happiness, is alive with emotional fervor and heart appeal.

In support are John MacSweeney, Margaret Seddon, George Barnum, Jerry Miley, and other fan favorites.

CATCH LINES

A story of crime, punishment, underworld life, the regeneration of two souls through the power of love!

The Crown of Lies

(Paramount—Five Reels)

(Reviewed by Frank Elliott)

THIS is the poorest picture Pola Negri has had in many moons. It is a vehicle entirely unsuited to her talents and gives her opportunity to do nothing more than look startled at the proceedings. Straining credibility to the breaking point this one can be set down as just a fair program picture. An immigrant maid, working in a boarding house in an American city, is seen one day in a delicatessen store by a foreigner, who immediately hails her as "Queen." He tells her the faithful cabinet is waiting nearby. The foreigner is a servant of the former prime minister or what have you and he insists she is the long lost Sylvania ruler. So soon we find the maid doing her queen stuff in Sylvania. Her salesman lover accompanies her on the queen job and eventually accompanies her back to America when she has had enough queening. That's all there is to the plot.

THEME. Romantic drama of a maid who poses as a queen to rid a mythical kingdom of a tyrant, after which she returns to America with her Yankee sweetheart.

PRODUCTION HIGHLIGHTS. The recognition of the maid as the long lost queen. The meeting between "queen" and tyrant and the arrest of the latter. Scene in which hero rolls himself down hill in giant snowball to get aid for "queen."

EXPLOITATION ANGLES. Your best bet here is to play up Pola Negri and Noah Beery. Tell your patrons this is an unusual story of a boarding house maid who becomes a queen.

DRAWING POWER. Suitable for program houses, some community houses and towns.

SUMMARY. Popularity of star may draw them in but don't promise too much in your ads. Story doesn't give Negri chance and lacks punch.

THE CAST

Olga Kriga	Pola Negri
Count Mirko	Noah Beery
John Knight	Robert Ames
Karl	Charles Post
Fritz	Arthur Hoyt
Landlady	May Foster
Actress	Frankie Bailey

By Ernest Vajda. Directed by Dimitri Buchowetzki. Photographed by Bert Glennon.

SYNOPSIS. Olga Kriga, New York boarding house maid, loved by Knight, flivver salesman, who asks her to wed him and go to Sylvania, small European country. One night, Olga mistaken for lost queen of Sylvania. Count Mirko knowing her return will cause usurper trouble, plans to make it pay to get rid of Olga, but people acclaim her as queen and after revolt put her on throne. Happiness restored, Olga returns to New York with Knight.

Pola Negri, star of "The Crown of Lies" a Paramount production.

The Crown of Lies (Paramount)

PRESS NOTICE

POLA NEGRI'S newest starring vehicle, "The Crown of Lies," comes to the ——— Theatre, commencing ———. The plot deals with the adventures of a boarding house maid, born overseas, who bears a striking resemblance to the missing queen of a mythical Balkan principality. Taken to Sylvania by a number of former officers of the country, she poses as the long lost queen and she finds herself accepted by the people and is placed on the throne. But in the end she returns to America with her flivver salesman lover. The famous emotional actress is supported by an excellent cast, including Noah Beery, Robert Ames, Arthur Hoyt, Charles Post, Frankie Bailey and others.

CATCH LINES

Everyone whose heart is stirred by spirit of romance and intrigue will find satisfaction-plus in this gripping tale of love and adventure.

Secret Orders

(F. B. O.—5506 Feet)

(Reviewed by George T. Pardy)

HAVING distinguished herself as an exponent of lady crook roles, Evelyn Brent steps to the side of the law in this picture, appearing as one of Uncle Sam's trusted feminine detectives, and scores a decided hit, playing the part with praiseworthy dramatic fervor and that magnetic personal appeal which has won her so many friends among the movie fans. The story has a war background, although it does not venture into the actual fields of conflict, but there are physical thrills enough and to spare, what with the safe-cracking and other sinister activities of the heroine's unworthy husband, and the battle of wits between that fearless dame and the Hun spies. It's a robust melodrama, well directed, slips along at a fast clip and holds its interest all the way through. Besides the good work of Miss Brent, that of Robert Frazer as hero Corbin deserves laudable mention, Harold Goodwin is a forcible villain, support excellent, photography O. K.

THEME. Girl Secret Service operator foils efforts of crook husband in German behalf during war and weds the man she loves when unworthy hubby is killed.

PRODUCTION HIGHLIGHTS. Racing action, unexpected twist developed when heroine's newly-wed husband turns out to be a crook. Scene where he shows up and interferes with wife's government work. Numerous thrills, comedy, star's effective work.

EXPLOITATION ANGLES. Feature Evelyn Brent as tremendous success in new role, opposed to crook types she has been playing. Stress as a sure-thrill melo.

DRAWING POWER. Winner wherever star is popular or good strenuous melo is liked.

SUMMARY. Evelyn Brent a success as a dashing girl agent for U. S. Government. Picture has appeal for all lovers of snappy, romantic melodrama, moves swiftly, is well acted, directed and photographed. A good card.

THE CAST

Janet Graham	Evelyn Brent
Eddie Delano	Harold Goodwin
Bruce Corbin	Robert Frazer
Spike Slavin	John Gough
Mary	Marjorie Bonner
Butler	Brandon Hurst
Cook	Frank Leigh

Author, Martin Justice. Director, Chet Withey. Photographed by Roy Klaffki.

SYNOPSIS. Janet Graham is cajoled into marrying Delano, a crook. During the war she is Secret Service agent under Corbin, in charge of transports. They fall in love. Delano is hired by Germans to get list of transports sailing from Corbin's safe. He breaks in and forces Janet to accompany him. She warns a transport by radio to beware of a Hun submarine, which is sunk. Corbin and guards rescue her. Delano is killed. Corbin and Janet wed.

Evelyn Brent, star of "Secret Orders" an F. B. O. production.

Secret Orders (F. B. O.)

PRESS NOTICE

EVELYN BRENT in a romantic melodrama entitled "Secret Orders," will be the chief screen attraction at the ——— Theatre on ———.

Miss Brent is seen in the role of a patriotic American girl, who unwittingly marries a crook, Delano, subsequently becomes a Secret Service agent during the World War and finds herself pitted against her unworthy husband, who is spying for the German cause. It is probably the most powerful role ever filled by the star during her screen career, the story being a miracle of high-strung suspense and crashing action, and Miss Brent does wonderful work in the appealing emotional situations which fall to her share.

CATCH LINES

A girl Secret Service operator, fighting against the great German spy system! Mystery, intrigue and thrilling romance!

My Own Pal

(Fox-6083 Feet)

(Reviewed by George T. Pardy)

TOM MIX'S admiring cohorts will like this one, and so, for the matter of that will every fan who rejoices in fast-moving melodrama, spiced with timely comedy and the usual romantic seasoning. It gets away from the beaten Western trail too, for the hero cowboy turns cop and proves himself a most valuable member of the force when it comes to running down desparadoes. Of course, the never-to-be-forgotten Tony the horse figures in his master's feats of daring, although there is a stage where Tom does some natty riding stunts on a motorcycle, not dispensing with his trusty lariat, however, which is coiled over the handlebars, and is used triumphantly for the roping in of a thug who tried a flivver getaway. There's a little terrier dog which makes a big hit in surprising comedy stunts, and all-in-all the picture provides entertainment that is bound to have a universal audience appeal. Mix at his best, support fine!

THEME. Cowboy turns policeman, is successful in running down and eliminating crook gang, also saves girl he loves from kidnappers.

PRODUCTION HIGHLIGHTS. Tom Mix's surprising athletic stunts and all around good work as the cowboy cop. Horse Tony's sagacious acting, comedy relief and little dog's amazing tricks. Romantic development, cracking action. Climax.

EXPLOITATION ANGLES. Boost as a rattling action, appealing romantic melo, with bright comedy shots. Play up Tom Mix and his steed Tony.

DRAWING POWER. Has mass appeal, will please wherever Mix is popular and melo holds 'em.

SUMMARY. Tom Mix in a Western with a different angle, star a hit as cowboy who takes police force job and makes good. Plenty of trenchant physical thrills, riding stunts, good comedy and a romance that will please the fans.

THE CAST

Tom O'Hara	Tom Mix
Alice Deering	Olive Borden
August Deering	Tom Santschi
Jill	Virginia Marshall
Baxter Barton	Bardson Bard
Jud McIntyre	William Colvin
Molly	Virginia Warwick

Author, Gerald Beaumont. Director, J. G. Blystone.

SYNOPSIS. Cowboy Tom O'Hara adopts Jill, a little girl he rescues from a brutal circus proprietor. He saves Alice Deering in a runaway and her uncle puts him on the town police force. Barton, who desires Alice and is secret leader of a crook gang, has Alice abducted. After many wild adventures Tom trails down and arrests the crooks, Barton included. He gets the reward and Alice into the bargain.

Tom Mix, starred in "My Own Pal" a Fox picture.

My Own Pal (Fox)

PRESS NOTICE

TOM MIX, with his wonder horse Tony in "My Own Pal," will be the big screen attraction at the ——— Theatre on ———.

This is a slashing melodrama, liberally mingled with joyous comedy and romance, in which Mix is seen as a cowboy who gets a job on the town police force, and devotes his energies to running down a notorious gang of crooks, of whom Barton, his rival for the love of Alice Deering, is secret head. A picture crammed with sensational punches and alive with fast action, Tom Mix at his bully best and a brilliant supporting cast. Olive Borden fills the pretty heroine role. Others in important parts, Tom Santschi, Bardson Bard, Virginia Marshall.

CATCH LINES

A cowboy finds more adventure in narrow city streets than in the glamorous wide-open spaces!

Tom Mix as a cowboy cop, a snappy zippy, speedy thriller!

The Seventh Bandit

(Pathe—Six Reels)

(Reviewed by Frank Elliott)

THERE will always be a demand for good western pictures. There is a universal appeal in them. Harry Carey is therefore to be commended for carrying on in this type of entertainment and turning out a product that improves with each release. One doesn't expect anything revolutionary in these films, but audiences do appreciate any attempt to keep pace with better things in the silent art and it is just this that Harry Carey and his associates are doing in this new series of outdoor dramas. This offering contains all the elements that make for success at the box office. There is action galore, thrills, hard riding, terrific fights and through it all a charming web of romance is woven. Carey is at his best in the role of a former bandit who gets back into the game to revenge his brother, killed by a villainous dance hall owner and gang leader. The settings are a treat, and the photography one of the highlights.

THEME. Western melodrama in which hero becomes a bandit once more, joins a gang to learn who killed his brother and then wreaks his revenge.

PRODUCTION HIGHLIGHTS. The shooting of the brother from ambush. Scene in which Carey passes himself off as Texas Brady and joins the gang. The raid on the town. The gun battle at the climax. Carey's work as hero. The settings.

EXPLOITATION ANGLES. Play up as bigger and better western with something doing every minute. Play up Harry Carey, Harriet Hammond, James Morrison.

DRAWING POWER. A sure fire bet for houses catering to fans who like westerns.

SUMMARY. A 100 percent. western in which Carey eclipses his former work in this type of filmplay. Well acted, containing a logical plot and filled with thrills, this one should have a successful career at the box office.

THE CAST

David Scanlon	Harry Carey
Paul Scanlon	James Morrison
Dr. Shirley Chalmette	Harriet Hammond
Jim Gresham	John Webb Dillion
Ann Drath	Trilby Clark
Ben Goring	Walter James

Author, Arthur Preston Hankins. Directed by Scott R. Dunlap. Photographed by Sol Polito.

SYNOPSIS. David Scanlon joins a bandit gang in order to find a man who murdered his young brother. Aided by a girl doctor, whom David meets during a stage hold-up, he learns that Goring is the guilty man. There is a terrific battle between David and Goring at the climax in which the latter is killed and the former blinded. David is nursed back to health and recovers his sight. He weds "doctoress."

Harry Carey, star of the Pathe release "The Seventh Bandit."

The Seventh Bandit (Pathe)

PRESS NOTICE

HARRY CAREY comes to the ——— Theatre, commencing ———, in "The Seventh Bandit." The story deals with a former bandit who has forsaken that life and settled down on a quiet little ranch with his brother. He permits this brother to seek his fortune in the world but loses him when he is killed by a villainous dance hall proprietor. The rest of the action deals with the thrilling adventures of the hero is tracking down the guilty man and his gang. There is a charming romance, and a fine supporting cast, including Harriet Hammond, Walter James, Trilby Clark, James Morrison, and John Webb Dillion.

CATCH LINES

A story of the rugged west, of gold discovery, of primeval jealousies, of the trail of revenge!

[illegible] Harry Carey in his greatest role.

The Untamed Lady

(Paramount—6132 Feet)

(Reviewed by George T. Pardy)

THE star's energetic and entertaining characterizations, her gorgeous gowns, good direction, competent support, dazzingly fine society backgrounds, comedy relief and a thrill or two are the qualities which make "The Untamed Lady" a likely box office proposition. It will please the Swanson adherents and doubtless a majority of the fans, although the story doesn't amount to much; in fact it's a lasting credit to all concerned in the production that they managed to "hoke" such a singularly trivial, commonplace plot into the semblance of a money-making attraction. Miss Swanson puts lots of pep into her portrayal of the wilful, tempestuous Joan, Lawrence Gray is O. K. as the forceful chap who tries to tame her and doesn't succeed very well; the support is adequate. There are some funny gags in the subtitles and a sort of madcap merriment about the irrepressible heroine's proceedings that gets the laughs. Photography excellent throughout.

THEME. Comedy drama. Joan, rich, wilful society girl, becomes engaged to man who fails to tame her by forcible methods. When he is injured she admits her love.

PRODUCTION HIGHLIGHTS. Handsome sets, attractive society atmosphere, star's fine gowns, the rapid action, Swanson's clever acting, comedy stuff, storm scene with yacht at sea, Gloria as a stoker. Scene where she visits injured lover in hospital.

EXPLOITATION ANGLES. Play up Gloria Swanson, tell women about star's lovely gowns and society shots. Bill as one of her finest screen characterizations.

DRAWING POWER. Star will pull 'em in. Good for any house.

SUMMARY. Lavishly produced, star wears variety of stunning gowns, her acting first-chop, Swanson admirers will be thoroughly satisfied. Good direction and clever work puts over slight yarn, has lively comedy, gets the laughs.

THE CAST

Joan Napier	Gloria Swanson
Larry Gastlen	Lawrence Gray
Uncle George	Joseph Smiley
Shorty	Charles Graham

Author, Fanny Hurst. Director, Frank Tuttle. Photographed by George Webber.

SYNOPSIS. Joan Napier, spoiled heiress, becomes engaged to Larry Gastlen. Business compels him to sail for Cuba, he refuses to take Joan along and she smuggles herself aboard. Joan hangs her coat, with a magnet in the pocket, near the compass, which is deflected, the yacht runs off her course and into a gale, several of the crew being injured. Larry blames Joan and punishes her by making her shovel coal in the engine room. She returns to her home in the Catskills. Larry follows, and is injured by a fall from his horse. Joan visits him in hospital and they are reconciled.

Gloria Swanson, star of "The Untamed Lady" a Paramount production.

The Untamed Lady (Paramount)

PRESS NOTICE

ONE of the season's big events, a new Swanson film! Glorious Gloria in "The Untamed Lady" scheduled for its local premiere at the ——— Theatre on ———.

The ever popular star is seen in the role of Joan, a spoiled society darling accustomed to having her own way and the heroine of many broken engagements, who rules men like an imperious queen until she falls in love with a chap who isn't so easily handled. There's a surprising finish to this picture, which runs the gamut of all the emotions from thrills to comedy and back again, with Miss Swanson giving one of the greatest performances of her career.

In support, Lawrence Gray, Joseph Smiley, Charles Graham.

CATCH LINES

Wonderful society backgrounds, Gloria in magnificent gowns, comedy, thrills, delightful romance!

The Demon

(Universal—4539 Feet)

(Reviewed by George T. Pardy)

THE standard type of Western, nothing very new about plot, but still a well-told story of the cattle country that should get over well wherever blazing guns, galloping steeds, unlimited scrapping and the necessary touch of romance allure the fans. Jack Hoxie is an established favorite with patrons of the open-air melodrama, and these won't be disappointed with the present offering, in which the star rides with his customary speed and utter disregard of safety, fights like a tiger and makes love gallantly and successfully. Director Cliff Smith has a decided genius for injecting suspense and dynamic action into Western films, in fact his crafty handling of otherwise familiar situations transforms them completely and Hoxie's spectacular physical feats do the rest. They're a winning combination: Lola Todd is the leading lady and gives a pleasing performance as heroine Goldie. Views of rolling plains, valley and mountains, charming.

THEME. Western. Dane Gordon poses as ex-jail-bird, joins bandit gang, is discovered, escapes, later rounds up outlaws and gets girl he wants.

PRODUCTION HIGHLIGHTS. Fast, sustained action. Scene where mine is exploded in mountain pass. Hoxie's riding feats. His pursuit of Bat Jackson. Surprise twist where Bat is mysteriously shot as Jack stalks him. Reunion of lovers.

EXPLOITATION ANGLES. Bill as one of Jack Hoxie's best sharpshooting, hard-riding, dynamic Western melodramas. Stress the original twist given to love interest.

DRAWING POWER. Good wherever regulation, exciting Westerners are in demand.

SUMMARY. Hoxie good, as usual, in this one. Nothing particularly new about yarn, but it's packed so full of fast action and well directed that the situations snap over fine, and picture ought to suit all lovers of Western melo.

THE CAST

Dane Gordon	Jack Hoxie
Goldie Fleming	Lola Todd
Percival Wade	William Welsh
Bat Jackson	Jere Austin
Dan Carroll	Al Jennings
The Secretary	Georgie Grandee

Authors, Buck Oxford, Alvin J. Neitz. Director, Cliff Smith. Photographed by William Nobles.

SYNOPSIS. Raiders are burning property of ranchers. Dane Gordon, posing as an ex-convict, joins the gang and falls in love with Goldie Fleming, stenographer of Bat Jackson, the brains of the outfit. Dane leads a posse against the outlaws. A plot to blow up Dane and his men fails. The outlaws are rounded up. Bat is shot dead. Dane finds Goldie is largely responsible for their success. She admits she loves him.

Jack Hoxie, star of "The Demon" a Universal production.

The Demon (Universal)

PRESS NOTICE

JACK HOXIE'S name in a picture is always a solid guarantee of plenty of red-hot melodramatic action, gunplay and hard riding unlimited, to say nothing of love interest. All of which and something more will be offered fans in his latest success "The Demon," scheduled for the screen of the ——— Theatre on ———.

This feature is a beautifully photographed, exciting romance of the cattle country, with Hoxie running down a bunch of outlaws and receiving unsuspected but welcome assistance from the girl he loves. Fascinating Lola Todd fills the heroine role. The supporting cast is strong in talent, including such film favorites as Jere Austin, William Welsh, Al Jennings and Georgie Grandee.

CATCH LINES

They couldn't stop him with odds of ten men to one. His luck didn't seem merely human, so they called him "The Demon."

She

(Lee-Bradford Corp.—6800 Feet)

(Reviewed by George T. Pardy)

THIS fantastic romance, popular for a decade with fiction-lovers, has been deftly wrought out with quite faithful adherence to the original plot by director Leander De Cordova. He is especially fortunate in achieving fine atmospheric effects, the long shots of towering mountains enveloped in misty veils, and views of the savage country where the mystic queen reigns in autocratic majesty over her barbarous subjects are beautifully handled and curiously impressive. The story abounds in thrills and bizarre incident and has a decided appeal for those who find pleasure in the contemplation of the realms of the imaginative and supernatural. Betty Blythe's physical charms are freely exhibited in the rôle of the shadowy beauty, she, which the leading lady portrays with dramatic vigor and a fine sense of its emotional values. Carlyle Blackwell is a handsome and stiking figure in the dual part of Leo Vincey and Kallikrates; support adequate.

THEME. Mysterious white queen in Africa claims young Englishman as her lover in a past life. She dies while attempting youth-renewal in a mystic flame.

PRODUCTION HIGHLIGHTS. The fine photography, impressive exterior shots, unique plot, oddly developed romance and thrilling climax. Betty Blythe's physical lure and excellent dramatic performance. Carlyle Blackwell's work as hero.

EXPLOITATION ANGLES. Tie up with book stores on Sir Rider Haggard's novel on which picture is based. Feature Miss Blythe and Carlyle Blackwell.

DRAWING POWER. Has appeal for patrons with a taste for the spectacular and fantastic.

SUMMARY. Offers plot altogether out of ordinary, with odd, "creepy" atmosphere and impressive backgrounds well suited to the narrative's trend.. Photography excellent, Betty Blythe and Carlyle Blackwell good in leads.

THE CAST

She Ayesha	Betty Blythe
Leo Vincey Kallikrates	Carlyle Blackwell
Ustane	Mary Odette
Horace Holly	Henry George
Amenartes	Marjorie Statler
Job	Tom Reynolds

Author, Sir Rider Haggard. Director, Leander De Cordova.

SYNOPSIS. In the heart of Africa Leo Vincey and his friend Horace Holly encounter "She," a mysterious queen who has lived for ages. She claims Leo as her lover of the dead past. He agrees to wed her. They visit a cavern where the Flame of Life burns eternally. In an endeavor to demonstrate the life-giving effects of the flame, She is consumed to ashes before her lover's eyes. Leo and Holly return home.

Betty Blythe, star of "She" released by Lee-Bradford.

She (Lee-Bradford Corp.)

PRESS NOTICE

RIDER HAGGARD'S famous novel "She" adapted to the screen will be shown at the ——— Theatre on ———, starring Betty Blythe in the title role.

This is a fantastic, wonderful romance dealing with the loves of a mysterious African Queen who has lived for untold ages, and recognizes in Leo Vincey, a young Englishman, the reincarnation of her lover Killikrates, an Egyptian priest. Miss Blythe gives one of the greatest performances of her career as the royal white beauty.

In support, Carlyle Blackwell, Mary Odette, Henry George, Marjorie Statler, Tom Reynolds, Jerrold Robertshaw.

CATCH LINES

A heroine who lived for countless ages, "She Who Must Be Obeyed," the symbol of deathless love!

The Thrill Hunter

(Columbia Pictures Corp.—5520 Feet)

(Reviewed by George T. Pardy)

LOTS of fun in this one, action that slashes along at a mad gait and melodrama sizzling to the boiling point, with the farce situations thrusting in between the heroics, and the result amusing entertainment of the light order that will serve nicely to pass an hour away and please the aveage fan. It's very lively comedy-drama, with the humor stuff mostly on deck but a sensaional wallop crashing home to the audience target now and then. It makes little difference that the plot ranges and roams into the wildest flights of fancy, it's diverting anyway, and diversion was what the director had in mind when he handled this material and turned out an attraction with a good box office slant. Kathryn McGuire is especially alluring and Alma Bennett an imperially lovely princess, while William Haines qualifies as a promising bet for the dare-devil-stunt-stakes by his agile and strenuously athletic work in the hero role. Direction, photography O. K.

THEME. Comedy-drama. Young author whose stories lack thrills becomes suddenly enmeshed in lurid adventures, but pulls through and wins rich publisher's daughter.

PRODUCTION HIGHLIGHTS. The smashing action, neat interpolation of comedy shots with melodramatic punches. Scene where Peter drinks the contents of strange bottle and subsequent events. His abduction by Grecovians. Bomb explosion. Climax.

EXPLOITATION ANGLES. You can promise patrons an hour's unadulterated high-speed farce and thrills entertainment that'll keep 'em all guessing. Feature leads.

DRAWING POWER. Has general audience pull, should please average fan.

SUMMARY. Comedy drama that slings along at a peppy pace, never falters, delivers the laughs incessantly, mixed with plenty of physical thrills. Kathryn McGuire and William Haines fine in the leads. Mostly farce, but doesn't neglect romance.

THE CAST

Peter J. Smith	William Haines
Alice Maynard	Kathryn McGuire
Princess Zola	Alma Bennett
T. B. Maynard	H. J. Ratcliffe
Ferdie	Bobby Dunn
Boy Prince	Frankie Darrow

Author, Douglas Bronston. Director, Eugene DeRue. Photographed by Kenneth MacLean.

SYNOPSIS. Peter Smith, writer for publisher Maynard, in love with latter's daughter Alice, is hectored by his employer because his stories lack thrills. A Maynard book, just published, "Downfall of Grecovia," angers the representatives of that country. Peter meets with a slight accident which impels him to drink from a strange bottle, and forthwith he plunges head-first into a maze of wild, exciting adventures, is kidnapped by Grecovians, escapes, finally settles down with Alice.

Kathryn McGuire, featured in "The Thrill Hunter" a Columbia production.

The Thrill Hunter (Columbia Pictures Corp.)

PRESS NOTICE

A SUPER comedy-drama, "The Thrill Hunter," containing more laughs and sensational punches than you could find in six ordinary pictures, is the leading attraction at the ——— Theatre on ———.

The story concerns a young author whose publishers complain that his stories suffer from lack of thrills. Incidentally, the said publishers have issued a book which offends the country of Grecovia, representatives of which seek revenge. The author is kidnapped by Grecovians and whirled through a variety of adventures that shoot over more thrills than he ever dreamed of. There's a pretty love romance, with Kathryn McGuire as the heroine.

CATCH LINES

Do you crave excitement and real thrills like this hero and heroine did? Then, don't fail to see this picture!

Regional News from Correspondents

Milwaukee

ART ROBERTS, assistant manager of the Milwaukee office of F. B. O. has during the past two or three weeks, added to his regular office duties the task of visiting exhibitors in cities adjacent to Milawukee. At the present time he is in charge of the local office while Sam Abrams, manager, is on a business trip through the Upper Peninsula of Michigan. Milwaukee.

Among the out-of-town exhibitors who dropped in to transact business and swap stories with film exchange managers along film row the past week were Danny Kelliher of the Princess theatre, Elkhorn; William Roube of the Grand, Port Washington; A. J. Maso of the Pavilion theatre, Fennimore; Harry Hatfield of the Strand theatre, Green Bay; Al Robarge of Merrill and A. J. Cooper of the La Crosse theatre company, operators of the Casino and Strand theatres at La Crosse, the Unique at Tomah and the Belle at Sparta.

M. J. Weisfeldt of Minneapolis, district manager for F. B. O. and Sam Abrams, manager of F. B. O.'s Milwaukee office will leave here March 27 for Hollywood where they will attend the F. B. O. sales conference.

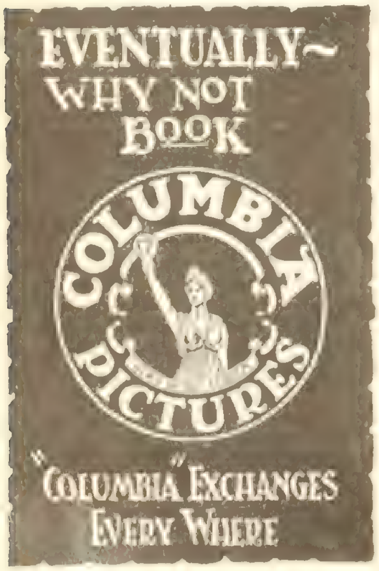
Stanley Brown, directing manager of Saxe's Strand, Merrill and Modjeska theatres in Milwaukee, was out of the city this week.

New York and New Jersey

THE "Pride of the East Side," as Mayer and Schneider term their new Hollywood Theatre, held its opening night on March 11th. Police reserves literally had to be called out to stem an estimated crowd of over five thousand East Side citizens who seemed at times to be ready to storm the doors in order to catch a glimpse of visiting stars and the new playhouse. When this writer arrived on the scene, the police were employing a number of taxi-cabs in the manner of "war tanks" to scatter the ever-increasing crowd.

The theatre is of the conventional one floor and balcony design and though the seating capacity is roughly estimated at 1400, there must have been easily 2000 people packed in the seats, foyer and aisles in response to the invitations extended by the management.

Messrs. Mayer and Schneider, Lou Goldberg, a number of their associates and Managing-Director Dave Lustig welcomed the guests which included Joe Unger of Paramount, William Raynor of Pathe, Bill Herman and Dave Brill from Universal, Nat Beyer and Arthur Abeles of Warner Bros., Emil Rosenbaum of the Big U., Richard Gladhill of the Fox Exchange, Harold Rodner, Mike Edelstein, Al Sautelle, Eddie Carroll, Irving Rothman and Lester Adler—the latter four from Pathe—H. Kram of F.B.O., George Dillon, P.D.C. Branch Manager, Abe Blumenstein of Commonwealth, Charlie Stombaugh of Pathe, accompanied by Mrs. Stombaugh, Jack Weinstein of the Paramount sales force, Milton Kronacher of Pathe, William and Harry Brandt, Charles Steiner, Miss Hertz of the Consolidated Amusement Co. and Nathan Burkan.



Among the visiting stars who contributed to evening's entertainment were George Walsh, Chas. De Roche, Wallie Van, Julia Faye and Edna Purviance. George Dillon made the introductions in an admirable manner.

Nathan Burkan, well known attorney, made the dedication address.

The many friends of John Hammill, District Manager for the Paramount exchange, will be glad to know that he is now at his home recovering from a serious case of peritonitis which occurred directly after the trip the Paramount officials made to Buffalo in January. According to the latest report, Mr. Hammill is getting along finely.

Marriage contracts are flying right and left among Union Hill exhibitors. Irving Rose who manages the Pastime in this thriving Jersey community recently signed up and is building a home up at Scarsdale, N. Y. Another man to put his name on the dotted line for a June ceremony—according to report—is Dan Burns who has charge of the Twin-State Theatre, also of Union Hill, N. J. Mr. Burns has recently paid a visit to his friend Jim Sheehan who now makes his home in Florida.

[illegible] Tilyou Theatre, opposite Steeplechase Park at Coney Island, will open on the evening of March 18th. E. H. Groth is to be the manager and the policy will be vaudeville and pictures.

Gus D'Stamatis and his brother have again added toi their Brooklyn holdings Last week they took over the Fulton Auditorium, an 800 seat house located on Fulton St. near Nostrand Avenue. A. Peskin was the former owner. This brings the D'Stamatis circuit up to five theatres. The other four are the Apollo, Parkway, Mapleton and Classic—all in the Sumner and Marcy Avenue section of Brooklyn.

The Lucky Star Theatre at 1st Avenue and 7th Street, formerly owned by the Schoens' has recently been added to the fast growing Mayer and Schneider circuit.

Even with its star pin toppler, Feature Sales Manager Pat Campbell, missing from the line-up, the Pathe bowling team won its first two matches in the Motion Picture Bowling League over Metro-Goldwyn and Producers Distributing Corporation

The five men selected by Manager L. S. Diamond made a total average for the evening's match play of 157 pins, which is considered remarkably good bowling.

Pathe's victory over Producers Distributing Corporation was by 136 pins in the single game played. In this contest Ed Kraemer was high man with 190. Then followed I. Wormser with 188, F. Hagetter with 164, L. McCarron with 152 and C. Christensen with 131. In the match with Metro-Goldwyn, won by Pathe by the narrow margin of 14 pins, Christensen was high with 183, Kraemer next with 164, Haggerty, 153, Wormser, 136, and McCarron, 112.

Owing to the epidemic of grippe which seems to be taking its toll from the various exhibitor and exchange organizations in this locality, there is a scarcity of news items regarding those concerned. However, Sam Perry of Englewood was in and looks as though he never had been confined to his home with a serious case of pneumonia. Sam is putting on some weight.

Messrs. Grobe and Nobel of New York City were also around doing some shopping. This prosperous pair of exhibitors will open their new 2500 seat Jackson Heights Theatre sometime this week.

Another caller was Maurice Roth who operates the Palace Theatre at Lakewood, N. J.

Up at the Fox exchange where "Buxy and his Gang" hold forth, there is a variety of news. As to the West Coast trip, it has been definitely decided that Harry Buxbaum, Dave Gross and Joe Lee will be the lucky tourists. A ranking salesman from each organization was also to be in line for the visit to the studios but up to the present this matter is still open.

"Izzy" Schmertz of the New York Fox branch has been chosen to fill the recent vacancy of manager at the Albany branch. The boys at the local exchange presented "Izzy" with a handsome humidor. Knowing Mr. Schmertz' fondness for the ponies, they chose a humidor decorated with the engraving of a horse and it is the wish of the entire sales force that "Izzy" may have better luck with this particular one-stepper.

Following a siege of sickness, Dave Gross' father passed away at his Brooklyn home last Thursday. The funeral services were held at the Brooklyn State Street Chapel at ten-thirty A. M. on Friday morning and was largely attended by friends and members of the family. Interment was made at Bayside Cemetery, Woodhaven.

Dave Gross, whom everyone around here knows as Harry Buxbaum's able assistant in the New York City territory, has been absent from his duties for the past week on account of his father's death.

Invitations have been sent out in connection with the opening of the recently constructed exchange building of the Fox Film Corporation. The new branch is located at 343 West 44th St., New York City and the 22nd of March will mark its opening. A buffet luncheon will be served between one and two o'clock.

The Universal Pictures Corporation announces its entrance into the Motion Picture Bowling League, and promises to be represented by a winning team made up of men from the Home Office.

Sam Maas of the Universal Accounting Department, is the team manager. Dave Bader, "U" manager of supplies, is the chairman of the bowling committee. Included in the squad are Charles S. Paine, Assistant to E. H. Goldstein; Frank Mastroly, assistant export manager; Martin Schiff, assistant exchange auditor; Gus Gardner, Carl Summell, Ralph Adeler and Bernie Zeeman of the Accounting Department; Tom Meehan and Paul Baron of the Publicity Department; George Epp, Projectionist; Abe Goodman, Big "U" exploiteer; Ben Blum, assistant purchasing agent; Rudy Ratke, Theatre Department and Tom Dunne, Sales Promotion Department.

Seattle

HAROLD HORNE, general manager of the Far Western Theatres, Inc., and assistant to Harry C. Arthur, Jr., of the Producers' Distributing Corporation theatre organization, left this city last week after having spent several weeks in the Northwest on a tour of investigation of the North American Theatre Corporation's houses in Seattle and Portland.

Ray Grombacher, owner and manager of the Liberty Theatre in Spokane, last week announced that he had taken over the ownership of the Hippodrome Theatre in that city, formerly operated by Maurice Oppenheimer. Mr. Grombacher planned extensive renovating of the house, and expected to reopen it under the name of the Columbia Theatre.

R. S. Stackhouse, manager of the Associated Exhibitors' Exchange in this city, last week received word that he had finished second in the national drive just concluded, and as leading man in the Northwest division will receive a trip to New York City as his reward.

Word was received here last week from Tacoma to the effect that E. R. Davis had disposed of his interests in the Proctor Street Blue Mouse and Paramount theatres in that city. Mrs. Grace Sandstrom now controls both of these houses.

Melvin G. Winstock last week joined Manager Carl Stearn's local Warner Brothers Exchange in a sales capacity. Mr. Winstock was formerly associated with Mr. Stearn in the Northwest when the latter represented Metro and Goldwyn, several seasons ago.

F. C. Weskil, well-known small town theatre operator of the Northwest, last week made it a straight half-dozen, when he purchased the Gem and Star Theatres at Sand Point, Idaho, from Jack Gardner. In addition to these houses, Mr. Weskil owns the Rose and Liberty Theatres at Colfax, the Rose at Garfield, and the Rose at Oakesdale.

Langdon "Butch" Wingham, sales representative of the local Metro-Goldwyn-Mayer exchange, returned last week from a several weeks' trip to Alaska.

Lou Hutt, Pathe News cameraman from the San Francisco territory, arrived here last week to replace Bill Hudson.

J. A. McMillan, owner and manager of the Congress and Senate theatres in Palouse, Washington, spent a short time on Film Row recently, and announced his plans for extensive remodeling of his houses this coming spring.

Seth D. Perkins, Inter-Mountain district manager for Metro-Goldwyn-Mayer, arrived in town last week for a conference with Frank Edwards, manager of the Winter Garden Theatre. Indications were that Mr. Edwards would purchase Mr. Perkins' stock in the Newman Theatres, Inc., at Spokane.

Tacoma theatre managers represented in the Theatre Managers' Association were entertained at an elaborate and spirited party at the Winthrop Hotel in that city last week by Walter Flint, new owner and manager of the Park Theatre. The party was staged in honor of Mr. Flint's installation in the association.

Salt Lake City

R. D. BOOMER, local manager for Associated Exhibitors, is still making Idaho.

Frank Hopkins has just been appointed West Coast Division Manager for Associated Exhibitors according to report.

Larry Lustig, District Manager for Warner Brothers, left the local office last week for Denver.

W. H. Rankin, local branch manager for Warner Brothers, is making a short trip to Idaho. G. C. Jones, newly appointed salesman, leaves this week on his initial trip.

The managers of the Louis Marcus enterprises have left for their trip to Atlantic City.

Harmon Peery of the Egyptian Theatre at Ogden, Utah, is making his visit to film row this week.

The Paramount theatre at Ogden, Utah, under the management of Emmet Sorg, has just had their big Three Manual Kimball Pipe Organ rebuilt and an orchestral unit added.

W. F. Gordon, manager here for Associated First National, has returned from the Montana territory.

Traveling Auditor R. A. McGuire, just completed his work at the Associated First National Exchange.

Ned Marin, General Sales Manager for Associated First National, is expected in this city soon to confer with the local branch employes.

R. C. Whicker, owner of the Delta Theatre at Delta, Utah, is signing up new business this week.

Ott Schmidt, operating the Colonial Theatre of Idaho, is also an exhibitor visitor here.

George Mayne, owner of the local Preferred Pictures exchange, is still in the Idaho branch. W. A. Calkins is now making Southern Utah out of this office.

Frank White, owner of the Real Art Theatre at American Fork, Utah, has been in securing new productions for his house.

W. T. Withers, F. B. O. salesman, finished a four weeks' trip into Montana, and is now leaving for Idaho. Joe K. Soloman is working the Wyoming territory.

Mathew Aparton, Universal branch manager here, is making a three weeks' trip into Southern Utah. Tony Hartford is still in his territory in Southern Utah, and Jimmie Beale is covering Idaho.

C. J. Sonin, purchasing agent for Metro-Goldwyn-Mayer is expected in this city within a few days.

Local Branch Manager Clyde H. Messinger is now busy in the Idaho territory making preparations for the big Educational drive which ends May 29th.

James R. Keitz is back to his managerial desk at the Greater Features exchange here, from a two weeks trip into Idaho.

J. R. Baxter, owner of the Lyceum Theatre at Spring City, Utah, is visiting the local film mart, as is T. M. Chesler of the Gem and Princess Theatres at Bingham, Utah.

Charles Epperson, Utah salesman for Famous Players-Lasky Corporation, is the proud possessor of a new Nash coach.

Much interest was manifested locally in the reported transfer of the entire Jensen-VanHerberg circuit of theatres. This involves the American and Rialto Theatres of Butte and the Liberty, Capital and Grand Theatres of Great Falls. Both these towns are served out of the Salt Lake City exchanges.

Carl Porter, manager of the Victory Theatre, entertained the personnel of the Famous Players-Lasky Corporation exchange this week at a theatre party.

Walter S. Rand, sales manager here for United Artists, has left for points around Boise, Idaho. Milton Cohn is making a short trip into Nevada, and Joe C. Dowd is in the office for a few days, after which he leaves for his territory in Idaho.

Al O'Keefe, Producers Distributing Corporation branch manager here, is making the key cities of Montana. Harry Kreiter is now in the Boise territory while C. C. McDermond is on an extended tour of Southern Utah.

In cooperation with M. Neilson of the Grand Theatre at Boise, Idaho, Branch Manager H. Bradley Fish of the Fox exchange here has arranged the details for installation of temporary projection equipment in the Boise High School.

Increase Your Business

A man who is an expert organist, pianist, musical director and presentation manager with *original* ideas in *music*, desires to *contract now* for *next* season starting September, 1926.

Making a specialty of turning theatres into THE BEST SHOW IN TOWN. Composer of the *first original score* that was ever published for a motion picture production.

Compositions published by the majority of prominent publishers, and used on "Thematic Cue Sheets."

His piano solos are a feature. His orchestra "effects" on the organ cannot be excelled.

His *original presentations* and "*effects*" will *enhance* and are *bound* to *increase business.*

With *many other original ideas* which would require too much space to tell here.

Theatres that can play attractions *one week* or longer preferred.

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Albany

JOHN GARRY, manager of the Empire theatre in Glens Falls, came out with something new in the way of announcement which concerned the arrival of a daughter at the Garry home on Sunday morning. Mr. Garry lost no time in telephoning his friends in Albany, including Alec Sayles and Mrs. C. H. Buckley.

All the motion picture theatres in Albany, were closed one afternoon last week, during the funeral of the late Mayor William S. Hackett.

C. H. Buckley, manager of the Leland and Clinton Square theatres in Albany, and who was operated on two or three weeks ago, is on the road to recovery and is expected to be out and about within a couple of weeks.

Leon Sanschagrin, who has just opened a new theatre in Saranac Lake, has placed his admission prices at the same figure as those of his competitor and both houses do not seem to feel each other's competition.

Austin Interrante, local manager for Warner brothers, is now a full fledged resident of Albany, having moved his family here from New Haven.

The Schine Brothers of Gloversville, have added another house to their chain, through acquiring the theatre that has been in course of construction in Lake Placid village for some time past. Myer Schine was in Lake Placid last week in going over the proposition. The house will open about May 1.

The Family theatre in Utica, will probably not be in shape to open much before the middle or latter part of April. The house is being built by John Augello.

George Dwore, of Schenectady, took a few days off this week and spent them in New York city on what he termed a combined pleasure and business trip.

Ed Lewin, a well known salesman in Albany, is now connected with the local exchange of United Artists, and will cover the northern field.

The past week brought several visitors along Film Row, but none more welcome than Lew Fischer, of Fort Edward, and his partner, Al Barton, of Ticonderoga.

Alec Herman, manager for First National here, is now to have a month which will be known as "Al Herman's Month."

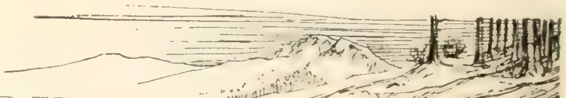
Alec Papayanakos, one of the old time exhibitors in northern New York, and now located in Canton, announces that he will sail for Europe on June 1, where he will spend the summer with friends in Greece.

Charles McIvor, with houses in Norwood and Norfolk, has just taken over another one which he is running in Madrid.

Ollie Cook, projectionist at the Community theatre in Catskill, by his presence of mind, averted what otherwise might have been a panic at the theatre the other night when several roles of film were destroyed by a fire that started in the booth. Mr. Cook left the booth and closed the door behind him, and the whole thing was so well handled that the audience knew little or nothing of what was transpiring until it was all over.

The new Liberty theatre in Watertown opened last Monday night under ideal conditions, with Fred Perry in the capacity of manager. The house is owned by Carl A. Phillips, but it is understood that Fred Zimmerman, of Buffalo, is also interested in the venture. Mr. Perry has handled other houses in Watertown.

Canada



R. J. ROMNEY, general manager of Vital Exchanges of Canada, Limited, St. Johns, N. B., has announced the appointment of George A. Balsdon as manager of the Toronto Vital office in the Hermant Building, 21 Dundas Street East, Toronto, in succession to William J. Melody, formerly of St. Johns.

Maurice Milligan of Toronto, general manager for Famous-Lasky Film Service, Limited, has just made a tour of the Famous exchange branches in Western Canada.

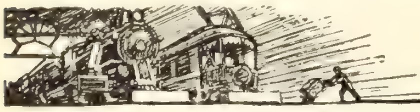
R. C. Wilson, who has been with the Fox Film Corporation at Winnipeg, Manitoba, has been appointed Fox representative for the Province of Alberta with headquarters at Calgary, Alberta.

Major A. S. Hamilton, chairman of the Ontario Board of Moving Picture Censors, Toronto, has been quite ill for a number of days.

The hockey team of the Famous Players Canadian Corp., Toronto, won the Commercial championship of the Toronto Hockey League by shutting out the Banfield team 3 to 0 in the final contest on Thursday, March 11, taking the trophy which is emblematic of the title. A big crowd witnessed the playoff, including such notables as N. L. Nathanson, managing director of Famous Players Canadian Corp., T. J. Bragg, Comptroller of the corporation; J. Berman, general manager of United Artists Corp., Limited; Thomas Daly, manager of the Tivoli Theatre; Archie Laurie, representing Pathe; Harold Ash, and many others.

Henry Morton, owner of five moving picture theatres in Winnipeg, Manitoba, is going to get married in April, it has been announced, the bride being a Winnipeg girl. Film exchange managers and exhibitors of the city are already preparing for the happy event. Mr. Norton has the Wonderland, Crescent, Gaiety, Monarch and Park Theatres of Winnipeg.

Benjamin Self has disposed of his interest in the Westholme and Empress Theatres at Prince Rupert, B. C., these having been operated by the Prince Rupert Amusement Company, of which he was principal stockholder. Paul Alvazoff of Vancouver, B. C., has acquired Mr. Self's interest and S. P. McMordie will continue as manager of the two theatres.



Kansas City

THE M. P. T. O., Kansas-Missouri, probably will be moved from 118-20 West Eighteenth street to a suite in the new Hotel President, Fourteenth street and Baltimore avenue, in the near future.

The Rainbow Theatre, Kansas City, has been purchased by W. A. Millberger from J. H. Kelley. A. Baier, who is constructing a new theatre at Twenty-seventh and Troost avenue, Kansas City, announces that an Artic Nu Air cooling system will be installed.

The Casino Theatre, Excelsior Springs, Mo., has been purchased by the Midwest Film Distributors, Inc., of Kansas City, from R. B. Christian, who will retire.

Among the out of town exhibitors in the Kansas City territory this week: Harry McClure, Strand, Emporia, Kan.; W. D. Fite, Kansas circuit owner; W. P. Cuff, Strand, Chillicothe, Mo.; M. W. Hubble, Hubble Theatre, Trenton, Mo.; J. A. Houseley, Calhoun, Mo.; H. Hill, Belton, Mo.; M. W. Wagner, Eureka, Kans.; Frank Weary, Farris Theatre, Richmond, Mo.; Meyer Brothers, Slater, Mo.; H. Smith, Minneapolis, Kans.

F. W. Gebhardt, new Pathe branch manager, announced that Lawrence Prosser and Earl Oshel have been added to the Kansas City sales force. J. A. Epperson, whom Mr. Gebhardt succeeded, left for Salt Lake City, where he will take charge of the branch office for Pathe.

"Red" Jones, Educational salesman, has resigned to accept a position with the Artic Nu Air cooling system branch in Kansas City. E. S. Pinnell, Educational salesman, also has resigned, but his future plans are uncertain.

R. S. Ballantyne, Pathe southern district manager, held a series of meetings at the Kansas City branch.

C. E. Senning, Educational branch manager, is out in the territory.

Houston

KARL HOBLITZELLE, president, Interstate Amusement Co., and R. J. O'Donnell, his traveling representative, arrived in Houston early this week to discuss summer plans.

They will also make arrangements for Elliot S. Forman, Palace manager, to leave for the East to assume general managership of Ewing and Wilcox, operators of five stock companies.

The date for the closing of the Palace for the summer will depend upon the weather and the crowds, according to Mr. O'Donnell.

The Majestic will continue its picture and vaudeville policy during the summer. The personnel of the Majestic will care for the management of the Palace without a man being named in Forman's place, O'Donnell said.

W. L. Wessly, Dallas film man, is in town for a short business trip with local theatre managers.

Morris Schummerman of the Strand made a flying trip to Dallas last week. Mr Schummerman attended to some personal matter and film business while in Dallas.

Harry Van Demark, City Manager for Publix theatres, is out of the city attending the annual convention of theatre managers in Atlantic City. Mr. Van Demark will be away for ten days.

Eddie Collins, of Galveston, City Manager for Publix theatres passed through Houston enroute to Atlantic City to attend the annual convention of theatre managers.

J. J. O'Donnell well known showman passed through town enroute to east Texas. Mr. O'Donnell spent the winter in Beaumont, Texas.

Detroit

MAX GOLDBERG, the well known theatre decorator. who has done most of the work on the Kunsky and Butterfield theatres, was killed last Tuesday while motoring back to Detroit from Owosso where he went to make the final inspection of his work in the New Capitol theatre. His car collided with a freight train, both he and one of his painters being killed.

A fire at the Jewel theatre in Detroit destroyed about $75.00 worth of film and other damage amounting to a total of about $250 last week. It was said that bad wiring caused the fire.

Ray Moon, Universal branch manager announces that a rousing sales convention will be held at the Book Cadillac hotel March 22, 23 and 24 for this district.

Bill Stanton, who will be remembered by all in his capacity as office manager of the local Paramount exchange, has associated himself with the Charles H. Miles circuit as general manager.

Herb. Straub, director of Herb and his Bunch, will leave Kunsky's State theatre this week. As yet he has not announced his future connection.

Workmen are busily engaged these days in remodeling the Mt. Clair theatre, in Detroit which has been renamed Ideal. It will be opened soon by S. P. Flayer, owner.

Herbert W. Traver, manager of the local United Artists exchange visited the New York Home office last week.

Carl Shalit, salesman for P. D. C. had the opportunity of displaying his driving ability last week when the Regent theatre in Port Huron had a mis-out. Carl made the 75 miles in an hour and twenty-five minutes arriving five minutes before the theatre opened.

John Golden, owner of the Virginia theatre in Brightmoor, Mich., announces the opening of his new theatre, now under construction in this town, by the first of May.

Harry Lloyd, for the past two years salesman in this territory for Associated Exhibitors will leave this connection to join the sales staff of Pathe in Des Moines, Ia.

Albert P. Kaufman, former exploitation manager in Michigan for Metro-Goldwyn-Mayer, has been added to the station staff of WJR.

With the opening of the Capitol in Owosso by the Butterfield Enterprises that city now has three houses, two of which the Strand and the Lincoln are being operated by Angell & Codd and the Capitol by Butterfield. Angell & Codd took over the Strand from the Brewer interests some months ago.

Announcement has just been made from the Butterfield offices in Detroit of the settlement of a law suit which has been pending for some time, in relation to the clearing up of the title to the property in Flint upon which the new Capitol theatre is to be built, and work will commence in the next month.

John H. Kunsky is expected back from California in time to attend the first annual convention of the Publix Theatres Corp., scheduled for the Ambassador Hotel March 16 to 18.

The George Koppin Co., operating extensively in theatres and real estate, are now in greatly enlarged quarters occupying the entire 3rd floor of the Peninsular Broadway Building, Detroit.

Cleveland

MESSRS. Platt and Smoots of Mt. Vernon, Ohio, have combined their separate theatre interests, and, in addition to the houses individually operated by them, have taken over the Memorial Hall, which has 1077 seats, to operate it as a motion picture theatre. Smoots formerly operated the Vine theatre in conjunction with Mr. Harris. Platt had the Lyric. The combination of interests was made for the purpose of bettering buying conditions.

Paul Gusdanovic, local motion picture circuit owner, recently purchased the Regent theatre, Buckeye Road and East 116th St. He has concluded another deal whereby he acquires ownership of two lots in the rear of the Regent theatre, and is now having plans prepared for increasing the size of the Regent theatre. The seating capacity will be increased from 1000 to 1800 seats. A stage is to be built. A new lobby, new front and new decorations are included in the proposition. Gusdanovic also owns the Orpheum, Norwood and Corlett theatres. The Orpheum is a downtown house. The others are neighborhood theatres.

The Cleveland Motion Picture Exhibitors Association held its March monthly meeting at the Statler Hotel. The main topic before the association was a discussion of routes to be taken to California to attend the national exhibitor convention.

Milton Korach, manager of the Kinsman theatre, one of the units of the Broadway theatre circuit of this city, was one of the winners of the First National exploitation prizes.

George Zegiob, who owns and operates the Dreamland, Paris and Cozy theatres in Lorain, has just returned to his home after spending three months in various hospitals. He is reported to be in better health than he has been for a long time but is still far from well.

George Shelter opened his Opera House, Middlefield, last Saturday. The Opera House has been closed all winter.

Sam Schachtel, of the "Y" theatre, Cleveland, is on his way out to California, for a vacation.

Sam Berger, manager of the special representative department of Metro-Goldwyn-Mayer, was in town last week with his clean-up crew of four high powered salesmen headed by Paul Berger.

W. J. Morgan, P. D. C. salesmanager, Carroll S. Trowbridge, Christy representative and Cecil E. Maybury, Chicago district representative were all in Cleveland last week-end to attend a central division meeting. J. J. Harwood, vice president of the M. P. T. O. of Ohio, and P. J. Wood, association secretary, were guests at the luncheon given in honor of the occasion.

Albert E. Ptak of the Lyceum theatre is in Florida. Some business took him there, but it's mainly a pleasure trip.

Morris Kaplan, of the Camera theatre, is taking his annual six weeks' trip to Boston.

The Royal theatre, Akron, has changed hands. John Wolf has sold the house to John Mock. Mock also operates the Victor theatre in Akron.

Charles Ellison, Joe Greeley and S. Schultz have acquired the Glenside theatre, Cleveland, from B. Schwartz, the former owner.

The Rosa theatre in Toledo changed hands last week. J. H. Waterbury and T. M. Boggs sold the house, but the name of the new owner has not been announced as yet.

Milton Kaplan, of the Cleveland Warner Bros. sales force, has been transferred to the Boston office of the same company.

F. H. Hathaway has severed his connections with the local Metro-Goldwyn sales force to become affiliated with the local F. B. O. exchange.

The Film Exchange Bldg. register shows a paucity of out-of-town exhibitor visitors for the past week. Among them, however, were John Kumler, Pantheon, Toledo; George Fleischman, World, Toledo; J. A. Martin, Pastime, Berea; N. D. Schwarm, Grand, Massilon; F. C. Reinecke, Paramount, Akron; Henry Rosenthal, Ohio, Ravenna; E. C. Lair, Louisville theatre, Louisville; Oscar Smith, Apollo, Oberlin, and Paul Mueller, Casto and Palace theatres, Ashtabula.

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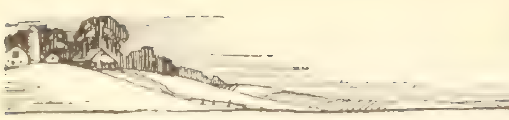
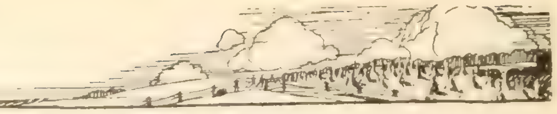



Minneapolis

P. G. HOLMES is showing pictures in Woodman hall, Brocket, N. D., recently purchased from V. F. Becvar.

The Family theatre at Letts, Ia., is now in the hands of L. Brookhart, having been purchased from A. D. Crumley.

Stanley G. Fuller has sold the Strand, Jewell, Ia., to John R. Forseman.

Buddy Stuart was in town last week as exploitation man for Associated Exhibitors.

The Central Opera House at Marathon, Wis., has been taken over by the American Legion post.

Harold Larson has taken the Cashton, Wis., opera house from Leonard Wavra.

H. J. Canaar, Mondovi, Wis., exhibitor, is ill in Sacred Heart hospital, Eau Claire. He operates the Opera House.

Saxe Amusement enterprises are dickering for the Neenah theatre at Neenah, Wis., it is reported.

United Poster exchange, Minneapolis, has been sold by Sam Levinson to Exhibitors Poster company. Levinson will handle second hand theatre equipment.

First National has announced prizes for the best campaigns on its product awarded to R. S. Touney, Rialto theatre, Fort Dodge, Ia., and John De Marce of the Viking, Benson, Minn.

George E. Guise has been stirring things up at the Minneapolis Pantages since he became manager and has put over some special exploitation work.

The Iowa Theatre company which recently bought the Gem at Oelwein has purchased the Rex at Manley, Ia.

West Salem, Wis., has a new theatre owned and operated by M. J. Benjamin formerly of Fairfax, Minn.

C. B. Closen of the Green theatre, Anoka, Minn., and Mrs. A. L. Watson, of the Happy Hour at Excelsior, Minn., paid their usual visits to Minneapolis last week.

N. C. Rice, Des Moines manager of Film Booking Offices, was in Minneapolis over the week-end with Mrs. Rice.

R. O. Pepper of the Bide-a-Wee theatre at St. Croix Falls, Wis., motored over to Minneapolis film headquarters on business.

Dave V. Chapman, booker of Film Booking Offices, has resigned to take a similar position with the Pathe organization.

Minneapolis and Milwaukee offices are tied for first place in the F. B. O. month competition which ends March 28 in the Mid-west district.

Eph Rosen, Minneapolis F. B. O. manager, back from a trip to North Dakota reports conditions better there than they have been since 1920.

John Pillar of the Pillar theatre, Valley City, which he opened last fall, is coming to be known as the man who has 100 per cent cooperation from the merchants and other interests in his city from the public officials down. Several of his children are assisting him in the operation of his new house.

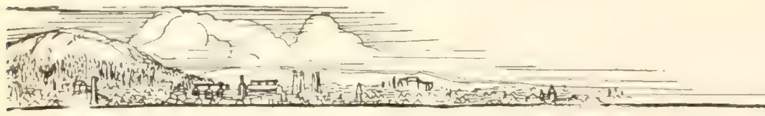
Ben Ferris of Finkelstein & Ruben's general officers has been in Fargo for several days.

Theodore Hays is back from his vacation trip to Bermuda. He is general manager for F. & R.

Harold Finkelstein of the general staff of Finkelstein & Ruben is back from his honeymoon in Cuba.

Herbert Lawrence has been temporarily assigned to the work of Ray Quale of the Strand theatre, St. Paul, an F. & R. house. Quale has been ill for some time.

Bert Goldman, veteran booker of Finkelstein & Ruben, went to the hospital recently for an operation. He is reported progressing rapidly toward health and a return to the iob.



Butte

L. O. LUKAN, Western Division sales manager for Associated First National, arrived in Butte last week from his headquarters in San Francisco enroute east to confer with J. J. Harrington and V. Stewart.

W. J. Heinman, manager for the local Universal office here, has just returned from a jaunt over the state.

At Helena, Charlie Hartwig, of the Marlowe theatre, has been confined to his home with flu. At the last report he was well on the road to recovery.

Will Steege, of Great Falls, is one of the busiest theatre men in the state. He not only operates the Liberty theatre, which is one of the largest and most beautiful theatres of the state, but he runs the Capitol as a movie house and holds The Grand for the road shows with a combination of pictures and vaudeville.

Mr. White, who has made the Alcazar Theatre a credit to Great Falls, plans to open the Palace Theatre in the near future. At present he is having it entirely redecorated. He plans to rename the theatre "The Rainbow".

L. A. Davis, Salt Lake City Manager for F. B. O., has been in Montana and his salesman, W. T. Withers, who usually covers the Montana territory, is in the city to confer with him.

L. L. Savage, Pathe Inspector Booker out of the Salt Lake office, arrived in Butte to give the Pathe office the once over.

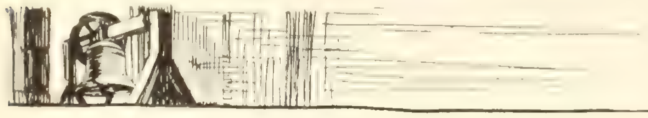
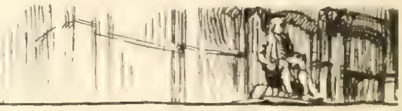
Branch Manager L. J. McGinley, who formerly sojourned in Montana but is now with Famous Players, has been in Butte the past few days.

The Metro-Goldwyn-Mayer Manager, Joseph F. Samuels of Salt Lake City, is in Montana and expects to remain for a week or two.

Wm. Hughardt, the popular manager of Pathe in Butte, has been on a tour of the state that took him as far east as Livingston. During his absence Claude Hall, the Pathe Booker, was at the helm.

At Logan, Montana, Johnson reports that his school closes in March and that it will also close his theatre for the summer vacation.

At Manhattan, the Kid Theatre has recently been taken over from the Manhattan State Bank, by L. E. Hayes and his son, Ed. At present they operate a creamery at Manhattan.

Philadelphia

SAM STIEFEL, of the De Luxe Exchange, has been appointed a member of a committee of arrangements for a testimonial dinner to be given in April to Joseph M. Seider, president of the M. P. T. O. of New Jersey at the Robert Treat Hotel in Newark.

Harry Dembow and G. G Gregory have joined the Philadelphia sales force of Warner Brothers.

Jack Fisher, who was for many years short subject booker for the Stanley Company, died in the Lankenau Hospital following an operation for appendicitis. He was 27 years old and is survived by a wife, one child and his parents.

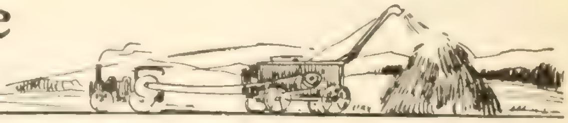
The employees of twenty theatres in South Philadelphia representing the South Philadelphia Exhibitors' Association, recently held a "get together" at the Alhambra Theatre. After a vaudeville entertainment, pictures and dancing, refreshments were served. Charles Shissler, manager of the Stanley Company's Broadway Theatre, gave a talk on theatre management and courtesy.

Lew Goldstein, proprietor of the Rialto Print Shop, is seriously ill in the Polyclinic Hospital.

Hunt's Theatres, Inc., recently purchased Blaker's Theatre property in Wildwood from George Glick. The Hunt interests held a twelve year lease on this theatre. The company will operate the theatre as heretofore and will alter it for year-round patronage.

The sales force of Associated Exhibitors has been hit by an epidemic of grippe. Sam Hockfeld, Harry Wiener and Charlie Hite are confined to their homes while Misses Lorenz and McLoughlin of the office personnel have been absent from their duties about two weeks.

Mike Landow, sales manager in the Philadelphia office of Paramount, is recovering from a severe attack of bronchial grippe.



Des Moine

ART JOHNSON, booker of the First National office, was ill for several days last week. He had an attack of tonsilitis.

John J. Homan has bought the Opera House at Villisca The theatre was owned by the American Legion at Villisca.

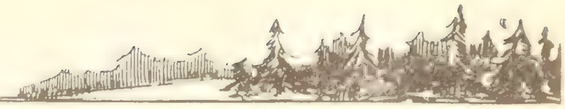
A number of theatres may be added to the chain of houses owned by the Eastern Iowa Theatres Company, was the report given by Mr. Niles of that corporation when in Des Moines last week. Negotiations with the owners of the theatres are now in process but no definite announcement can be made as yet.

The exchange staffs of Producers Distributors, Premier and Educational have been suffering from painters colic since their offices in the Film Exchange building have been redecorated.

Amateur performances have been added as an attraction at the Casino Theatre, Des Moines. The Casino is one of the theatres owned by Abe Frankel, one of the veterans of the picture and amusement business.

Visitors in Movie Row were Mrs. Della Gilbert of the theatre at Stewart, Mr. Puffer of Puffer & Stephens of the Orpheum at Webster City and Byron Watson of the Grand at Knoxville who made his weekly round of the offices.

South East



T. G. LEITCH, president and general manager of the National Amusement Company, Greensboro, N. C., has just recovered from a severe attack of "flu".

Earle Griggs, Universal Exploiteer, is in Charlotte.

The United States Film Transport Company has inaugurated film delivery service out of Charlotte, the same beginning the week of March 1st. This company is controlled by the Rosen Film Transport Company, of New Haven. The managers and exhibitors are very much pleased, so far, with this service.

E. J. Smith, general manager of **Associated Exhibitors**, was a Charlotte visitor the past week at which time he had several conferences with R. T. Goode, manager, and the sales force.

James (Jimmie) Granges, sales manager of Fox Film Corporation, and George Fuller, were Charlotte visitors the past week at which time John Fuller was installed as manager and Walter Price was transferred to the Washington office.

Ken Finley and Ken, Jr., of the Opera House, Goldsboro, N. C., were in Charlotte the past week. Mr. Finley stated that his working arrangements with the S. S. Stevenson Enterprises, in connection with the North State Theatre, Goldsboro, N. C., had been terminated. Mr. Finley will now look after the Opera House exclusively.

It is reported that Jack Marcus and H. J. Paradis have taken over the Wanda and Temple Theatres, Sanford, N. C.

The Aro Amusement Company, it is said, has taken over the Oasis Theatre, Kingston, N. C., as well as the Montgomery Theatre, Spartanburg, S. C. B. S. Aronson, of Raleigh, is president of this company.

E. D. Turner, president and general manager of the Carolina Theatres, Inc., was a Charlotte visitor the past week stopping off for a day to arrange bookings for his theatres, of which he was making a general inspection. Mr. Turner stated business was very good and that he had several prospective theatres in view.

H. J. Paradis and Mr. Jack Marcus were Charlotte visitors the past week arranging bookings for their circuit of theatres.

H. P. Howell, of Smithfield, N. C., and Mt. Olive, N. C., was a Charlotte visitor the past week looking for new product and setting in dates.

U. K. Rice, manager of the Colonial Theatre, Winston-Salem, N. C., was along film row the past week looking up new product and setting in dates. Mr. Rice was very enthusiastic over their new house and stated that business was fine at the present time.

Claude Webb, of the Webb Theatre, Shelby, N. C., paid several visits along film row early this week.

A. B. Braswell and T. L. Morris, manager and owner of the Palace Theatre, Winnsboro, S. C., and the Palace Theatre at Chester, S. C., were in Charlotte on Thursday.

C. G. Henderson, of the Pastime Theatre, Marshall, N. C., was in Charlotte the past week booking pictures and taking care of business generally.

H. C. Crawford, of the Academy Theatre, Kingstree, S. C., spent a few days in town this week visiting the different exchanges.

C. A. Anderson, salesman for Universal, Charlotte, is again able to be out after a severe illness.

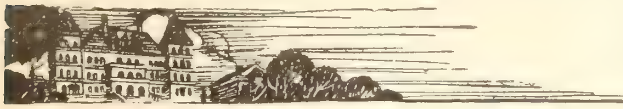
O. F. Sheely and Doctor Young, who operate the Casino Theatre, Clinton, S. C., are building a new theatre in Laurens, S. C., with a seating capacity of about 800. This theatre will also contain a balcony for colored people.

There were a large number of film men from Charlotte who went to Asheville to attend the opening of Ed Turner's beautiful theatre in West Asheville, N. C. West Asheville is the seventh theatre in this rapidly growing circuit.

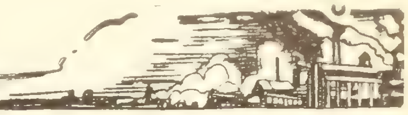
W. W. Anderson, of Pathe, Atlanta, Ga., stopped off Sunday in Charlotte to spend the day with his brother who has been severely ill. Mr. Anderson was en route to New York.

Walter Griffith, of the United States Film Transport Company held a meeting of the bookers and cashiers of the Exchanges, outlining the handling of film by this company.

C. W. Drace, former owner of the Grand Theatre, Greer, S. C., is building a new suburban theatre in Greenville, S. C. This is to be a Community Theatre for one of the mill sections in Greenville. The new building is designed especially for a theatre and will be equipped throughout with modern equipment.



Atlanta



FOLLOWING a grave illness that brought him peremptorily from Tampa where he was engaged in major real estate enterprises. William Oldknow, is convalesing satisfactorily. This veteran film man recently turned over his various film enterprises to his capable son, Oscar Oldknow, and transferred his activities to real estate in Atlanta and Tampa.

Dan Michalove, generalissimo, of Universal' forces in the South, is making a swing around the territory.

Exploiteer D. C. Haug, whose prime ambition is to glorify the Metro-Goldwyn banner, landed at the local exchange early this week.

C. W. Drace is soon to open a new theatre in Greenville, S. C. The house is to bear his name—the Drace Theatre. It is to have the most modern equipment and attractive appointments.

Jimmy Hicks, one of the best known and most popular young film men in the South, is now under the Warner banner.

S. W. Randall, formerly of the Bibb Manufacturing Company at Porterdale, Ga., has acquired the Lyric Theatre in Covington and will personally handle the management.

Fred Brittian of the Harold Theatre at Boynton, Florida, was making the rounds of Film Row this week.

Sam Dembow and Bill Saal of the Publix Theatre Booking Department, New York, made a flying trip South late last week.

C. M. Maxfield, prime factor in the Carol Gables Theatre, has been in Atlanta perfecting final details preliminary to the opening. It is expected to open about April 15.

Arthur Lucas expects to leave late next week for the Public Theatre convention to be held in Atlantic City.

Milton Jones is back on the job at Liberty, minus a few pounds, since his wrestle with a stubborn case of influenza.

T. E. Watkins of the Strand Theatre at Montevall, Ala., was in this week setting play dates.

J. H. Butner, Educational manager in Atlanta, is out in Florida territory.

Miss Elise Hicks has been named secretary to Arthur Lucas.

Leander Boston, special representative for Liberty, is now busy in the Atlanta exchange.

M. A. Stubbs is soon to open a new 400-seat Theatre in Thomaston, Ga.

Stough Brothers of Davidson, N. C., are building a new theatre at that point.

J. J. Judkins and J. J. Drueschall of the Allapatta Theatre at Allapatta, a suburb of Miami, were buying pictures along Film Row this past week.

Roy L. Thompson, who hands out picture entertainment in Perry, Ga., made a brief visit to exchanges this week.

Mrs. M. J. Paxton of Folkston, Ga., recently conferred with a number of exchanges, managers and bookers.

Bert Johnson of the Magnolia Theatre at Titusville, Fla., is stepping out with new equipment for his theatre.

M. G. Weaver of Collinsville, Ala., is treating his theatre to a new Easter wardrobe—new equipment throughout and new appointments.

Floyd Evans, Metro-Goldwyn cashier, is to become office manager, succeeding George M. Jones, who is leaving the Metro-Goldwyn company this week to join Producers' Atlanta exchange.

Arthur C. Bromberg, head of Progress Pictures in the South, is in Florida this week.

George Allison has had a busy week keeping pace with his dynamic general sales manager, Jimmy Grainger.

W. A. Sanges, Atlanta manager for Progress, is out in Alabama territory.

Jimmy Hanlon, Metro-Goldwyn manager for Atlanta, was rushed to St. Joseph's Infirmary Monday afternoon with a well developed case of pleurisy. Quick handling spared him serious consequences.

E. E. Lenehan, division manager for Producers Distributing Corporation in the South, paid a brief visit to the Atlanta branch this week.

The Molly Mays! The Molly Mays!
In these Violet Mersereau frolics and plays.
Not a dull second! Assured of your praise.
The Molly Mays! The Molly Mays!

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Buffalo

AN entire panel of jurors was exhausted the other day in Niagara Falls in an effort to get a jury to try union men charged with violating the city charter in picketing the Strand and Cataract theatres. The men charged with picketing the Bellevue will be tried at a later date. The case of only the two accused of picketing the Strand and Cataract was called first by agreement of the attorneys and the court. Present in the courtroom ready to testify as witnesses for the prosecution were the patrolmen who made the arrests, Police Superintendent John A. Curry, Charley Hayman, George H. Mackenna, William Simons and Edwin O. Weinberg of the Strand and Cataract theatres; Herman Lorence and Clayton Pfieffer of the Bellevue and a stockholder of the latter theatre. The trial was continued as soon as the jury was completed.

Police and federal authorities are investigating the authorship of a black hand letter received through the mail by Arthur Haendeges, director of the orchestra at the Bellevue theatre, Niagara Falls. The letter raid:

"This note is to notify you to leave city at once if you don't want to be covered by a stone in the cemetery. I will give you 24 hours to do so at most." He did not comply with the order to leave the city and he has received no further threats nor has there been any suggestion of violence against him or any other member of the orchestra. Haendeges assumed the leadership of the new orchestra in the Bellevue following the strike of union musicians, stage hands and motion picture operators there several months ago. Herman Lorence, manager of the Bellevue, turned the letter over to Detective George H. Callinan.

The Robbins' Little Theatre has closed in Ithaca, N. Y., terminating a ten weeks' contract a week before it expired. Albert Robbins, who has returned to Syracuse, took over the Conservatory of Music auditorium, January 4, signing a ten weeks' contract. Before leaving town, Al intimated the project has not been a financial success. So the Ithaca Little Theatre experiment ends.

Electric wiring became short circuïted and started a blaze in the Lyceum theatre, Ithaca, N. Y., the other day. An alarm brought all of the downtown companies and they made short work of the flames. Those in the house at the time filed out without confusion.

J. H. Michael, chairman of Buffalo Zone, Motion Picture Theatre Owners of New York, has called a meeting of the members to be held Tuesday, March 30, in the Hotel Statler, Buffalo. There will be a luncheon at 1 P. M., to be followed by business meeting at which time the recent affiliation with the Hays organization and the new uniform contract will be discussed. A large attendance of exhibitors is expected.

Clifford C. Smith, well known Rochester theatre man, has been appointed manager of the Corinthian theatre in Kodak Town. The receivership has been settled and the house will be conducted by the Rochester-Corinthian company, the officers of which are: I. H. Herk, president; Howard Clapp, secretary, and Mr. Smith, treasurer and manager.

John Neyman, 18 years old, 751 East 12th street, is being held in Erie, Pa., on technical charges of disorderly conduct while more serious charges may follow. Neyman was arrested in the Regent theatre after Frank Fairgraves, manager, asserts he yelled "Fire!" A near panic was averted by prompt action of Mr. Fairgraves, who assured the audience there was no fire in the place.

The deal through which Walter Hays, vice president of the Mark-Strand interests, was to have leased the new theatre to be built by Simon Wertheimer on Hertel avenue, has fallen through. It is understood the house may not even be built. Discussing reports that the Strand interests will build a new house in Syracuse, Mr. Hays said such reports were decidedly premature and as for the Robbins-Strand deal being off, declared it was never on. So that's that.

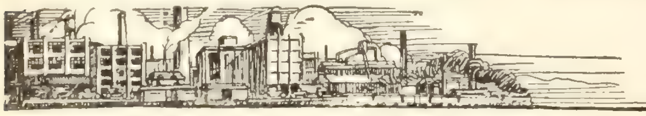
William A. Calihan of the Eastman Regorson interests in Rochester has returned to his desk after two weeks' illness. Twenty-seven employes of the Eastman-Regorson comapnies were off sick last week.

Frank S. Hopkins, well known in Buffalo exchange circles with which he was identified for many years, has been appointed western division manager for Associated Exhibitors. This is welcome news to his Buffalo friends.

Al Teschmacher, booker, at Associated Exhibitors' local office, is laid up with the grippe. Jack Lyons, Educational salesman, is suffering with fallen arches. He attributes it to standing in lobbies waiting for exhibitors.

Leo Murphy, Associated Exhibitors salesman, is celebrating the arrival of stork for a second time at his home. Looks like Leo is out for one of those big family medals.

Elmer Lux has been voted a prince of good fellahs by the girls of the F. B. O. office but is not so popular with the salesmen. Elmer won a $50 prize in a recent booking contest staged by F. B. O. On receipt of the check he staged a banquet in the Como restaurant for the girls of the office but did not invite the salesmen.



Denver

HARRY SCOTT, general sales manager for Pathe, spent two days in Denver in general conference with all Pathe employees of the Denver territory. He was accompanied by Frank Harris, district manager.

Fred P. Brown, former manager of Metro-Goldwyn and of late the owner and manager of the Mission and Pearl Theatres of Denver, has just returned from a business trip to New York City.

Harry Lustig, western district manager for Warner Bros. spent several days in Denver last week, visiting Charles R. Gilmour, the local Warner Bros. manager.

M. W. Kessey, who operates the theatres in Victor and Cripple Creek, Colorado, is about to open a new theatre in Littleton, Colorado, which will be known as the Rialto. This theatre has a capacity of 500 seats and will be opened about the first of April. This makes two theatres for Littleton, the opposition being the Blue Bird Theatre.

Field Carmichael is back in Denver after several years absence. He will be associated with First National as sales representative for the Denver territory.

Jim Lynch, manager of the Laramie, Wyoming, theatres and president of the Wyoming Theatre Managers Association spent several days in Denver this week visiting the exchanges.

J. H. Hurschman has resigned as sales representative for the Denver branch of United Artists, and gone East where he will be associated with Paramount in the same capacity.

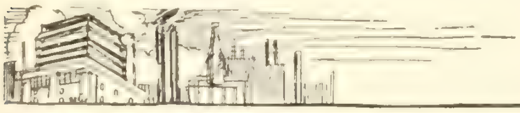
Frank Garlock of the Garlock Opera House in Custer, South Dakota, spent a short time in Denver visiting the exchanges while en route to Phoenix, Arizona.

B. P. McCormick, who has just bought the Opera House in Canon City, Colorado, spent a few days in Denver arranging for future service, last week.

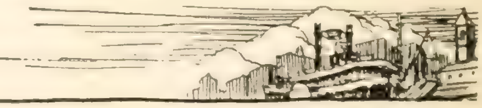
Fred Savage has accepted a position as sales representative for United Artists in Denver, succeeding J. H. Hurschman, resigned.

Binton Footman, one of the owners of the Burns Theatre in Colorado Springs, Colorado, was seen along Film Row last week. Mr. Footman is just recovering from a broken shoulder, as a result of a fall down the main stairway of his theatre.

Sam Henly, Metro-Goldwyn salesman, has just returned from an extensive trip into the New Mexico territory.



St. Louis



HARRY STRICKLAND, Southern Illinois salesman for United Artists will be back on the job within a week or ten days. Recently Harry was transferred to the Los Angeles office in order that he could visit his mother who has been seriously ill.

The Rex Theatre, Spillertown, Ill., will open on March 22.

Frank Barnes has opened his splendid new Strand Theatre at [illegible] Ill. It seats about 500 persons and is strictly modern in every way.

Lew Bent salesman for F B. O hsa been laid up by an attack of rheumatism.

C. D. Hill, district manager for Producers Distributing Corporation, has gone to Omaha.

Manager Scullev of Metro-Goldwyn spent much time out in the territory. Tom McKean of F. B. O. also made several Southern Illinois key cities.

Russ Denny of Carrollton, Ill., has taken over the Grand Theatre at Jerseyville, Ill. He will operate it in connection with his Carrollton house.

J. S. Wolf, auditor for Producers, dropped in on a routine tour of the Mid Western exchanges of the company.

Walter Brown, booker for Producers has resigned. Joe Uxa formerly with Educational has filled the vacancy.

Jules Levy, a special representative for United Artists, is in town.

Out-of-town exhibitors of the week were: S. E. Brady, Cape Girardeau, Mo.; Henry Lowry, Highland, Ill.; S. E. Pertle, Jerseyville, Ill.; John Rees, Wellsville, Mo.; Mr. and Mrs. Rodgers, Cairo, Ill., and Poplar Bluff, Mo.; Curley Lawson, Mount Olive, Ill.; Oscar Wesley, Gillespie, Ill.; S. Roman, Benld, Ill.; Elvin Weeks, Staunton, Ill.; John Pratt, Fulton, Mo.; C. C. Calvin, Washington, Mo., and Bob Hickman, Greenville, IllI.

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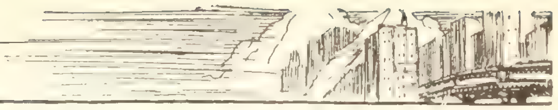


THE new directors of the Chicago Film Board of Trade include James Gillich, Pathe Exchange; Jack Sampson, F. B. O.; Neal Agnew, Famous Players; Harry Lorch, Producers Distributing Corporation; William Brumberg, Univeral; I. W. Mandel, Security; and Joseph Friedman of Celebrated. . Maurice Hellman's Reelcraft Exchange is the latest exchange to become a member of the Film Board of Trade.

Felix Mendelssohn, who has been acting exchange manager for Metro-Goldwyn-Mayer's Chicago exchange, for the past month, has been appointed manager.

Jim Bikas, who operates the Gem and Eagle Theatres in Gary, has taken over the Crown Theatre at Crown Point, from Jim Gregory.

Harry Graham of Pathe, one of the many film men who is suffering with the flu, has been confined to his home for two or three days.

Charlie Casanave of Associated Theatres, Inc., reports that the Crystal Theatre at Antioch, is the most recent addition to this booking organization, and that he expects to announce several more acquisitions to the circuit within a few days.

His many friends are sympathizing with Lou Kramer in the loss of his mother, she having passed away last week at the Michal Reese Hospital. Another film man who suffered a bereavement last week, is Ruben Leventhal, of Brunhild Brothers, his younger sister Bessie, succumbing to the flu after a three days' illness.

Jack and Ben Cooney have returned to their Chicago headquarters after an enjoyable vacation spent at Biloxi, Mississippi.

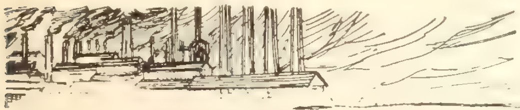
Felix Feist, general manager of sales and distribution of Metro-Goldwyn, spent Saturday and Sunday in Chicago conferring with District Manager Shirley and the local sales organization. A pleasant feature of his visit was a dinner tendered to the satff in the English Room of the Congress Hotel on Saturday night.

The next six weeks promises to witness the opening of a number of important motion picture houses in Chicago, including Lubliner & Trinz's Belmont, Congress and Grove Theatres and Ascher Brothers' Colony and Highland Theatres, which have been somewhat delayed by labor troubles.

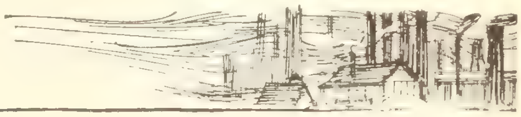
Arthur Mayer of Lubliner & Trinz Theatres, Inc., is in Atlantic City this week for the convention of the Famous Players-Lasky Corporation.

Poor business which is being felt by theatres in all parts of Chicago, is attributed to the combined effects of Lent, bad weather conditions and the flu pneumonia wave which a recent survey of the public schools showed was keeping thousands of children at home and threatened a shortage of teachers. The Health Department's survey also indicated that from 5 to 10% of the city's business is crippled by the epidemic.

Charles Blaine, president of the Anderson Theatre Supply Company, Oklahoma City, Oklahoma, was a Chicago visitor this week and reports that in addition to operating his supply house, he is going back into the theatre business and will shortly be operating the Blaine Theatre at Henryetta, Oklahoma.



Central Penn



THE week of March 8 marked the first anniversary of the opening of the Victoria theatre, Mahanoy City, and a fitting celebration was arranged. The exterior of the theatre was decorated with streamers and pennants and special photoplay features and musical programs were introduced throughout the week.

The directors of the Burnside Opera House Association of Mt. Carmel, at the annual meeting March 10, elected the following officers: President, Raymond B. Tobias; secretary-treasurer, A. M. Rowe; manager, I. N. Smith; assistant manager, I. E. Wightman. The other directors, who were present are Harry Ossman and John Carl.

Rapid progress is being made in the construction of the fine new theatre that the M. E. Comerford interests, of Scranton, and the Capitol Theatre Company, of Hazleton, are jointly building in the latter city. The theatre will provide seats for 2,600 persons and will be opened to the public during the coming Spring.

The Auditorium picture theatre, at Cynwyd, formerly operated by R. W. McPherson, will be managed hereafter by William Shtofman.

When a reel of motion picture film exploded in the projecting machine in the Arcade theatre, Mount Carmel, Pa., during a performance, two hundred spectators, mostly children, left the building in good order through the emergency exits. Clarence Yaeger the machine operator, was slightly burned.

A theatre capable of seating 500 persons and available for motion pictures has been established in the basement of the Boas public school building, Harrisburg.

The Grand theatre, Hazleton, has been sold by the Hazleton Theatre Company, to the M. E. Comerford Amusement Company, of Scranton.

Christ Weber, president of the Hazleton company has gone on a vacation trip to California and other places on the Pacific Coast.

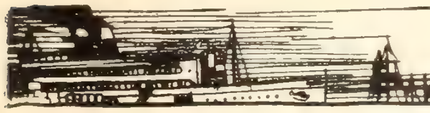
Officers of the five lodges of the Improved Order of Redmen, in Harrisburg, were recent guests of Manager Charles Jones, of the Victoria theatre.

Following a period during which a new booth and projection machine were installed the Refowich theatre, Freeland, has just been reopened.

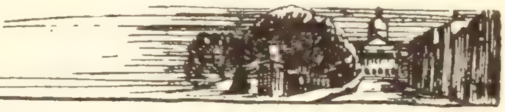
Because of an epidemic of scarlet fever, the Board of Health of Wellsboro, ordered the temporary closing of the Arcadia theatre.

An eighteen-year lease on the Royal Theatre, Nazareth, that was held by Ed Silvers, has expired and the theatre has been taken over by the owner, John Heckman. The house will be operated hereafter by Mr. Heckman's son. Mr. Heckman for some years has been connected with the Balaban & Katz theatrical interests, of Chicago.

Announcement is made that the Lyric theatre Reading, recently destroyed by fire, is not to be rebuilt, the site having been sold for the erection of an office building and store.



New England



H. E. ELDER has been appointed division manager of the New England territory for Warner Bros. with headquarters at Boston, Mass.

Emanuel Cohen, widely known in the New England field, has been added to the staff of Metro-Goldwyn-Mayer and will cover Boston.

Manager M. N. Wolf of the Boston offices of Metro-Goldwyn-Mayer Distributing corporation has returned from a business trip through Vermont and New Hampshire.

A. Montague, treasurer of Independent Films Inc., distributors, has the sympathy of his many friends in the death of his father.

W. A. V. Mack, short subject sales manager for Pathe was a recent visitor to the Boston exchange.

John J. Scully, manager of Educational's Boston exchange, has returned from a business trip to Vermont.

Extensive alterations have been made to the Pathe distributing offices at Boston with a view to increasing office efficiency as well as convenience of exhibitors.

Richard Flora, owner-manager of Powers' Theatre at Caribou, Me., and Wendell Holme of the Opera House at Presque Isle, Me. were recent visitors to the Boston exchanges.

A new theatre has opened at Millers' Falls, Mass., known as the Olympia Theatre. H. Baker is owner-manager.

At Danville, Vt., a new theatre has been opened, known as the Town Hall Theatre, by T. J. Orne, who also operates theatres in Cabot and Marshfield, Vt.

J. H. Rand of the Rand Co., Boston, has had plans prepared by Architects Whitten & Gore of Boston for a motion picture theatre at Falmouth, Mass. The building will cost about $50,000 and will be completed in time to take care of the vacation patronage of the town this summer.

Frank A. Fichtl, widely known theatre orchestra leader of Connecticut, died March 6 at New Haven.

With the opening of the new Roger Sherman Theatre in College street, New Haven, Conn., came the announcement of the appointment of a receiver for the Clark Construction Co., of Waterbury, Conn., the contracting company which erected the new playhouse. The proceedings [illegible] affect the theatre.

Empire Laboratories Inc.

723 Seventh Ave. N. Y., Bryant 5437 5736

Empire Prints

DEVELOPING AND PRINTING
MOTION PICTURE FILM

POWER'S DISTRIBUTORS GIVE POWER'S SERVICE

An Advertisement Suggested by
Connecticut Independent Movie Supply Co., INC.
131 Meadow Street, New Haven, Ct.

Phillips Says

INSTALLING EQUIPMENT IS ONE THING AND GIVING SERVICE IS ANOTHER

I have done both since 1920 for the following theatres

ANSONIA, CONN.
[illegible]mont Theatre
Capitol Theatre

BALTIC, CONN.
Jodion Theatre

BEACON FALLS, CONN.
Top Notch Theatre

BETHEL, CONN.
Community Theatre

BRANFORD, CONN.
Park Theatre

BRIDGEPORT, CONN.
American Theatre
Barnum Theatre
Bijou Theatre
Bostwick Theatre
Colonial Theatre
Elite Theatre
Empire Theatre
Hippodrome Theatre
Orpheum Theatre
Poli's Palace
Poli's Theatre
Poli's Lyric Theatre
Park City Theatre
Poli's Park Theatre
Colony Theatre
Strand Theatre
Majestic Theatre
West End Theatre
Rialto Theatre

BRISTOL, CONN.
Bristol Theatre
Palace Theatre
Princess Theatre

BROADBROOK, CONN.
Palace Theatre

CLINTON, CONN.
Clinton Theatre

COLCHESTER, CONN.
[illegible]

DANBURY, CONN.
Capitol Theatre
Empress Theatre

DERBY, CONN.
Derby Theatre
Sterling Theatre

E. HAMPTON, CONN.
Majestic Theatre

E. HARTFORD, CONN.
Plaza Theatre

ESSEX, CONN.
Essex Square Theatre

FAIRFIELD, CONN.
Community Theatre

GUILFORD, CONN.
Community Theatre

HARTFORD, CONN.
Empire Theatre
Poli's Capitol Theatre
Crown Theatre
Grand Theatre
Liberty Theatre
Lenox Theatre
Lyric Theatre
Majestic Theatre
Palace Theatre
Princess Theatre
Rialto Theatre
Strand Theatre

IVORYTON, CONN.
Comstock Cheney Hall

LAKEVILL, CONN.
Best Theatre

MADISON, CONN.
Bonoff's Theatre

MERIDEN, CONN.
Life Theatre
Poli's Theatre
Poli's Palace Theatre

MIDDLETOWN, CONN.
Grand Theatre
Middlesex Theatre

MILFORD, CONN.
Capitol Theatre

MOODUS, CONN.
Continental Hall

MOOSUP, CONN.
Best Theatre

MYSTIC, CONN.
Mystic Theatre
Strand Theatre

NAUGATUCK, CONN.
Alcazar Theatre
Gem Theatre

NEW BRITAIN, CONN.
Capitol Theatre
Lyceum Theatre
Palace Theatre
Scenic Theatre

NEW CANAAN, CONN.
Casino Theatre

NEW HARTF'D, CONN.
Star Theatre

NEW HAVEN, CONN.
Bijou Theatre
Cannon's Theatre
Crystal Theatre
DeWitt Theatre
Dixwell Theatre
Dreamland Theatre
Garden Theatre
Globe Theatre
Lawrence Theatre
Life Theatre
Lyric Theatre
Majestic Theatre
Olympia Theatre
Pequot Theatre
Poli's Palace
Roger Sherman Theatre
Strand Theatre
White City Theatre
White Way Theatre
Winchester Theatre

NEW LONDON, CONN.
Capitol Theatre
Crown Theatre
Empire Theatre
Rialto Theatre

NEW MILFORD, CONN.
Star Theatre

NORWALK, CONN.
Regent Theatre

NORWICH, CONN.
Breed's Theatre
Broadway Theatre
Palace Theatre
Strand Theatre

PLAINFIELD, CONN.
Lily Theatre

ROCKVILLE, CONN.
Princess Theatre

RIDGEFIELD, CONN.
Town Hall

SHELTON, CONN.
Shelton Theatre

SIMSBURY, CONN.
Town Hall

SOUTHINGTON, CONN.
Coleman Theatre

SO. MANCHESTER, CONN.
Circle Theatre
State Theatre

SO. NORWALK, CONN
Palace Theatre
Rialto Theatre
Springwood Theatre

STAMFORD, CONN.
Alhambra Theatre
Strand Theatre

STRATFORD, CONN.
Stratford Theatre

SUFFIELD, CONN
Community Pictures

TAFTVILLE, CONN.
Hillcrest Theatre

THOMASTON, CONN.
Opera House

TORRINGTON, CONN.
Alhambra Theatre
Palace Theatre
Rialto Theatre

WALLINGFORD, CONN.
Strand Theatre
Wilkinson's Theatre

WALNUT BCH., CONN.
Colonial Theatre
Tower Theatre

WAUREGAN, CONN.
Atwood Theatre

WATERBURY, CONN.
Alhambra Theatre
Carroll Theatre
Eden Theatre
Garden Theatre
Hamilton Theatre
Lyric Theatre
Poli's Theatre
Poli's Palace
Strand Theatre
Rialto Theatre

WESTPORT, CONN
Fine Arts Theatre

WILLIMANTIC, CONN.
Capitol Theatre

WINDSOR, CONN.
Tunxis Theatre

WINDSOR LOCKS CONN.
Rialto Theatre

WINSTED, CONN
Opera House

POWER'S DIVISION

INTERNATIONAL PROJECTOR CORPORATION
90 Gold Street New York, N. Y.

THEATRE MANAGEMENT
EQUIPMENT CONSTRUCTION OPERATION

Essay Contests Come Home To *Boost* Theatre Service

Eastman Theatre Employs Letter Competition to Test Ushers' Knowledge of Manual—Winner Stresses Hospitality

By John J. O'Neill

House Manager, Eastman Theatre, Rochester, N. Y.

THE primary purpose of the recent essay contest conducted among our ushers was to stimulate study and knowledge of the house rules. It also provided an admirable means for ascertaining how thoroughly conversant were our ushers with the duties which our manual prescribes for them.

The contest worked out very well. Nearly all of the girls competed and the letters submitted showed a very gratifying conception of the qualities which tend to make the ideal usher and a keen comprehension and realization of her responsibility to the public which patronizes the theatre.

Small cash prizes were given and there were several honorable mentions. The winning letter was published in the local papers as well as in our own Eastman Theatre Magazine. The winner of first prize—Miss Irene Smith—took the position that the usher is a hostess and that she owes the same consideration and kindly courtesy to patrons of the theatre she would extend to guests in her own house.

Her essay follows in part:

"When a girl accepts a position as an usher in the Eastman Theatre she accepts certain responsibilities and it is her duty to learn as quickly as possible exactly what she is expected to do, and, knowing her duty, she should spare no pains to perform it most faithfully.

"The duties of an usher are not difficult. Merely combine three very, very simple essentials, courtesy, service and ordinary intelligence, and you have the hundred per cent usher. But taking her duties in detail we shall consider, first of all, her actual work on the floor where she acts in the capacity of hostess toward the patrons of the theatre, who are really guests of the theatre and therefore deserving of hospitality and pleasure. The usher should be at her post at the appointed time ready to receive her comers as soon as the doors are opened. Secondly, she should present a creditable appearance, being particularly careful of her personal appearance, posture and her manner in general. This she can easily accomplish by following the directions of the chief usher in regard to her uniform, standing position, and the manner of holding programs. The usher should also try to present a cheerful manner at all times, bearing in mind that a smile will go a long way. She should greet the patrons pleasantly, give each a program and offer to accompany them to the seats they consider most desirable, consulting their preference as to location. In case of scarcity of seats, the usher should be especially zealous to do her best for the patrons under the circumstances. She should see that those who are obliged to stand are kept in proper place but she ought to make it as pleasant as possible for them while they are waiting.

An ushers' essay contest on "The Duties of an Usher" proved its value on two main counts at the Eastman Theatre. First, the cash award stimulated greater interest in study of the house code, and secondly the letters furnished a reliable index to the effectiveness of the printed manual and instruction methods used by the management in the important work of training the house staff.

Miss Irene Smith, winner of the essay contest for ushers at the Eastman Theatre.

"One of the very important duties of an usher is to become familiar with the various details and features of the theatre and the Eastman School of Music for the information of anyone who may inquire, being prepared to give an intelligent answer to all questions. She should give prompt attention to physicians and others who expect to be called out during the performance. The ushers who may be called upon for service in such a case should note the seat location accurately and report it at once to whoever is in charge of the floor. If it happens that any patron loses an article, the usher should secure a flashlight and do her best to recover it. Briefly, she should follow the directions of the chief usher and employ her own good judgment in discharging her duties.

"This covers, I believe, the principal duties of a good usher and since we realize our responsibilities I think it behooves all of us to carry them out to the best of our abilities. For by so doing there surely is nothing to be lost, and there is on the other hand a triple gain. First, we will be meriting from the patrons none but favorable comment; second, we will be winning the sincere approval of the chief usher and the entire theatre staff, and last, we will be creating for ourselves an atmosphere dominated by a spirit of good will and a working environment that will be a benefit to us all."

Boy Ushers Superior to Girls, Groves Says

That boy ushers are more efficient than girl ushers is the opinion of Herbert Groves, manager of the Des Moines Theatre, operated by the A. H. Blank interests in Des Moines. The Des Moines is the only house in that city employing boy ushers. The staff of this house has won widespread praise for efficiency and courtesy from theatregoers of Des Moines.

Mound City Troupe In Current Frolic Staged by Plunkett

The Mound City Blue Blowers, on tour since their last engagement as a feature at the Mark Strand theatre, returned to Broadway Sunday to take part in Joseph Plunkett's new Mark Strand Frolic.

With the Blue Blowers in the Frolic are the Irwin twins, just back from London engagements; Pauline Miller, musical comedy prima donna; John Quinlan, the tenor, and Mlle. Klemova, premiere danseuse, and the augmented ballet corps.

Carl Edouarde, conductor, and Alois Reiser associate conductor, is directing the Mark Strand symphony orchestra and John Hammond and Frederick Smith presides at the organ.

Gilda Gray on Percentage at Stanley, Philadelphia

The Stanley Company of America in its contract with Gilda Gray and her "Follies" which is appearing on the Stanley stage this week, has deviated from its hard and fast policy of paying straight salaries. Hers is the first act to go into the Stanley Theatre, Philadelphia on a strictly percentage basis.

Fay Lanphier in Anderson Revue at Rivoli

Fay Lanphier (Miss America) returns to the Rivoli theatre, New York, this week as the featured player in "Venus in Greenwich Village," the John Murray Anderson presentation on the program with Gloria Swanson in "The Untamed Lady," the screen feature. The Anderson opus has a special score with music and lyrics by Rubey Cowen. The Melody Sextette in "Tuneful Tid-Bits" are added stage attractions.

Irish Numbers Featured at Rialto, New York

Irish features are offered on the presentation program at the Rialto, New York, this week. The orchestra plays Victor Herbert's overture to "Eileen" and the Lyric Quartette sings popular melodies including several Irish tunes in the repertory. The Irish idea is further advanced by a screen number "Glimpses of Ireland," a Fox Educational Scenic. Tom Mix in "My Own Pal" is the photoplay attraction.

Cambria "Garden Festival" at Metropolitan, Boston

Frank Cambria's presentation "A Garden Festival," based on Watteau's famous painting, headed the stage features at the Metropolitan Theatre, Boston, last week. The program also included Rome and Dunn, a harmony duo. The screen offerings were "Let's Get Married," a Sportlight film, cartoon comedy, "Topics of the Day" and news reel.

Dance Act at Denver American

Henry Trustman and his "Americans" assisted by Miss Viola K. Lee at the organ, offered patrons of the America, Denver, a novelty pep and Charleston dance number, last week. "Under Western Skies" was the chief photoplay offering .

NEW PUBLIX SCHOOL CLASS

The second class of the Publix Theatre Managers' Training School which started its session of training February 21, is shown above. Those comprising the group are:

Rear Row—Theodore Mohr, Iowa City; D. E. Brown, A. H. Mason, New York City; [illegible] Steel, Frederick Kislingbury, Lincoln, Neb.; Louis Merrill, Jamestown, N. Y.; Philip Worthen, Hartford City, Ind.; Roy Slentz, Fort Worth, Tex.; W. J. Cotta, Little Compton, R. I.; Louis Hinckel, Worcester, Mass.; Edward Harrison, Oklahoma City; Homer Maynard, New York City; Arthur Cooper, Novia Scotia; George Baker, Kansas City; John O'Shea, Brooklyn; Fred Ehrett, Peoria, Ill.; and Louis Stein, New York City.

Front Row—Monroe Sherman, New York City; Joe Wade, Van Dalia, Mo.; Virgil Wadkins, Atlanta; George Nevins, Sunbury, Pa.; Ray Coller, Brockport, N. Y.; Charles Conner, Auburn; Norman Webb, Los Angeles; Billie Laurie, Austin; John F. Barry, Director, Publix Theatre Managers Training School; Frank L. Newman, Jr., Assoc. Director; Andrew M. Roy, Cleveland; Rollin Stonebrook, Hampton, Iowa; A. G. Shear, New Orleans; Walter McKnight,. Helena, Mont.; Al Fournet, Oakland, Cal.; Delphin Fox, Riverside, N. J.; J. A. Coburn, Auburn, Me.; and Paul Roblin, New York City.

Kansas City Papers Play Up Publix Presentations

The presentations of Publix Theatre Corporation introduced at the Newman Theatre in Kansas City last week, were liberally treated in all daily newspapers of that city. The policy was inaugurated with the offering of "The Melting Pot," John Murray Anderson's production. The Newman stage has undergone enlargement and several other improvements have been made.

Four Stage Numbers Shown at Fox Washington

Four stage specialties were presented last week at the Fox Washington, St. Louis. The bill offered Patsy Defranco, Mack and Mack, Norman White, and Fred Tonniges Orchestra. The "Johnstown Flood" was the featured photoplay, with "Elsie in New York," an O. Henry comedy; a Felix the Cat Cartoon, and Fox News making up the balance of the photoplay program.

Bill Dalton Heads Stage Program at Majestic

The Majestic Theatre in Columbus, O., presented Bill Dalton in "A Front Row Flirtation" as the stage attraction all last week. Dalton scored particularly with "I Love My Baby" number. The Majestic featured "The Skyrocket" as the star attraction, supporting the picture with a vigorous newspaper campaign.

"Evening at Home" Stage Presentation at Capitol

The Capitol Theatre, DesMoines, last week offered "An Evening At Home" as the presentation in conjunction with "Memory Lane" on the screen. The number featured Mary Jayne, "sunshine of syncopation;" Arthur Turelly, harmonicist and the Capitol Quartette, with special settings to supply background for the jazz music which furnished the bulk of the entertainment.

Style Show Presented at Stacy in Trenton

A Spring Style Show, with live young women models, was the extra attraction offered at the Stacy Theatre, Trenton, N. J., last week in conjunction with "Mannequin," the featured photoplay. A company of 20 girl models appeared in the style revue, which was worked up as a minature musical comedy.

B. A. Rolfe at St. Louis State

B. A. Rolfe and his Dance Orchestra, Jack Sidney, featuring "I'm Sitting on Top of the World," and Don Albert's symphony orchestra made up the stage presentations offered last week at Loew's State, St. Louis. "Partners Again" was the screen feature.

Mystic at Birmingham Piccadilly

Mahendra, programmed as an Indian Yogi and crystal gazer was the added attraction at the Piccadilly, Birmingham, last week. "The Wife Who Wasn't Wanted" was the featured photoplay.

Sun Offers Charleston Act

"The Charleston of All Nations" was the title of the presentation at the Sun, Omaha, last week. It was staged by Harvey Gatchett, who was featured in the number with Jack Kneeland and the Eaton Sisters. "The Blackbird" was the screen feature.

Met, Atlanta, Presents Raboid

Rajah Raboid, who "knows all, tells all," in a demonstration of physic phenomena, headed the stage presentation at the Metropolitan, Atlanta, last week, when "Memory Lane" was offered as the chief photoplay attraction.

Singers Star at Blank's Rialto

Rhoda Nickells, soprano and Le Roy Mace, tenor, in a presentation titled "Songs You Love" held the leading position on the stage program presented with Colleen Moore in "Irene" at A. H. Blank's Theatre, Omaha, last week.

A Nation-Wide Seating Service

AMERICAN Seating Company Service—nation wide—is prompt, efficient—satisfactory. Built up through fifty years of ever enlarging activity. Sustained by 15,000,000 chairs in the leading auditoriums and theatres from coast to coast. Further approved at the rate of thousands upon thousands of new chairs, sold, manufactured and installed every thirty days. Every theatre, large or small, receives appropriate consideration.

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Eddie Peabody Popular With Granada Patrons

The various features at the Granada, San Francisco, recently pale into insignificance in comparison with the reception being given Eddie Peabody, the new musical director. Peabody made an instantaneous hit. His reception Saturday and Sunday, Feb. 27th and 28th, constituted a riot of enthusiasm. He was compelled to make a dozen speeches during and after his appearance. Saturday he made his debut on the Granada stage, coming direct from New York, where he was on the vaudeville stage with his orchestra.

Style Show Plays to S. R. O. at Shea's Hippodrome

Manager Johnny Carr put on a spring fashion show the past week in Shea's Hippodrome, Buffalo, in co-operation with the Hengerer department store. The store gave the event an avalanche of publicity in its Main street windows and its page newspaper ads. Business all week was S. R. O., with the matinees especially strong.

Hawaiian Fantasy Offered by Schmitt's Syncopators

Duke Akina, Hawaiian instrumentalist, was the featured performer in the fantasy "On the Way to Waikiki," seventh episode of the serial "A Trip Around the World" being presented by Fred Schmitt's Super Syncopators at the Rialto in Denver, last week. The photoplay program offered "The Devil's Circus," "A Goofy Gob," Billy Dooley comedy, "Topics of the Day" and the Rialto News Review.

Sunday Vaudeville Shown at Palace, Buffalo

The policy of the Palace theatre, Buffalo, under the Michaels Theatrical Enterprises regime will be two changes a week with vaudeville as an added feature Sunday. Prices have been set at 10 and 20 cents. First run pictures will be shown exclusively, according to Dewey Michaels, general manager.

Pantages Vaudeville at North Center, Chicago

A change of policy goes into effect at Andrew Karzas' North Center Theatre, Chicago at the end of the current week, when presentations will be abandoned and five acts of Pantage's Vaudeville and pictures will be the program, with a change twice a week. J. L. McCurdy has been appointed manager.

Majestic, Oklahoma City, is Playing Second Runs

Morris Lowenstein, owner of the Majestic Theatre in Oklahoma City, has changed the policy of that house from Westerns to first class second runs. The theatre recently has been redecorated and other improvements have been made.

Vaudeville at Salt Lake House

The Orpheum Theatre, Salt Lake City, under the management of Mr. Morris, had a change of policy February 27th. Vaudeville and first run pictures will now be shown, and they will make two changes a week.

Carlton's Mailing List Growing at Rate of 100 Names per Day

A MAILING list that now reaches the mark of 10,000 and continues to grow at the rate of 100 names each night is proving the best result-getting advertising medium of the Carlton Theatre, the new house located at Flatbush and Seventh Ave., Brooklyn, N. Y., and operated by the Brandt brothers.

In the case of this theatre, drawing patronage from the neighborhood districts and the business crowds as well—its location giving it an ideal site for approach to both of these usually widely separated classes of patronage—the direct-by-mail form of advertising is far out-distancing the newspaper media.

The Carlton, a new theatre and a beautifully furnished and equipped house, has marched ahead to steadily increasing business since its formal opening some time ago. It offers three programs each week, changing on Sundays, Wednesdays and Fridays. The price scale is as follows: Matinees—adults, 20c, children 15c; Saturday—adults, 25c, children 15c; Sunday and Holidays—adults, 35c, children 20. Evenings—including Saturday, Sunday and Holidays, all seats 35c, Loge Seats 45c.

The manager is William Schaeffer, formerly of the Rivoli, Rialto and Criterion theatres in New York. According to Mr. Schaeffer the Carlton mails out 10,000 programs each week to a mailing list that has increased at a rate proportionate to the increase of the theatre's patronage.

These programs are 16 page booklets measuring about 5 by 7 inches and containing the entire program for the week—three complete bills—along with photoplay news items, full page ads for forthcoming features, a first page editorial signed by Manager Schaeffer, and advertising of neighborhood merchants.

The booklets are printed by a program company. The cost of mailing them to the present list of 10,000 names, is $200 per week. This figure includes all costs. The Carlton maintains its own mailing department, equipped with up-to-date machines for handling the addressing work.

The "return coupons," blanks for names and addresses for the convenience of those who wish their names added to the Carlton list and printed in each program, have been coming in to the box office of the theatre at the rate of 100 per night, Mr. Schaeffer declares.

The other regular advertising conducted by the theatre consists of small display ads in five newspapers. These papers include three dailies and two neighborhood publications circulated in zones from which the Carlton draws its patronage.

The cost of the advertising in newspapers is $175 per week. In every check which has been made on these two advertising thrusts, the manager of the Carlton has found the same result—that the returns from the direct-by-mail advertising is greater by an amount far in excess of the proportionate increased cost of this over the newspaper advertising.

—The— MANAGER'S OFFICE

C. J. ROSE has been appointed manager of Universal and Grand theatres in Auburn, N. Y. He succeeds E. G. Dodds who has been transferred to the new Oneonta theatre, another link in the Schine Theatrical corporation chain. Mr. Rose has been acting as a district manager for the Schine company.

A GENERAL change has been made in the house management of four Wilmer & Vincent theatres in Harrisburg, Pa. Samuel Kuebler, formerly of the Orpheum, takes charge of the Majestic. Clyde M. Gribble transfers from the Victoria to the Colonial, and Filding K. O'Kelly, formerly manager of an Altoona theatre, succeeds Jones as manager of the Victoria.

G. K. MACRAE has been appointed manager of the York Theatre, Toronto, Ontario, which was formerly owned by the late Harry Brouse of Ottawa. Mr. Macrae succeeds Douglas Fletcher who has gone to Peterborough, Ontario, where he has assumed the management of the Capitol Theatre.

Smalley Says "Fiddlers" Boosted Circuit Profits

William Smalley, of Cooperstown, N. Y., head of the circuit of the Smalley circuit of theatres reports business as having been good throughout the entire winter and stated that old fiddlers' contests have proved big drawing cards.

Exhibitors in the upper New York State zone declare that some of the old time fiddlers are rather temperamental and likewise that they are demanding more and more for their services. Some of the fiddlers receive from ten to fifteen dollars a night and also demand that an automobile be sent for them.

Operator's Booth Display at Kinema, Salt Lake

Ed C. Mix, of the Kinema Theatre, Salt Lake, has installed an innovation by way of a theatrical novelty that is very unusual. The operating room being on the same floor as the theatre foyer, afforded an opportunity of making an opening whereby those entering the theatre may see the workings of operating room equipment. A heavy fire proof plate glass has been installed in the opening.

"Take a Chance Week" Big Draw at Saxe Theatre

The unadvertised program at Saxe's Wisconsin theatre for "Take A Chance Week" the week of Feb. 27, attracted crowds which broke all attendance records of the local house. Among the features on the program was the personal appearance of Walter Hiers, film comedian, who acted as master of ceremonies and introduced each number on the varied and excellent bill.

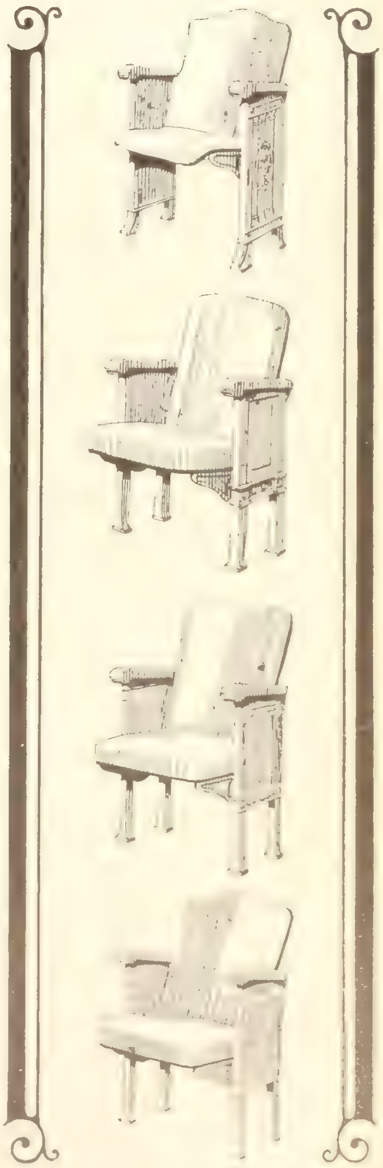
Better Business on Cut Prices

The reduction of matinee prices at the Texan theatre, Houston, Tex., a short time ago has boosted business. Night prices were reduced at the Rialto and the Prince theatres at the same time. Both houses report better business also.

Don't Decide on Seating until You Get this Book

MODERN
THEATRE
SEATING
DESIGNING AND PLANNING SERVICE
STEEL FURNITURE COMPANY
GRAND RAPIDS, MICHIGAN

DESIGNERS BUILDERS PLANNING SERVICE



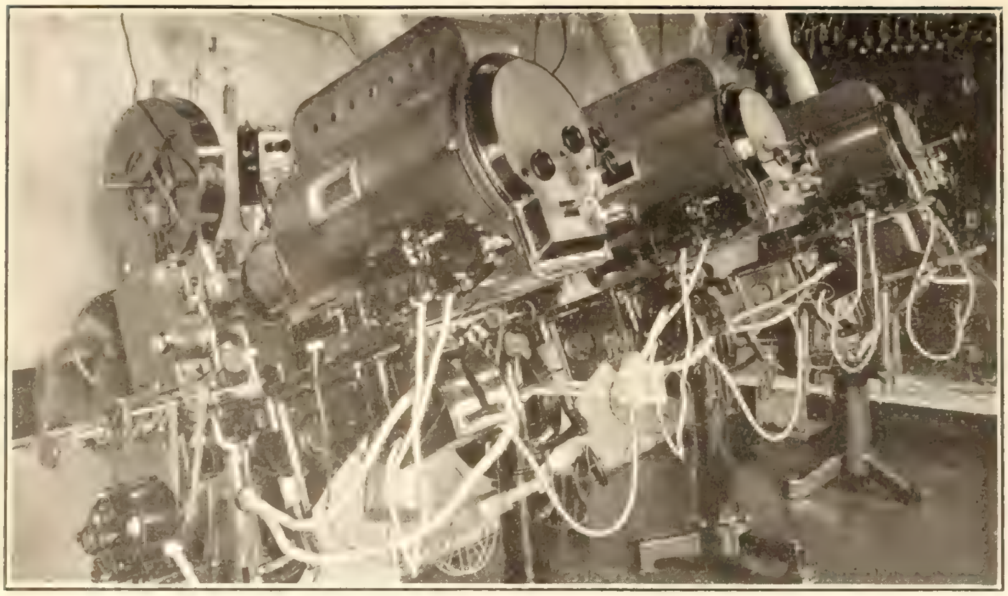
If you want beauty—and comfort—plus dependable service—and the maximum value per dollar invested, get the Steel catalog.

It will give you a new conception of possibilities in design. It will show you perfections in construction of great practical interest. It will demonstrate that the better theatre seating you are seeking is available at a common-sense price.

Get your copy. Write us now before other important matters divert your attention.

STEEL FURNITURE CO.

GRAND RAPIDS, MICHIGAN



Projection Machines Are Set on a 22 Degree Angle in Ambassador Theatre, Brooklyn. The Simplex and Peerless Equipment were furnished by Howell's.

Roxy Theatre to Deal in Personality; Rothafel Discusses Plans

THE theatre with a personality. That is exactly what is claimed the new Roxy Theatre is going to be when it opens its doors at 50th Street and Seventh Avenue, New York.

"The matter of personality," says S. L. Rothafel, the genial "Roxy" who is building this theatre said to be the largest film house in the world and at a reported cost of $8,000,000, "is the most important thing in the world in dealing with the public. I am going to keep it in mind in my new theatre. I have often said in discussing it that we should not call it a theatre at all, but rather an institution which receives its stamp of individuality from the man who runs it.

'Look here!' and he spreads out on the table a large water-color drawing of the rotunda—a magnificent conception which is quite in keeping with the magnitude of a theatre which is going to cost a fortune.

"The rotunda will be 89 feet wide, 114 feet deep and 70 feet high. It will be the most magnificent and elabrate approach to any public building in existence today. As a matter of fact, the rotunda itself would be big enough to constitute a good-sized theatre.

"Here, when the building is completed, will be the entrance to the studio which will be perhaps the most elaborate radio institution yet planned. There will be, of course, a great symphony orchestra of 110 players. There also will be a new 'pick up' device which will insure better broadcasting of this organization that has ever been done with an orchestra before. It is now being perfected and will be reserved for this Roxy orchestra

"There will also be an unusually complete syncopating orchestra, a chorus of one hundred voices, a large set of cathedral chimes, a great organ with two consoles in the theatre, a separate organ available for broadcasting at any time and a third pipe organ in the studio especially for radio broadcasting. The whole plant will be equipped to put across almost anything in the world that can be broadcast by radio. There also will be another great advantage in the prestige which this new theatre will have because that will make it a drawing card for artists who have been hitherto unavailable for radio work.

Saxe Announces Plans for Oshkosh Theatres

On the heels of the Fischer Paramount theatres' announcement that it would build a $750,000 house in Oshkosh, Wis., Thomas Saxe of Saxe Amusement Enterprises announced that it would put about half a mil lion dollars into another theatre there. Saxe will also rebuild the Grand Opera House at a cost of $100,000.

Predicts Color Pictures Will Dominate

A highly interesting discourse on color moving picture photography was given by L. A. Jones of Rochester, N. Y., before the joint session of the Optical Society of America and the American Physical Society at Montreal on Friday, March 5.

"Within 10 years the majority of pictures shown on the moving picture screen will be colored," declared Mr. Jones.

"We have the colored moving pictures now and the question is one of cost and future development of the process. The colored moving picture is somewhat more costly but the production is just as simple a matter as that of black and white. But we cannot at present produce all the colors in nature. The process in making colored movies is now a two-color substraction process and we can produce all the colors in the spectrum from the red over to the blue-green. But we cannot reproduce the violets and the purples, therefore, we cannot reproduce all the colors of nature. But by taking advantage of simultaneous contrast in the composing of pictures we can provide what looks like purple to the untechnical eye."

Plans Prepared for Lake Forest, Ill. Theatre

James Anderson & Company, Inc., architects and engineers of Lake Forest, Illinois, have prepared plans for a theatre building to be erected by the estate of James Anderson in Lake Forest. The plan calls for an auditorium to seat 900 people. It is the intention of the owners not to operate the theatre themselves, but to lease it.

Kilgen Organ Co. Appoints Northwest Agents

A. L. Hixon, who has been associated with the sales organization of First National in Minneapolis, has recently resigned from that company in order to become the Northwestern representative for George Kilgen & Sons, manufacturers of Kilgen organs.

Manufacturers Division Hold Meeting, Resolve to Form New Organization

THE Manufacturers Division of the Association of Motion Picture Equipment Dealers of America held a two day convention at the Hotel Astor last week end, March 12 13th. At this meeting the subject which received the most discussion was whether this Manufacturers Division should form an independent association of their own with no connection with the Supply Dealers Association.

As the number of manufacturers attending this convention did not constitute a forum, it was not possible for definite action to be taken. However, resolutions were passed to the effect that those in attendance were unanimously in favor of forming a separate Theatre Equipment Manufacturers Association.

A committee was appointed to take this matter up with all the members of the Manufacturers Division and to secure their vote on this resolution.

It was the consensus of opinion that a Manufacturers Organization could function to good effect in the equipment end of this industry. This conclusion was drawn from the success met with in other fields by manufacturers cooperative associations.

Those members attending were:

A. E. Rose, Projection Optics Co., Rochester, N. Y.; R. C. Martin, Chas. W. Phellis Co., New York; C. H. Fulton, E. E. Fulton Co., Chicago; J. C. Heck, Da-Lite Screen Co., Chicago; A. L. Raven, Raven Screen Corp., New York; J. E. Robin, Morelite Co., New York; E. J. Vallen, E. J. Vallen Electric Co., Akron, Ohio; Sam Lears, Arlington Seating Co., Arlington Heights, Ill.; W. C. Kunzmann, National Carbon Co., Cleveland; H. B. Hammond, Rockbestos Products Co., New Haven, Conn.; J. C. Kroesen, Edison Lamp Works, G. E. Co., Harrison, N. J.; Paul Becker, Hugo Reisinger, New York; Frederick Kalenbach, General Machine Co., New York; O. F. Spahr, Enterprise Optical Co., Chicago; Walter Green, Simplex Division, International Projector Corp., New York; Herbert Griffin, Powers Division, International Projector Corp., New York; Irving Samuels, Automatic Devices Co., Allentown, Pa., and H. B. Freedman, Menger, Ring & Weinstein, New York.

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J. A. SCHULD . . *Vice President and Treasurer* has for six years served as Office Manager for the same company, and is fully versed in the essentials of the screen industry.

A. M. POLLACK . . . *Secretary and General Manager*. No one is better acquainted with the mechanics of modern screen building, having devoted six years as Factory Superintendent for the Minusa people.

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Splendid opportunities now open in all localities. Write us for quotations.

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Jos. Sterns' New Royal Theatre, Bloomfield, N. J.

Arctic Nu-Air Factory Moved to Boone, Ia.

The Arctic Nu-Air Corporation recently purchased a large new factory building at Boone, Iowa, where with added machinery, the new improved Arctic Nu-Air Cooling System is manufactured.

"The increased demand for Arctic Nu-Air products throughout the entire country as well as foreign countries made it necessary for us to move to larger quarters," says Mr. J. George Feinberg, President of the Corporation.

Many improvements have been included in the new 1926 Arctic Nu-Air and exhibitors from every part of the United States are enthusiastic over results obtained with Artic in their theatres, it is claimed.

In addition to the regular Arctic Nu-Air models, the Arctic Nu-Air Corporation have announced a new Chicago approved all-steel model, which will do the work of the regular model. Mr. B. N. Judell of 806 Wabash Avenue has been appointed distributor for the city of Chicago and suburbs. Mr. Judell, who is very well known in the theatre industry, has already closed quite a number of contracts for Arctic Nu-Air for immediate delivery it is said.

The Arctic Nu-Air Coroporation have just published a new catalog of 24 pages. Exhibitors interested in cooling systems may send for one of these books.

New Wilson Theatre Opens at Fresno, Cal.

The handsome new Wilson Theatre has been opened at Fresno, California, by Golden State Theatres. The corporation, headed by E. H. Emmick of San Francisco, will operate the house under a long-term agreement [illegible] the builders, L. W. Wilson and J. A. Benham.

The new theatre in the fast growing Golden State chain, was erected at a reported cost of $300,000 and it will be the Fresno home of the [illegible] attractions for the season.

Start Two New Chicago Theatre Projects

Marks Brothers announce that they will start work this week clearing the site for the new Paradise Theatre, which will be built on the north side of West Madison Street, just west of Crawford. The Paradise, it is said, will be one of the largest theatres in the city with a main floor which will seat 2,500 patrons, and a large balcony. Surmounting the theatre proper will be a dome which will contain a set of chimes, to be operated from the organ keyboard. Other noveties are also to be incorporated in this structure. In addition to the theatre, the building will contain five stores and forty-eight offices.

Another big theatre project upon which work is expected to start shorty, is the 2,500 seat house to be erected at the corner of Irving Park Boulevard and Austin Avenue. The contract for its construction has been let and it is planned to complete the theatre in time for opening on October 1st.

Wurlitzer Organ Installed in Milwaukee's Alhambra

The new Wurlitzer organ in the Alhambra theatre, Milwaukee, will be officially dedicated and placed in service within the next ten days or two weeks. The work of installing the new organ in Universal's Milwaukee house has been in progress for several weeks. The management of the Alhambra is considering plans and will shortly receive bids on the installation of a new ventilation system in the theatre.

Feiber & Shea Add Marquee to Colonial at Akron

Feiber and Shea interests in Akron are of the opinion that Broadway has no monoply on the White Way. They have built a new marquee to their Colonial Theatre and this marquee has 1,000 lights. The Colonial is now probably the most conspicuous theatre in Akron.

Lyric at Cleveland Holds Premiere Feb. 28

The Lyric, Cleveland's newest motion picture theatre, opened its doors for the first time on Thursday, February 28th, to an invited audience. The Lyric was built by Max Lefkowitz and Abe Polster, who own and operate one of the largest picture theatre chains in Cleveland. The Lyric is said to be the last word in beauty and comfort.

Contract Awarded for New Moberly, Mo. Theatre

George W. Sparks has let contracts for the construction of the new Grand Theatre at Moberly, Mo. The Eberhardt Construction Company, Salina, Kas., was awarded the general work at $42,250. Work will start immediately. The building will be two story and basement, 61 by 140 feet and cost $100,000 complete. It will seat 1,000.

Three More New England Incorporations

The State Theatre of South Manchester, Conn., has been incorporated with capital of $75,000. Bernhard E. Hoffman of New Haven, Conn., heads the new corporation.

The Strand Theatre Co. of Hamden, Conn. has been incorporated to operate a motion picture theatre, with capital of $25,000. Charles Schneider of 20 West Rock avenue, New Haven, heads the company.

The Hey-Dey Amusement Co. of Nantasket has been incorporated at Hull, Mass. to operate a motion picture theatre, with capital of $20,000. Incorporators are Patrick J. Sullivan, Joseph Stone of Nantasket Beach and David Stone of Boston.

Four New England Projects Under Way; New Haven House to Open Soon

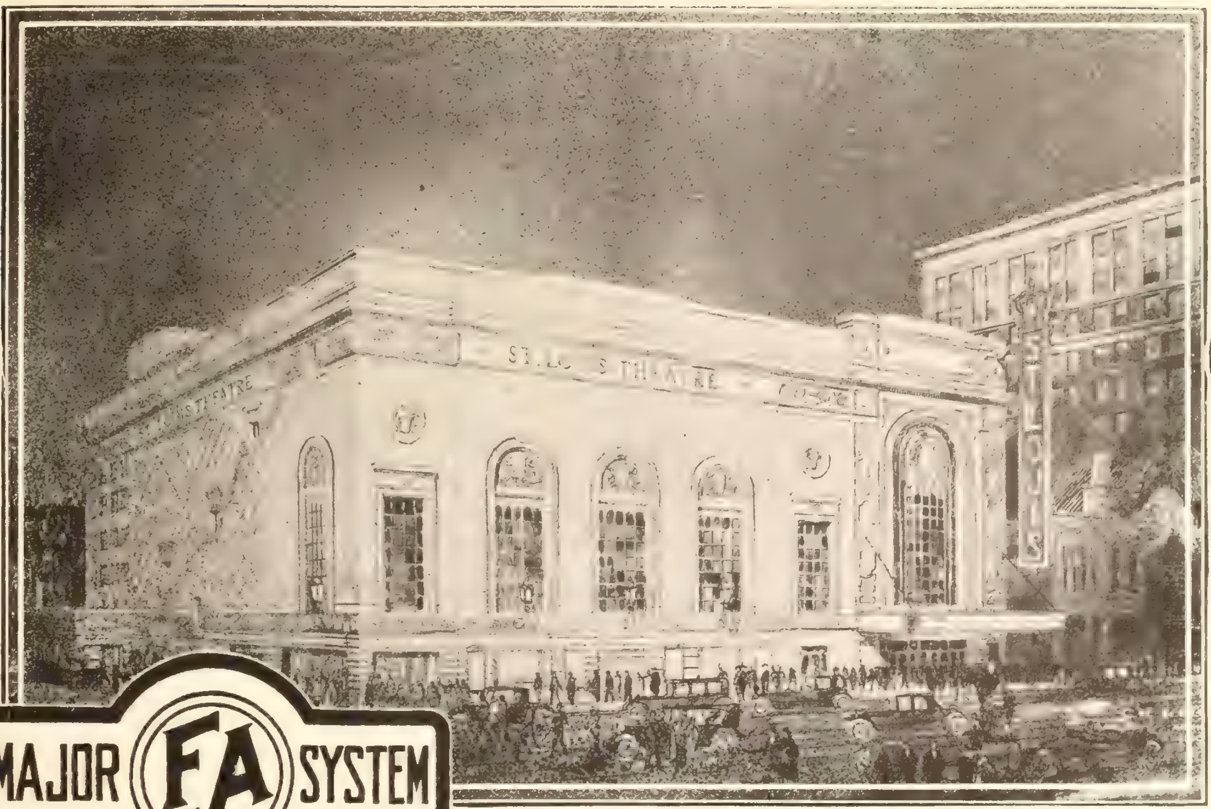
P. VARTIGAN, 303 Broadway, Somerville, Mass., has awarded contracts for the construction of a new theatre at that address from plans drawn by Architect James Tuck of Boston. Joseph Greenwood has the general contract. The new theatre will cost about $170,000 and will be ready in the late summer or early fall.

The Roger Sherman Theatre at New Haven, Conn., will be opened the latter part of the month. This is the newest of the Arthur S. Friend theatres and Edwin Morchary is managing director of the house. The new playhouse is one of the finest in the New England territory, will have a 20-piece orchestra and will be a first run house.

Jacob Conn of Providence, R. I., is to build a new theatre in that city at Westminster street and Broadway in Olneyville square. The house will have seats for 1250 and will have one balcony and main auditorium. The theatre is included in a new business block to contain ten stores and offices above. The lobby will be on the Westminster street side. Contracts call for the completion of the theatre by August first.

Work has started on extensive alterations and enlargement of the Gaiety Theatre on Congress street, Portland, Me., which will transform the playhouse into one of the most modern in the city. It will be of Colonial architecture and all seats will be on the floor, which will make this theatre the only one of this type in the city. The lobby will be at Congress and Temple streets. The cost of the alterations will be in excess of $30,000 and it is expected that it will be ready for reopening about May 1. The name of the theatre is to be changed to The Colonial and James W. Greeley, who has managed the old Gaiety will continue as its manager. There will be motion pictures throughout the year, musical comedy skits during the summer months in addition to the pictures.

Chief Projectionist and Equipment are shown in this view from Sterns' Royal Theatre, Bloomfield, N. J.



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- The Paramount, New York
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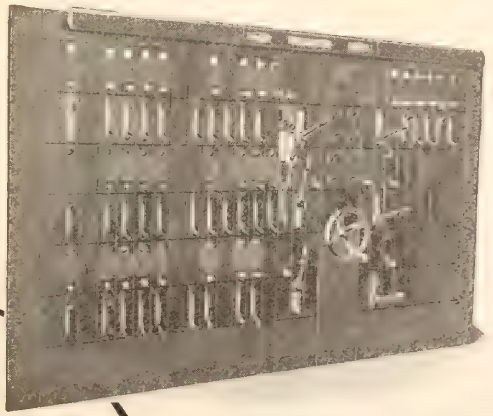
- The Paramount, Tampa *(In Construction)*

FA Major Systems are built in all capacities. As many lighting scenes as are desired may be preselected on the FA Major System, and held until each is thrown in, at its proper cue, by the FA Major All Master Switch



ORDINARY equipment would not do. And the most flexible of all theatre lighting control systems was required. Therefore FA Major System was chosen.

FA Major Systems are of unit assemblage. A size for every need, and every one a true "FA Major" in every respect. Not only is this the most practical lighting control but the most economical, as well. Show this page to your Architect—ask him.

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St. Louis, Mo.
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Projection

Optics, Electricity, Practical Ideas & advice

Inquiries and Comments

A New Condenser Combination

FOR the primary benefit of the Bausch & Lomb and General Electric Companies, we are giving below a letter which an inquisitively enterprising projectionist by the name of W. P. Stone, Capitol Theatre, Asheboro, N. C., recently sent us.

It is as follows:

"I have some information that will improve projection for Mazda users.

"A few months ago we installed in this theatre new Powers projectors equipped with G. E. Mazda outfits. After a correct setup, the condenser lens combination did not prove successful for me. Of course, the condensers were a 4 in. diameter plano-convex in back (collector) and a 5 in. bi-convex in front (converging.)

I experienced trouble with the large diameter converging lens spreading too much light over the aperture plate. I could not get the light beam down to a correct focusing point under any condition. There was a great loss of light through this large diameter lens.

In looking around for the trouble, I found that the small collector lens (plano-convex) had too short a focal length. Therefore, I placed a regular 4-5/16 in. diameter, 6½ in. focal length, plano-convex collector lens in combination with the large converging lens.

Large Increase

This combination proved successful in bringing the light beam down to any point that I desired, with the further advantage of obtaining a sharp focus at the aperture and practically no lost light at all. In fact, it increased the light on the screen fully *fifty per cent.*

It also gave me the advantage of placing the lamp farther from the collector lens, but the greatest improvement was the increased screen light. The 4-5/16 in. condenser is a regularly stocked lens sold by the Bausch & Lomb Company.

I am sure that this combination will prove successful to projection under any condition where Mazda is being used. I do not know whether the G. E. people have ever 'run' this or not, but I am sure that it is much better than their present combination.

I hope you will continue to make the department the success it has been."

Has Not Been Tried

Friend Stone, we do not know if the Bausch & Lomb Company has ever tried out this particular scheme but we can say with a fair amount of certainty that the G. E. Company has not tried it—that is, in any official manner. So in this respect, at least, your idea is quite new.

As for the merits of it, well, that is an entirely different proposition that requires a little study. We will, however, try out your scheme and test it in order to see just what the lumen increase (on the screen) is over the regular Bausch & Lomb aspheric combination. You see, we are taking your word for it that there will be an increase. However, you may not be so far wrong at that, as will be brought out later.

Not Plano-Convex

Before taking up the main thread of the discussion, Friend Stone, let us correct your impression that the two lenses of the Bausch & Lomb cinephor condenser are ordinary lenses of the plano-convex and bi-convex type. They are quite the contrary, being in fact, specially designed lenses, the rear 4 in. element having one plane face and one parabolic face and the large 5¼ in. element having its low curvature face spherical (convex) and its high curvature face parabolic. For this reason, this condenser combination is often called the *aspheric* (not spherical) condenser and the *parabolic* condenser.

The lenses are ground with one parabolic surface each so as to correct for the unequal bending of the light flux in various sections (or zones, as they are called) of the lenses.

In technical language, this is called making the various optic paths between light source and aperture, by way of the lens, equal. The result is the elimination of spherical aberration (unequal bending of the rays) and as a consequence, a very sharply defined image.

Large Pick-Up

Any condenser of the Bausch & Lomb type—there were three designed, the Benford split aspheric, designed by F. A. Benford, Illuminating Engineering Dept., G. E. Company and the old Beechlyn two-element aspheric, designed by J. T. Beechlyn, formerly of the Street Lighting Engineering Dept., G. E. Company—represents the last word in condenser design (as applied to Mazda).

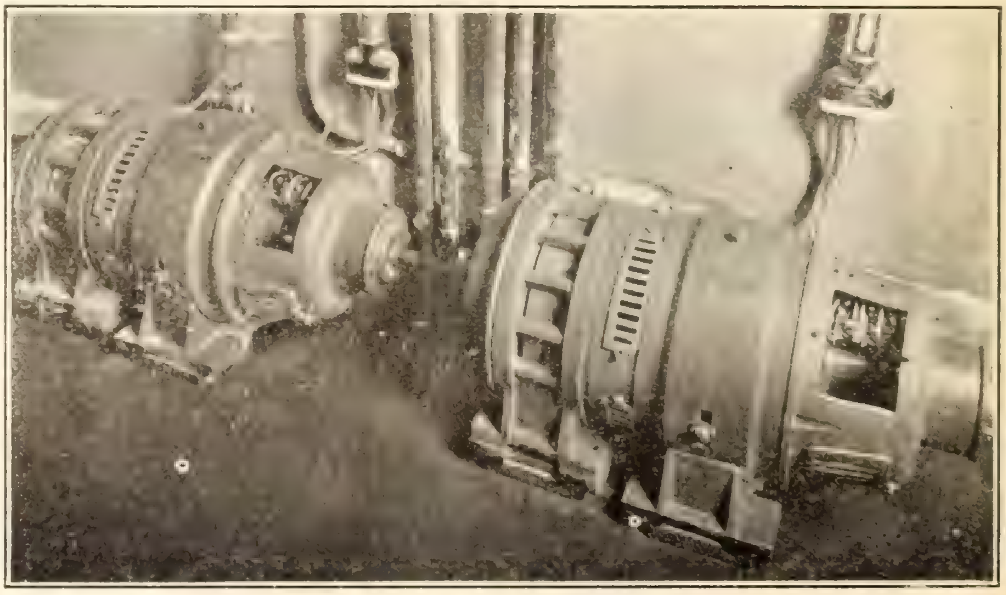
All three types are essentially short focal length affairs and devise their increased efficiency (increased screen light) not from the fact that spherical aberration was eliminated but because of an increased light collecting, or "pick-up," angle. The correction for spherical aberration merely made this larger "pick-up" angle possible.

For instance, the present Bausch & Lomb type, at its best, gives about fifty per cent more screen illumination than the old prismatic condenser, but its light collecting angle is just about fifty per cent greater than the prismatic type.

Saves Energy

The correction for spherical aberration, taken by itself, can only do *one* thing; viz., save energy at the source since a *smaller* light source can be used to obtain the *same* screen illumination. An uncorrected condenser, on the other hand, will require a *larger* source to provide an equivalent amount of screen light. This fact has been known for quite some time, the principal drawback to its application in practice being the impracticability of grinding aspheric surfaces in a commercial way.

(Continued on page 1444)



View showing Hertner Transverter Equipment in Rachmiel and Rinzler's Ambassador, Brooklyn. They were installed in Howell's Cine Equipment Co.

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When the picture is printed on Eastman Positive Film you are confident of photographic quality on the screen.

Eastman Film is subjected to exacting tests in the Kodak Research Laboratories that prove it right.

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We are in a position to analyze any theatre proposition from every angle. If you contemplate building a theatre, get in touch with us before you arrange for plans and specifications; we can save you money, due to our special knowledge of theatre construction. We are prepared to analyze your proposition, prepare sketches, submit an estimated cost, prepare plans and specifications and supervise construction, so that the ultimate cost will not exceed the estimated. We will prepare you a statement showing the probable net returns on the investment and advise as to methods of finance. We can handle your proposition from inception to completion, turning the theatre over to you complete in every detail, ready to operate. Send us your proposition for analysis.

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Projection, Optics, Etc.

Continued from page 1442)

Progressing Backward

Now, Friend Stone, when you remove the short focal length collector lens from this aspheric combination and replace it with a regular 6½ in. focal length plano-convex uncorrected lens, you are destroying the corrective qualities of the combination in addition to lengthening in equivalent focal length. This means just one thing—a decrease in light collecting power and a consequent reduction in screen illumination. You speak of having a greater distance between lamp and condenser after the change. That is just what you want to avoid since the aspheric condenser was specially designed to place the lamp as close as possible to the condenser combination in order to obtain the maximum "pick-up" of light.

So you see, you are (in theory at least) really progressing backward. Actually, however, I believe that in your particular case you are really getting better screen illumination after making the change so that you were, in a way, justified in your actions.

Something Wrong

It appears, Friend Stone, that you are not the only person who has experienced, or is experiencing, the same trouble you describe—that is, the shooting of light over the entire head of the projector instead of its concentration on the aperture.

We have received numerous complaints from projectionists who have been using this optic device and the writer has personally inspected a number of installations in theatres where similar trouble was found. A fairly recent case was encountered in the screening room of Famous Players-Lasky on Fifth Avenue, New York. And within one hundred feet of where the writer is sitting is a demonstration projector which has a condenser afflicted in the same manner.

The trouble, you see, appears to be quite common.

Sometimes, the cause is found in a cracked collector lens, such as was the case of the Star Theatre, Lawrence, Mass. This theatre, by the way, consistently complained of broken collector lenses and a number of investigations failed to reveal the cause thereof. As far as the writer knows, the reason for the excessive breakage is a mystery to this day.

So it is possible, Friend Stone, indeed, quite probable, that your remedy for this condition is satisfactory from the standpoint of making the most of a bad situation—that is, you are getting more screen light than with the original aspheric combination.

Wasted Light

The thing we would like to impress upon you, however, is this—that the condenser set you have is imperfect in some manner and any corrective measures, such as using a plano-convex lens in place of the regular parabolic lement, is at best a makeshift and should be used only temporarily.

There is no excuse for a condenser which spills its light over the entire head of the projector instead of forming a sharply defined circle of light, two inches in diameter, on the aperture plate.

In the meantime, we will investigate your suggestion more fully in order to test its merits.

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Write for information on NEW Super Gold Seal Models

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AUTOMATICKET SYSTEM USED WHEREVER TICKETS ARE SOLD

West Coast's Belmont to Open This Month

Due to the fact that several of the officials of the West Coast Theatres, Inc., would be unable to attend the opening of the new $750,000 West Coast Belmont theatre, at First and Vermont, on the date planned for the opening, A. M. Bowles, general manager of the organization, announces that the opening date has been changed from February 24th.

It is said that Los Angeles will have the privilege of seeing one of the greatest openings in West Coast theatre history, which have brought great fame to A. M. Bowles.

Bids Received on Theatre for St. Joseph, Mo.

Bids are being advertised this week on the new $250,000 motion picture theatre to be constructed in St. Joseph, Mo., by J. H. Cooper of New York and Eli Shire of Lincoln, Neb. The house will be three stories in height and will be 75 x 140 feet. Boller Brothers, Kansas City, are the architects.

Stanley Breaks Ground for Another Theatre

Ground has been broken for the new 2,500 seat theatre of the Stanley Company to be erected at Ogontz Ave. and Church Lane, West Oak Lane, Philadelphia, at an estimated cost of $1,000,000. It will be of Spanish type and will contain a number of stores and apartments.

J. & V. Hollywood to Open About July 1st

Offices of the Jensen-Von Herberg organization announced last week that the new J. & V. Hollywood Theatre in Portland would be ready for formal opening about July first of this year. The house has a seating capacity of 1,600, and will represent one of the finest moderate size structures in the Northwest when completed.

Apollo at Kansas City Buys New Wurlitzer

The installation of a new Wurlitzer organ at the Apollo theatre, Kansas City, this week was made a formal affair by R. and M. Finklestein, managers. A recital was given by Lloyd Smith, organist, preceding the afternoon performance, and the event was given liberal publicity in newspapers.

Preddy Appointed Agent by Enterprise Optical Co.

The Enterprise Optical Manufacturing Company of Chicago, who manufacture the Motiograph projections, have appointed W. G. Preddy their local distributor.

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Hazy, dull images, dark spots, or uneven distribution of light with an ordinary lens may break the spell of their enjoyment, and cause them to go to a different house next time. Keep your patrons—install a Bausch & Lomb Cinephor Optical System and get bright, clear images, strongly defined—*perfect* projection.

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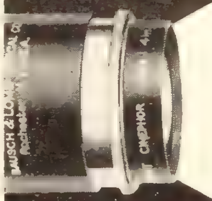

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MANAGER or assistant, at liberty. Efficient and progressive. Five (5) years with Broadway picture house. Excellent references. Box 630, Motion Picture News, New York City.

FAMILY of four would take full charge of your theatre — manager, operator, musician and ticket seller. Fifteen years' experience. Will lease or buy small theatre. Box 665, Motion Picture News, New York City.

WANTED. — To lease a good theatre or take job as manager. Have had twelve years' experience. Married. Can give best of reference. Address E. L. Marquet, Opera House, Richwood, Ohio.

WANT to lease movie theatre 600 seats or over; anywhere in State of Wisconsin; would consider house somewhat run down, or will buy interest in bona fide proposition where owner wishes to retire; all replies absolutely confidential. Address, Box 660, Motion Picture News, Chicago, Ill.

MANAGER or Assistant, 5 years with Broadway picture house; effcient, live wire, progressive, best references. Box 630, Motion Picture News, New York City.

MUSICAL DIRECTOR — At liberty; 16 years in prominent New York movie theatres; age, 37; wish connection with first class theatre anywhere where a perfect musical setting is demanded and appreciated; immense library. Director, care of Cody, 425 W. 46th St., New York.

WANTED.—To lease good theatre, or take job as manager; have had 12 years' experience; married; can give best of reference. Address, E. L. Marquet, Opera House, Richmond, Ohio.

MOVING PICTURE OPERATOR (licensed), signpainter, wishes steady position anywhere. J. Hengartner, 841 Tiffany St., New York City.

OPERATOR and electrician with 9 years' experience in large houses; married; wants work at once. W. F. Ingalls, 313 So. "B" St., Oskaloosa, Iowa.

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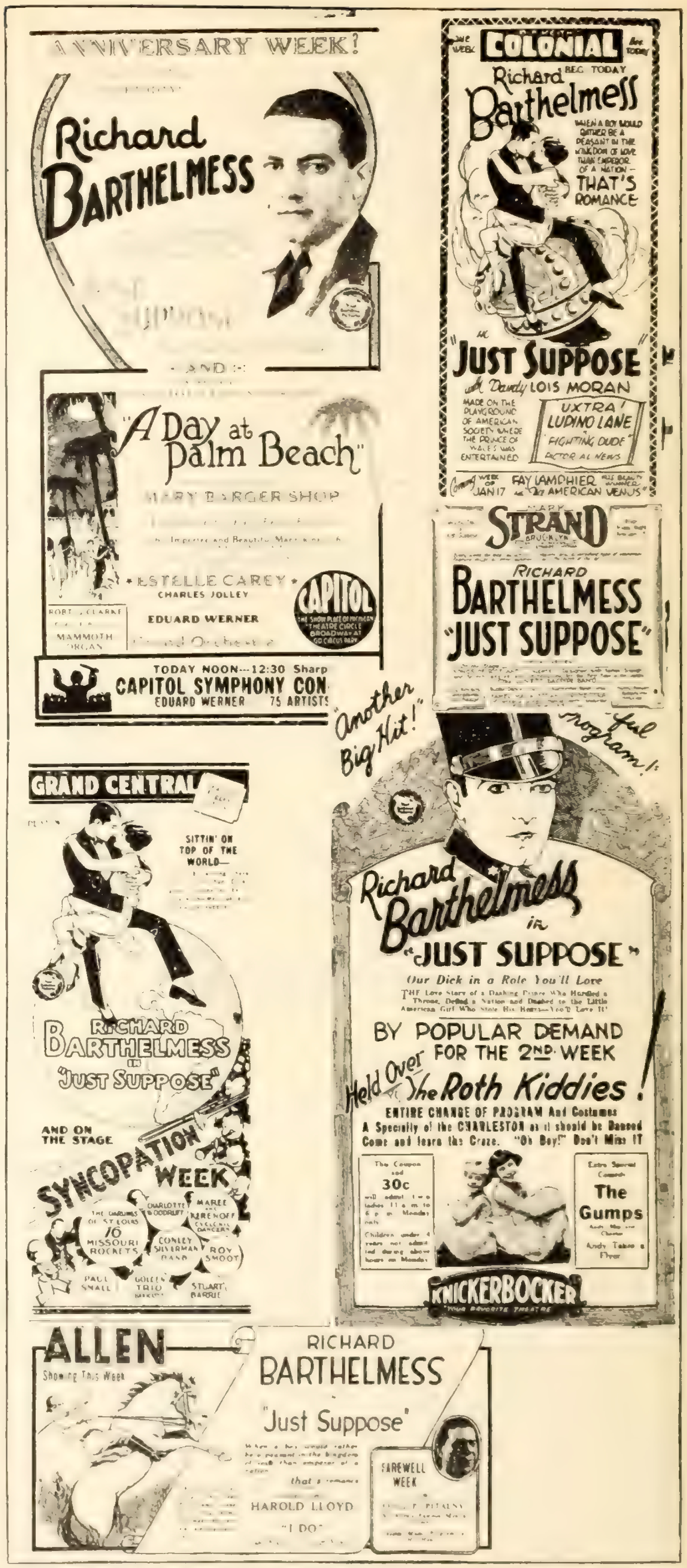
ANNIVERSARY WEEK!
Richard Barthelmess
A Day at Palm Beach
ESTELLE CAREY
EDUARD WERNER
CAPITOL
TODAY NOON—12:30 Sharp
CAPITOL SYMPHONY CON
COLONIAL
Richard Barthelmess
THAT'S ROMANCE
"JUST SUPPOSE"
LOIS MORAN
UXTRA! LUDINO LANE
FAY LAMPHIER
STRAND
RICHARD BARTHELMESS
"JUST SUPPOSE"
"Another Big Hit!"
GRAND CENTRAL
RICHARD BARTHELMESS in "JUST SUPPOSE"
AND ON THE STAGE
SYNCOPATION WEEK
Richard Barthelmess in "JUST SUPPOSE"
Our Dick in a Role You'll Love
BY POPULAR DEMAND
Held Over FOR THE 2ND WEEK
The Roth Kiddies!
30c
The Gumps
KNICKERBOCKER
ALLEN
RICHARD BARTHELMESS
"Just Suppose"
HAROLD LLOYD
FAREWELL WEEK

The romantic elements of First National's "Just Suppose" were accented in newspaper displays for this feature by first-run theatres, as indicated by the above layout of representative advertisements. Theatres whose displays are included in the group are the following: Capitol, Detroit; Colonial, Dayton, O.; Grand Central, St. Louis; Allen Theatre, Cleveland; Mark Strand Theatre, Brooklyn, N. Y., and the Knickerbocker Theatre, Nashville, Tenn.

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Amazing Quest, The	Henry Edwards	Cranfield & Clarke	5500 feet	
As No Man Has Loved	Special Cast	Fox	7929 feet	Feb. 28
Battler, The	Kenneth McDonald	Bud Barsky (S. R.)	5000 feet	
Below The Line	Rin-Tin-Tin (dog)	Warner Brothers	6001 feet	Oct. 31
Big Pal	William Russell	Ginsberg Dist	4543 feet	Oct. 24
Black Cyclone	Rex (horse)	Pathe	5058 feet	May 30
Business of Love	Pitts-Horton	Astor Dist. (S. R.)	6008 feet	Dec. 19
California Straight Ahead	Reginald Denny	Universal	7238 feet	Sept. 12
Coast of Folly	Gloria Swanson	Paramount	6840 feet	Sept. 12
Coming of Amos	Rod La Rocque	Prod. Dist. Corp	5677 feet	Sept. 19
Cyclone Cavalier	Reed Howes	Rayart (S. R.)	4928 feet	Sept. 26
Dark Angel, The	R. Colman-V. Banky	First National	7311 feet	Sept. 26
Don Q, Son of Zorro	Douglas Fairbanks	United Artists	10264 feet	June 27
Free to Love	C. Bow-D. Keith	B.P.Schulberg(S.R.)	4825 feet	Jan. 2
Freshman, The	Harold Lloyd	Pathe	6883 feet	July 25
Galloping Jinx	Buddy Roosevelt	Artclass Pict	4488 feet	
Great Sensation, The	W. Fairbanks-P. Garon	Columbia (S. R.)	4560 feet	Sept. 26
Havoc	Special Cast	Fox	9200 feet	Aug. 29
High and Handsome	" Lefty " Flynn	F. B. O	5669 feet	Feb. 20
His Majesty Bunker Bean	M. Moore-Devore	Warner	7149 feet	Sept. 26
His Master's Voice	Thunder (dog)	Lumas Film	5700 feet	Nov. 14
If Marriage Fails	J. Logan-C. Brook	F. B. O	6006 feet	May 23
Kentucky Pride	Special Cast	Fox	6652 feet	Sept. 19
Knockout Kid, The	Jack Perrin	Rayart Pict. Corp. (S. R.)	4901 feet	Jan. 9
Let's Go Gallagher	Tom Tyler	Film Book. Offices	5182 feet	Oct. 3
Live Wire, The	Johnny Hines	First National	7000 feet	Sept. 12
Lost World, The	Special Cast	First National	9700 feet	Feb. 21
Man of Nerve	Bob Custer	F. B. O	4452 feet	Nov. 28
Man Who Found Himself	Thomas Meighan	Paramount	7168 feet	Sept. 5
Mystic, The	Pringle-Earle	M-G-M	6239 feet	Sept. 12
Never the Twain Shall Meet	Stewart-Lytell	Metro-Goldwyn	8143 feet	Aug. 8
New Champion, The	Wm. Fairbanks	Columbia Pict. (S.R.)	4547 feet	Dec. 19
Not So Long Ago	Betty Bronson	Paramount	6849 feet	Aug. 8
Once In a Lifetime	Richard Holt	Gerson Pict. (S. R.)	5000 feet	Dec. 5
Outlaw's Daughter, The	Josie Sedgwick	Universal	4375 feet	Dec. 19
Parisian Nights	E. Hammerstein - L. Tellegen	F. B. O.	6278 feet	June 20
Part Time Wife	Alice Calhoun	Lumas Film (S. R.)	6100 feet	Dec. 5
Plastic Age, The	Special Cast	B. P. Schulberg (S.R.)	6848 feet	Oct. 10
Pretty Ladies	Zazu Pitts	Metro-Goldwyn	5828 feet	July 25
Primrose Path, The	Bow-MacDonald	Arrow	5475 feet	Oct. 31
Ridin' the Wind	Fred Thomson	Film Book. Offices	5014 feet	Oct. 24
Scandal Street	Kennedy-Welch	Arrow	6923 feet	Nov. 14
Sealed Lips	Revier-Landis	Columbia Pict. (S.R.)	5770 feet	Nov. 7
Seven Days	Lillian Rich	Prod. Dist. Corp	6974 feet	Sept. 12
Shore Leave	Barthelmess-Mackaill	First National	6856 feet	Aug. 29
Siege	Virginia Valli	Universal	6424 feet	June 20
Son of His Father, A	Special Cast	Paramount	6925 feet	Sept. 19
Souls for Sables	Windsor-O'Brien	Tiffany (S. R.)	7000 feet	Sept. 12
Speed Madness	Frank Merrill	Hercules Film	4579 feet	
Spook Ranch	Hoot Gibson	Universal	5247 feet	May 2
Steppin' Out	Sterling-Revier	Columbia	5267 feet	Dec. 19
Sun Up	Special Cast	Metro-Goldwyn	5906 feet	Aug. 29
Tearing Loose	Wally Wales	Weiss Bros. (S. R.)	5060 feet	June 13
Teaser, The	Laura La Plante	Universal	6967 feet	May 30
Three Wise Crooks	Evelyn Brent	Film Book. Offices	6074 feet	Oct. 24
Timber Wolf, The	Buck Jones	Fox	4869 feet	Sept. 26
Trouble With Wives, The	Vidor-T. Moore	Paramount	6489 feet	Aug. 11
Wall Street Whiz, The	Richard Talmadge	Film Book. Offices	5452 feet	Nov. 7
What Fools Men	Stone-Mason	First National	7349 feet	Oct. 10
Wheel, The	Special Cast	Fox	7325 feet	Aug. 2
White Outlaw, The	Jack Hoxie	Universal	4830 feet	June 27
Wild Horse Mesa	Special Cast	Paramount	7221 feet	Aug. 22
Wild, Wild Susan	Bebe Daniels	Paramount	5774 feet	Aug. 15
With This Ring	Mills-Tellegen	B. P. Schulberg	5333 feet	Oct. 3

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
American Pluck	George Walsh	Chadwick	6000 feet	July 11
Beautiful City	R. Barthelmess	First National	6460 feet	Nov. 14
Bobbed Hair	Prevost-Harlan	Warner Brothers	7781 feet	Oct. 31
Borrowed Finery	Louise Lorraine	Tiffany (S. R.)	6500 feet	Dec. 5
Bustin' Through	Jack Hoxie	Universal	4506 feet	Oct. 24
Circle, The	Eleanor Boardman	Metro-Goldwyn	5511 feet	Oct. 31
Circus Cyclone, The	Art Acord	Universal	4609 feet	Aug. 22
Classified	Corinne Griffith	First National	6927 feet	Oct. 17
Clothes Make the Pirate	Errol-D. Gish	First National	7000 feet	Nov. 14
Compromise	Irene Rich	Warner Bros	6586 feet	Nov. 7
Desert Demon, The	Buffalo Bill, Jr	Artclass Pict	5012 feet	Feb. 27
Dollar Down	Ruth Roland	Truart (S. R.)	5860 feet	Aug. 29
Everlasting Whisper, The	Tom Mix	Fox	5611 feet	Oct. 24
Exchange of Wives, An	Special Cast	Metro-Goldwyn	6300 feet	Oct. 17
Fighting Heart, The	Geo. O'Brien	Fox	7032 feet	Oct. 3
Golden Princess, The	Bronson-Hamilton	Paramount	6395 feet	Sept. 19
Heads Up	" Lefty " Flynn	F. B. O	5482 feet	Nov. 21
Heartless Husbands	Gloria Grey	Madoc Sales	5000 feet	Dec. 26
Hell's Highroad	Leatrice Joy	Prod. Dist. Corp	6084 feet	Sept. 5
Hurricane Horseman, The	Wally Wales	Artclass Pict	4440 feet	
In Search of a Hero	Richard Holt	Gerson Pictures	5000 feet	Feb. 13
Iron Horse, The	O'Brien-Bellamy	Fox Film Corp	10424 feet	Sept. 13 '24
Keeper of the Bees, The	Robert Frazer	F. B. O	6712 feet	Oct. 17
Little Annie Rooney	Mary Pickford	United Artists	8850 feet	Oct. 31
Lorraine of the Lions	Kerry-Miller	Universal	6753 feet	Aug. 15
Lovers in Quarantine	Daniels-Ford	Paramount	6570 feet	Oct. 24
Luck and Sand	Leo Maloney	Clarion Photoplays	5000 feet	Feb. 27
Man on the Box, The	Sydney Chaplin	Warner Bros	7282 feet	Oct. 10
Midshipman, The	Ramon Novarro	Metro-Goldwyn	7498 feet	Oct. 24
New Brooms	Hamilton-Love	Paramount	5443 feet	Oct. 24
No Man's Law	Bob Custer	F. B. O	4042 feet	Nov. 21
One of the Bravest	Ralph Lewis	Lumas Film (S.R.)	5679 feet	Dec. 5
Other Woman's Story	Calhoun-Frazer	B. P. Schulberg	6080 feet	Nov. 7
Pace That Thrills, The	Ben Lyon	First National	6911 feet	Oct. 29
Peacock Feathers	Logan-Landis	Universal	6802 feet	Aug. 26
Pony Express, The	Betty Compson	Paramount	9801 feet	Sept. 26
Prairie Pirate, The	Harry Carey	Prod. Dist. Corp	4603 feet	Sept. 21
Pride of the Force, The	Tom Santschi	Rayart	5139 feet	Nov. 21
Red Hot Tires	Monte Blue	Warner Bros	6447 feet	Oct. 31
Regular Fellow, A	Raymond Griffith	Paramount	5027 feet	Oct. 17
Seven Keys to Baldpate	Douglas MacLean	Paramount	6648 feet	Nov. 7
Storm Breaker, The	House Peters	Universal	6093 feet	Sept. 26
Substitute Wife, The	Jane Novak	Arrow	5994 feet	Nov. 7
Thunder Mountain	Special Cast	Fox	7537 feet	Oct. 10
Tower of Lies	Chaney-Shearer	Metro-Goldwyn	6849 feet	Oct. 10
Wandering Fires	Constance Bennett	Arrow	6600 feet	Oct. 17
Wandering Footsteps	Taylor-Washburn	Ginsberg Dist. Corp	5060 feet	Nov. 21
Why Women Love	Blanche Sweet	First National	6750 feet	Oct. 31
Win, Lose or Draw	Leo Maloney	Clarion Photoplays	4988 feet	
Winding Stair, The	Special Cast	Fox	6107 feet	Oct. 17
Without Mercy	Vera Reynolds	Prod. Dist. Corp	6550 feet	Oct. 24

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Action Galore	Buddy Roosevelt	Artclass Pict	4659 feet	
After Marriage	Margaret Livingston	Madoc Sales	5500 feet	Nov. 14
All Around Frying Pan	Fred Thomson	F. B. O	5519 feet	Nov. 28
Ancient Highway, The	Jack Holt	Paramount	6034 feet	Nov. 21
Best Bad Man, The	Tom Mix	Fox	4983 feet	Dec. 12
Best People, The	Special Cast	Paramount	5700 feet	Nov. 7
Bright Lights	Ray-Starke	Metro-Goldwyn	6260 feet	Nov. 28
Calgary Stampede, The	Hoot Gibson	Universal	5924 feet	Oct. 10
Call of Courage, The	Art Acord	Universal	4661 feet	Sept. 19
Camille of the Barbary Coast	Busch-O. Moore	Assoc. Exhib	5600 feet	Aug. 1
Clash of the Wolves	Rin-Tin-Tin (dog)	Warner Bros	6478 feet	Nov. 28
Cobra	Valentino	Paramount	6895 feet	Nov. 21
Daring Days	Josie Sedgwick	Universal	4622 feet	Mar. 6
Durand of the Bad Lands	Buck Jones	Fox	5844 feet	Oct. 24
Eagle, The	Rudolph Valentino	United Artists	6756 feet	Nov. 21
East Lynne	Special Cast	Fox	8553 feet	Oct. 10
Fifty-Fifty	L.Barrymore-H.Hampton	Assoc. Exhib	5561 feet	June 24
Fight to a Finish, A	Wm. Fairbanks	Columbia (S. R.)	4603 feet	Dec. 5
Flower of Night	Pola Negri	Paramount	6374 feet	Oct. 31
Fool, The	Edmund Lowe	Fox	9488 feet	April 25
Galloping On	Wally Wales	Artclass Pictures	4292 feet	Feb. 27
Go West	Buster Keaton	Metro-Goldwyn	6256 feet	Nov. 7
His Buddy's Wife	Glenn Hunter	Assoc. Exhib	5600 feet	July 25
Home Maker, The	Alice Joyce	Universal	7755 feet	Aug. 8
Keep Smiling	Monty Banks	Assoc. Exhib	5400 feet	Aug. 1
King on Main St., The	Adolphe Menjou	Paramount	6229 feet	Nov. 7
Last Edition, The	Ralph Lewis	Film Book. Offices	6400 feet	Oct. 17
Lazybones	Special Cast	Fox Film	7236 feet	Oct. 31
Lights of Old Broadway	Marion Davies	Metro-Goldwyn	6437 feet	Nov. 14
Manhattan Madness	Dempsey-Taylor	Assoc. Exhib	5500 feet	July 25
Merry Widow	Mae Murray	Metro-Goldwyn	10027 feet	Sept. 12
Midnight Limited	Glass-Hawley	Rayart	5855 feet	Jan. 2
New Commandment	Sweet-Lyon	First National	6980 feet	Nov. 14
Old Clothes	Jackie Coogan	Metro-Goldwyn	5915 feet	Nov. 14
Only Thing, The	Special Cast	Metro-Goldwyn	5824 feet	Dec. 5
People vs. Nancy Preston	Bowers-De La Motte	Prod. Dist. Corp	6300 feet	Nov. 7
Phantom Express, The	Special Cast	Ginsberg Dist	4614 feet	Dec. 12
Phantom of the Opera	Lon Chaney	Universal	8464 feet	Sept. 19
Ridin' Streak, The	Bob Custer	Film Book. Offices	4540 feet	Dec. 12
Road to Yesterday, The	Joseph Schildkraut	Prod. Dist. Corp	9980 feet	Nov. 21
Romance Road	Raymond McKee	Truart	5000 feet	Aug. 8
Rose of the World	Special Cast	Warner Bros	7506 feet	Nov. 21
Saddle Cyclone	Buffalo Bill Jr	Artclass Pict	4728 feet	
Satan in Sables	Lowell Sherman	Warner Bros	7000 feet	Oct. 24
Scarlet Saint, The	Astor-Hughes	First National	6880 feet	Nov. 21
Seven Sinners	Marie Prevost	Warner Bros	6286 feet	Dec. 19
Shadow on the Wall	Creighton Hale	Lumas Film (S. R.)	5800 feet	Dec. 12
Simon the Jester	Rich-O'Brien	Prod. Dist. Corp	5070 feet	Oct. 24
Some Pun'kins	Chas. Ray	Chadwick (S. R.)	6500 feet	Sept 19
S.O.S. Perils of the Sea	Elaine Hammerstein	Columbia Pict	5118 feet	Dec. 26
Sporting Life	Special Cast	Universal	6763 feet	Sept. 26
Stage Struck	Gloria Swanson	Paramount	6691 feet	Nov. 28
Stella Dallas	Bennett-Colman	United Artists	10157 feet	Nov. 28
Tessie	McAvoy-Agnew	Arrow	6221 feet	Oct. 24
Thank U	Special Cast	Fox	6839 feet	Sept. 19
Unchastened Woman, The	Theda Bara	Chadwick (S. R.)	6800 feet	Jan. 2
Under the Rouge	Tom Moore	Assoc. Exhib	[illegible] feet	[illegible]
Unguarded Hour, The	Sills-Kenyon	First National	6613 feet	Dec. 5
Wedding Song, The	Leatrice Joy	Prod. Dist. Corp	7373 feet	Nov. 28
We Moderns	Colleen Moore	First National	[illegible] feet	[illegible]
When Husbands Flirt	Dorothy Revier	Columbia	5625 feet	[illegible]
Where Was I?	Reginald Denny	Universal	6630 feet	Aug. 29
Wild Girl	Louise Lorraine	Truart (S. R.)	5000 feet	Mar. 6
Wyoming Wild Cat, The	Tom Tyler	F. B. O	5156 feet	Nov. 28

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Blind Trail, The	Leo Maloney	Clarion Photoplays	4900 feet	
Blue Blood	George Walsh	Chadwick	5600 feet	Feb. 13
Bluebird's Seven Wives	Lyon-Wilson-Sweet	First National	7774 feet	Jan. 9
Broadway Lady	Evelyn Brent	F. B. O.	5500 feet	Dec. 12
Counsel for the Defense	Peters-Compson	Assoc. Exhib	6022 feet	Nov. 21

Feature	Star	Distributed by	Length	Reviewed
Cowboy Musketeer, The	**Tom Tyler**	**Film Book. Offices**	**4500 feet**	**Dec. 26**
Desert's Price, The	**Buck Jones**	**Fox**	**5529 feet**	**Dec. 19**
Don't	**S. O'Neill-B. Roach**	**Metro-Goldwyn**	**6000 feet**	**Mar. 6**
Fate of a Flirt	Dorothy Revier	Columbia Pict	5823 feet	Jan. 23
Golden Strain, The	**Special Cast**	**Fox**	**5989 feet**	**Jan. 2**
Goose Woman, The	**Special Cast**	**Universal**	**7500 feet**	**Aug. 22**
Great Love, The	**Dana-Agnew**	**M-G-M**		
Handsome Brute, The	W. Fairbanks-Corbin	Columbia Pict. (S.R.)	4779 feet	Feb. 20
His People	**Rudolph Schildkraut**	**Universal**	**8983 feet**	**Nov. 14**
His Secretary	Norma Shearer	M-G-M	6433 feet	Jan. 2
Hogan's Alley	**Harlan-Miller**	**Warner Bros.**	**6610 feet**	**Dec. 5**
Infatuation	**Special Cast**	**First National**	**5794 feet**	**Jan. 16**
Irish Luck	**Thomas Meighan**	**Paramount**	**7008 feet**	**Nov. 28**
Joanna	**Mackaill-Mulhall**	**First National**	**7900 feet**	**Dec. 26**
Kiss for Cinderella, A	**Betty Bronson**	**Paramount**	**9221 feet**	**Dec. 26**
Lady Windermere's Fan	**Special Cast**	**Warner Brothers**	**7816 feet**	**Dec. 19**
Lodge in the Wilderness, The		**Tiffany (S. R.)**	**6500 feet**	
Lord Jim	**Percy Marmont**	**Paramount**	**6702 feet**	**Nov 21**
Lover's Island	Hampton-Kirkwood	Assoc. Exhib		Jan. 23
Madam Behave	**Eltinge-Pennington**	**Prod. Dist. Corp**	**5417 feet**	**Nov. 14**
Man From Red Gulch	**Harry Carey**	**Prod. Dist. Corp.**	**5437 feet**	**Dec. 5**
Masked Bride, The	**Mae Murray**	**Metro-Goldwyn**	**5699 feet**	**Dec. 12**
Midnight Flyer, The	**Landis-Devore**	**F. B. O.**	**6200 feet**	**Jan. 9**
Morals for Men	**Tearle-Mills**	**Tiffany (S. R.)**	**6500 feet**	**Dec. 5**
North Star, The	**Strongheart (dog)**	**Assoc. Exhib**	**5 reels**	**Jan. 16**
Northern Code, The	**Eva Novak**	**Lumas**	**5920 feet**	**Jan 9**
Pals	Louise Lorraine	Truart (S. R.)	5500 feet	Mar. 13
Perfect Clown, The	**Larry Semon**	**Chadwick**	**5600 feet**	**Dec. 26**
Pinch Hitter, The	**Glenn Hunter**	**Asso. Exhibitors**		**Dec. 12**
Pleasure Buyers, The	**Irene Rich**	**Warner Brothers**	**7202 feet**	**Feb. 13**
Prince of Pep	**Richard Talmadge**	**F. B. O**	**4911 feet**	**Jan. 2**
Sally, Irene and Mary	**Special Cast**	**Metro-Goldwyn**	**5564 feet**	**Dec 19**
Smilin' at Trouble	**" Lefty " Flynn**	**F. B. O.**	**5175 feet**	**Dec. 19**
Soul Mates	**Special Cast**	**M-G-M**	**6000 feet**	**Jan. 6**
Splendid Road, The	**Anna Q. Nilsson**	**First National**	**7646 feet**	**Dec. 12**
Streak of Luck, A	**Buffalo Bill, Jr.**	**Artclass Pict. (S. R.)**	**4884 feet**	
That Royle Girl	**Dempster-Fields**	**Paramount**	**10253 feet**	**Dec. 19**
Three Faces East	Goudal-Ames	Prod. Dist. Corp	7369 feet	Jan. 2
Thundering Through	**Buddy Roosevelt**	**Artclass Pict.**	**4527 feet**	**Mar. 6**
Time, The Comedian	Cody-Busch	Metro-Goldwyn	4557 feet	Dec. 20
Triple Action	**Pete Morrison**	**Universal**	**4800 feet**	**Nov. 14**
Tumbleweeds	**Wm. S. Hart**	**United Artists**	**7254 feet**	**Nov. 28**
Two Fisted Jones	**Jack Hoxie**	**Universal**	**4555 feet**	**Dec. 5**
Wages for Wives	**Special Cast**	**Fox**	**6352 feet**	**Dec. 5**
When the Door Opened	**Special Cast**	**Fox**	**6515 feet**	**Nov. 28**
Woman of the World, A	**Pola Negri**	**Paramount**	**6353 feet**	**Dec. 26**
Womanhandled	Richard Dix	Paramount	6765 feet	Jan. 16

JANUARY

Feature	Star	Distributed by	Length	Reviewed
American Venus, The	**Special Cast**	**Paramount**	**7931 feet**	**Jan. 16**
Arizona Sweepstakes, The	**Hoot Gibson**	**Universal**	**5418 feet**	**Nov. 21**
Bashful Buccaneer, The	**Reed Howes**	**Rayart (S. R.)**	**5000 feet**	**Nov. 14**
Black Bird, The	**Lon Chaney**	**M-G-M**	**6688 feet**	**Feb. 13**
Blue Streak, The	**Rich, Talmadge**	**F. B. O**	**4954 feet**	**Feb. 22**
Braveheart	**Rod LaRocque**	**Prod. Dist. Corp**	**7256 feet**	**Jan. 16**
Checkered Flag, The	**Elaine Hammerstein**	**Ginsberg Dist. Corp. (S. R.)**	**6071 feet**	**Feb. 13**
Cowboy and the Countess, The	**Buck Jones**	**Fox**	**6 reels**	**Jan. 9**
Dance Madness	**Windsor-Nagel**	**Metro-Goldwyn**	**6393 feet**	**Feb. 6**
Danger Girl, The	**Priscilla Dean**	**Prod. Dist. Corp**	**5660 feet**	**Feb. 6**
Demon, The	**Jack Hoxie**	**Universal**	**4539 feet**	
Desperate Moment	**Hawley-Von Eltz**	**Ginsberg Dist. Corp**	**5781 feet**	**Jan. 9**
Enchanted Hill, The	**Special Cast**	**Paramount**	**6326 feet**	**Jan. 9**
Exquisite Sinner, The	**Nagel-Adoree**	**Metro-Goldwyn**		
Fifth Avenue	**De La Motte**	**Prod. Dist. Corp**	**5503 feet**	**Feb. 6**
Fighting Edge, The	Harlan-Miller	Warner Brothers	7 reels	Feb. 20
First Year, The	**Special Cast**	**Fox**	**6038 feet**	**Feb. 6**
Flaming Waters	**Special Cast**	**F. B. O**	**5700 feet**	**Jan. 30**
Gilded Butterfly, The	**Special Cast**	**Fox**	**6200 feet**	**Jan. 16**
Girl from Montmartre	La Marr-Stone	First National	8 reels	Feb. 13
Golden Cocoon	**Chadwick-Gordon**	**Warner Bros.**	**7200 feet**	**Dec. 26**
Hands Up	**Raymond Griffith**	**Paramount**	**5883 feet**	**Jan. 16**
Hearts and Fists	Bowers-de la Motte	Assoc. Exhib		Jan. 23
His Jazz Bride	Prevost-Moore	Warner		
Hoodoo Ranch, The	**Buddy Roosevelt**	**Artclass Pictures**	**4800 feet**	
Husband Hunters		**Tiffany**	**6500 feet**	
I Do	**Harold Lloyd**	**Assoc. Exhib.**		
Just Suppose	Richard Barthelmess	First National	7 reels	Jan. 30
Lady from Hell	Blanche Sweet	Assoc. Exhib	6 reels	Feb. 6
Little Giant, The	Glenn Hunter	Universal	6850 feet	Jan. 30
Lure of the Wild	Jane Novak	Columbia (S. R.)	5570 feet	Feb. 13
Mannequin	**Special Cast**	**Paramount**	**6981 feet**	**Jan. 2**
Man Rustlin'	**Bob Custer**	**Film Book. Offices**	**4666 feet**	**Jan. 16**
Marrying Money		**Truart (S. R.)**	**5800 feet**	
Memory Lane	Boardman-Nagel	First National		Jan. 23
Outsider, The	J. Logan	Fox	5424 feet	Jan. 30
Phantom of the Forest	Thunder (dog)	Lumas Film	5800 feet	Feb. 6
Prince of Broadway	George Walsh	Chadwick	5800 feet	Jan. 2
Queen O'Diamonds	Evelyn Brent	F. B. O	5129 feet	Feb. 6
Reckless Lady	Belle Bennett	First National	7336 feet	Feb. 6
Roaring Rider, The	Wally Wales	Artclass Pictures	4800 feet	
Rocking Moon	Bowers-Tashman	Prod. Dist. Corp	6000 feet	Jan. 23
Sea Beast, The	John Barrymore	Warner Bros	6393 feet	Jan. 30
Shadow of the Law	Bow-Lewis	Assoc. Exhib	5 reels	Feb. 20
Splendid Crime	Daniels-Hamilton	Paramount	6000 feet	Dec. 26
Steel Preferred	William Boyd	Prod. Dist. Corp	6680 feet	Dec. 26
Stella Maris	Mary Philbin	Universal	5786 feet	Jan. 30
Stop, Look and Listen	Larry Semon	Pathe	5305 feet	Jan. 30
Sweet Adeline	Charles Ray	Chadwick	6000 feet	Jan. 23
Thrilling Youth	Billy West	Rayart (S. R.)	5000 feet	
Too Much Money	Nilsson-Stone	First National		Jan 23
Traffic Cop, The	" Lefty " Flynn	F. B. O.	5175 feet	Feb. 27
Trip to Chinatown, A	Special Cast	Fox		
Western Pluck	Art Accord	Universal	4207 feet	Feb. 6
What Happened to Jones	Reginald Denny	Universal	6700 feet	Dec. 19
When Loves Grows Cold	Mrs. Rudolph Valentino	F. B. O	7 reels	Feb. 13
Where the Worst Begins	Ruth Roland	Truart (S. R.)	5800 feet	Dec. 12
White Mice	Jacquelin Logan	Associated Exhib.	6 reels	Mar. 6
Without Orders	Leo Maloney	Clarion Photoplays	4900 feet	
Yankee Senor, The	Tom Mix	Fox	5 reels	Jan. 61

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Auction Block, The	Boardman-Ray	M-G-M	6239 feet	Feb. 27
Beautiful Cheat, The	Laura La Plante	Universal	6583 feet	Feb. 13
Behind The Front	W. Beery-Hatton	Paramount	6 reels	Feb. 20
Beyond the Rockies	" Bob " Custer	F. B. O	4851 feet	Feb. 20
Broadway Boob, The	Glenn Hunter	Assoc. Exhib.	6 reels	Mar. 13
Cave Man, The	Prevost-Moore	Warner Bros.	7 reels	Feb. 27
Cohens and the Kellys, The	Special Cast	Universal	7774 feet	Mar. 6
Count of Luxembourg	George Walsh	Chadwick	6300 feet	Dec. 26
Dancer of Paris, The	Special Cast	First National	7 reels	Mar. 13
Dangers of a Great City	Special Cast	Fox		
Desperate Game, The	Pete Morrison	Universal	4450 feet	Dec. 12
Devil's Circus, The	Norma Shearer	M-G-M		
Double F sted	Jack Perrin	Rayart (S. R.)	5000 feet	
Driftin' Thru	Harry Carey	Pathe	5 reels	Jan. 30
Far Cry, The	Sweet-Mulhall	First National	8 reels	Mar. 6
Fighting Cheat, The	Wally Wales	Artclass Pictures	4800 feet	
Grand Duchess and the Waiter	Menjou-Vidor	Paramount	6314 feet	Feb. 6
Heavy Odds	Leo Maloney	Clarion Photoplays	4900 feet	
Ibanez' Torrent	Garbo-Cortez	M-G-M	6769 feet	Mar. 6
Irene	Colleen Moore	First National	9 reels	Feb. 27
Johnstown Flood, The	Special Cast	Fox	6258 feet	Mar. 13
King of the Turf	Special Cast	F. B. O	6210 feet	Mar. 6
Ladies of Leisure	Elaine Hammerstein	Columbia (S. R.)		
Made for Love	Leatrice Joy	Prod. Dist. Corp	5700 feet	Feb. 13
Man Upstairs, The	Monte Blue	Warner Bros	7 reels	Feb. 13
Million Dollar Handicap, The	Vera Reynolds	Prod. Dist. Corp	6117 feet	Jan. 30
Miracle of Life, The	Busch-Marmont	Assoc. Exhib		
Moana		Paramount	7 reels	Jan. 30
Morganson's Finish	Special Cast	Tiffany (S. R.)	6500 feet	
My Own Pal	Tom Mix	Fox		
Night Cry, The	Rin-Tin-Tin	Warner Bros		
Night Watch, The	Special Cast	Truart (S. R.)		
Outside the Law	Dean-Chaney	Universal (re-issue)		
Palace of Pleasure	Special Cast	Fox	5467 feet	Jan. 23
Rainbow Riley	Johnny Hines	First National	7 reels	Feb. 20
Road to Glory, The	Special Cast	Fox	5600 feet	Feb. 20
Ship of Souls	B. Lytell-L. Rich	Assoc. Exhib	6800 feet	Feb. 6
Silent Witness, The	Louise Lorraine	Truart (S. R.)	5800 feet	
Sky High Corral	Art Acord	Universal		
Song and Dance Man, The	Tom Moore	Paramount	7 reels	Jan. 30
Speed Limit, The	Raymond McKee	Lumas Film	5940 feet	Feb. 20
Thrill Hunter, The	Special Cast	Columbia		
Tough Guy, The	Fred Thomson	F. B. O.	5455 feet	Feb. 27
Transcontinental Limited	Special Cast	Chadwick (S. R.)	6400 feet	Mar. 13
Trumpin' Trouble	Buffalo Bill, Jr	Artclass Pict. (S. R.)	4800 feet	
Two Can Play	Bow-MacDonald	Assoc. Exhib	6 reels	Mar. 6
Under Western Skies	Norman Kerry	Universal	7 reels	
Vanishing American, The	Dix-Wilson	Paramount	10063 feet	Nov. 7
Wanderer, The	William Collier, Jr.	Paramount	8173 feet	Sept. 12
Watch Your Wife	Virginia Valli	Universal	6980 feet	Feb. 27

MARCH

Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion		Truart (S. R.)	5800 feet	
Arizona Streak, The	Tom Tyler	F. B. O		
Bar C Mystery, The	Phillips-MacDonald	Pathe	5 reels	
Barrier, The	Kerry-Barrymore	Metro-Goldwyn		
Bat, The	Special Cast	United Artists		
Beverly of Graustark	Marion Davies	M-G-M		
Big Show, The	Lowell-Russell	Assoc. Exhib		
Blue Blazes	Pete Morrison	Universal	4659 feet	Jan. 23
Broadway Billy	Billy Sullivan	Rayart (S. R.)	5000 feet	
Broken Hearts of Hollywood	Harlan-Miller	Warner Brothers		
Champion Lover, The		Prod. Dist. Corp		
Chip of the Flying U	Hoot Gibson	Universal	6596 feet	Mar. 6
Combat	House Peters	Universal	6714 feet	Feb. 20
Coming and Going	Buffalo Bill, Jr	Artclass Pictures	4800 feet	
Dancing Mothers	Special Cast	Paramount	8 reels	Feb. 27
Dangerous Virtue	Jane Novak	Lee-Bradford (S. R.)	6000 feet	
Dixie Merchant, The	Special Cast	Fox		
Earth Woman, The	Alden-Bonner	Assoc. Exhib.		
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp		
Happiness	Special Cast	Film Book. Offices		
Hearts and Spangles	Wanda Hawley	Lumas Film	6200 feet	
Hell's Four Hundred	Margaret Livingston	Fox		
Her Second Chance	Nilsson-Frazer	First National		
Highbinders, The	Tilden-Daw	Assoc. Exhib.		
High Steppers	Special Cast	First National		
Honeymoon Express, The	Special Cast	Warner Bros		
How to Train a Wife	Valli-O'Brien	Assoc. Exhib.		
Little Irish Girl, The	Special Cast	Warner Bros		
Love Toy, The	Lowell Sherman	Warner Bros	6 reels	Mar. 13
Man Four Square	Buck Jones	Fox		
Manhood	Special Cast	Fox		
Man in the Saddle, The	Hoot Gibson	Universal	5738 feet	
Marriage	Special Cast	Fox		
M!le Modiste	Corinne Griffith	First National		
Monte Carlo	Special Cast	M-G-M		
My Old Dutch	Special Cast	Universal		
Night Patrol, The	Richard Talmadge	F. B. O		
Non-Stop Flight, The		F. B. O		
Nutcracker, The	E. E. Horton	Assoc. Exhib		
Oh, What a Nurse	Syd Chaplin	Warner Brothers	6930 feet	Mar. 6
Other Women's Husbands	Blue-Prevost	Warner Bros		
Partners Again	Sidney-Carr	United Artists	5562 feet	Feb. 27
Red Dice	Rod La Rocque	Prod. Dist. Corp		
Roaring Forties, The	Special Cast	Jans (S. R.)		
Sap, The	M. Moore-D. Devore	Warner Bros.		
Secret Orders	Evelyn Brent	F. B. O		
Siberia	Special Cast	Fox		
Six Shooting Romance	Jack Hoxie	Universal	4837 feet	Jan. 30
Tangled Herds	Buddy Roosevelt	Artclass Pictures	4800 feet	
Taxi Mystery, The	Roberts-Agnew	Ginsberg (S. R.)		
Test of Donald Norton	George Walsh	Chadwick		
Tramp, Tramp, Tramp	Harry Langdon	First National		
Unknown Dangers	Frank Merrill	Hercules (S. R.)	4700 feet	
Vanishing Hoofs	Wally Wales	Artclass Pictures	4800 feet	
Why Girls Go Back Home	Marie Prevost	Warner Brothers		
Winning the Futurity	Special Cast	Chadwick (S. R.)		
Yellow Fingers	Olive Borden	Fox		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts	Special Cast	Fox		
Among Those Present	Lloyd-Davis	Assoc. Exhib.		
Bells, The	Lionel Barrymore	Chadwick Pictures		
Border Sheriff, The	Jack Hoxie	Universal	4440 feet	Mar. 13
Danger Quest, The	Reed Howes	Rayart (S. R.)	5000 feet	
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
Fighting Thorobreds	Billy Sullivan	Rayart (S. R.)	5000 feet	
Flames	Valli O'Brien	Assoc. Exhib.		
Hidden Way, The	Mary Carr	Assoc. Exhib.		

Feature	Star	Distributed by	Length	Reviewed
Isle of Retribution, The	Special Cast	Film Book. Offices		
Kiki	Norma Talmadge	First National		
Play Safe	Banks-Corbin	Assoc. Exhib.		
Racing Blood		Lumas Film (S. R.)		
Rustlers Ranch	Art Acord	Universal	5230 feet	
Rustling for Cupid	G. O'Brien-A. Stewart	Fox		
Sandy	Madge Bellamy	Fox		
Shamrock Handicap, The	Special Cast	Fox		
Silken Shackles	Irene Rich	Warner Bros.		
Skinner's Dress Suit	Reginald Denny	Universal	6887 feet	Dec. 26
Somebody's Mother	Mary Carr	Rayart	6000 feet	
Starlight's Revenge	Jack Perrin	Rayart	5000 feet	
Streets of Sin		Fox		
Tony Runs Wild	Tom Mix	Fox		
Twin Triggers	Buddy Roosevelt	Artclass Pict. (S. R.)	4800 feet	

MAY

Feature	Star	Distributed by	Length	Reviewed
Bride of the Storm	Costello-Harron	Warner Bros.		
Chasing Trouble	Pete Morrison	Universal		
Early to Wed	M. Moore-K. Perry	Fox		
Footloose Widow, The	Irene Rich	Warner Bros		
Gentle Cyclone, The	Buck Jones	Fox		
Hell Bent for Heaven	Monte Blue	Warner Bros		
Honeymoon Express, The	M. Moore-D. Devore	Warner Bros		
Looking for Trouble	Jack Hoxie	Universal		
Love Thief, The	Norman Kerry	Universal		
Man From Oklahoma, The	Jack Perrin	Rayart	5000 feet	
Pals in Paradise		Fox		
Perils of the Coast Guard	Special Cast	Rayart		
Sally in our Alley	Mary Philbin	Universal		
Sign of the Claw	Peter the Great (dog)	Lumas Film	5925 feet	
Silent Simpson	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	
Three Weeks in Paris	Moore-Devore	Warner Bros	6050 feet	
Windjammer, The	Billy Sullivan	Rayart	5000 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Call of the Klondike, The	Special Cast	Rayart		
Fighting Buckaroo, The	Buck Jones	Fox		
Gilded Highway, The	Dorothy Devore	Warner Bros		
Hard Boiled	Tom Mix	Fox		
Hero of the Big Snows, A	Rin Tin Tin (dog)	Warner Bros		
One Punch O'Day	Billy Sullivan	Rayart		
Passionate Quest, The	Marie Prevost	Warner Bros		
Rolling Home	Reginald Denny	Universal		
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5
Social Highwayman, The	Harlan-Miller	Warner Bros		
Still Alarm, The	Chadwick-Russell	Universal	7207 feet	Jan. 16
Yellow Contraband	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	

JULY

Feature	Star	Distributed by	Length	Reviewed
Dangerous Dude, The	Reed Howes	Rayart	5000 feet	

Comedy Releases

Feature	Star	Distributed by	Length	Reviewed
Absentminded	Neely Edwards	Universal	1 reel	
Accidents Can Happen	Al Alt	Universal	2 reels	Feb. 20
Account of Monte Cristo		Bischoff, Inc.	2 reels	
Air Cooled	“ Aesop Fable ”	Pathe	1 reel	
Alice Blues	Alice Ardell	F. B. O	2 reels	
Alice Plays Cupid		Winkler (S. R.)	2 reels	
Alice the Jail Bird		Winkler (S. R.)	2 reels	
All Abroad	“ Helen & Warren ”	Fox	2 reels	Dec. 19
Al's Trouble	Al Alt	Universal	2 reels	Mar. 13
Are Golfers Cuckoo?		Tennek Film Corp		
Bachelor's Babies	Special Cast	Educational	2 reels	Dec. 12
Back to Nature	Charles Puffy	Universal	1 reel	
Badly Broke	Charles Puffy	Universal	1 reel	Jan. 30
Bad Man, The	“ Dinky Doodle ”	F. B. O.	1 reel	
Bankrupt Honeymoon, A	Special Cast	Fox	2 reels	Feb. 13
Barnyard Follies	“ Aesop Fable ”	Pathe	1 reel	Sept. 5
Beauty Parlor, A	“ Fat Men ”	F. B. O		
Be Careful	Jimmie Adams	Educational	2 reels	Aug. 22
Be Careful Dearie		Educational	1 reel	Jan. 30
Bedtime Story, A	Arthur Lake	Universal	1 reel	
Better Movies	“ Our Gang ”	Pathe	2 reels	Nov. 7
Between Meals		Pathe	1 reel	
Beware of Your Relatives	Neely Edwards	Universal	1 reel	
Big City, The	Edna Marian	Universal	2 reel	Feb. 13
Big Kick, The	Mohan-Engle	Pathe	1 reel	Oct. 10
Bombs and Bums	Hal Hodes		1 reel	Feb. 20
Bonehead Age, The	“ Aesop Fable ”	Pathe	1 reel	
Brainstorm, The	Smith-Bennett	Fox	2 reels	
Broken China	Bobby Vernon	Educational	1 reel	
Brotherly Love		Educational	1 reel	Jan. 23
Buried Treasure	“ Our Gang ”	Pathe	2 reels	Feb. 20
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster's Bust Up	Trimble-Turner	Universal	2 reels	Jan. 23
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Nightmare	Trimble-Turner	Universal	2 reels	
Buster's Nose Dive	Arthur Trimble	Universal	2 reels	
Buster's Sky Rocket	Trimble and Dog	Universal	2 reels	
By the Sea	Chas. Puffy	Universal	1 reel	Oct. 10
California Here We Come	“ The Gumps ”	Universal	2 reels	
Camel's Hump		Film Book. Offices	1 reel	
Captain Suds	Eddie Gordon	Universal	2 reels	Dec. 19
Careful Please	Lloyd Hamilton	Educational	2 reels	Feb. 20
Caretaker's Daughter, The	Charley Chase	Pathe	2 reels	Oct. 10
Cat's Whiskers, The	Neely Edwards	Universal	1 reel	
Charley My Boy	Charles Chase	Pathe	2 reels	Jan. 30
Cheap Skates	Lige Conley	Educational	2 reels	Dec. 12
Cheaper to Move	“Helen and Warren”	Fox	2 reels	
Chester's Donkey Party	Joe Murphy	Universal	2 reels	
Circus Today	Special Cast	Pathe	2 reels	Mar. 13
Cleaning Up	Johnny Arthur	Educational	2 reels	Nov. 14
Closer Than a Brother	“ Aesop Fable ”	Pathe	1 reel	
Cloudy Romance	Special Cast	Fox	2 reels	Oct. 10
Constant Simp, The	Alberta Vaughn	F. B. O.	2 reels	
Control Yourself	Smith-Bennett	Fox	2 reels	Nov. 28
Crashing Through	Cliff Bowers	Educaitonal	1 reel	
Criss-Cross Cruise, A	“ Hodge-Podge ”	Educational	1 reel	
Crowning the Count	Eddie Gordon	Universal	2 reels	
Cuckoo Love	Glenn Tryon	Pathe	2 reels	Oct. 17
Cupid a La Carte	Florence Gilbert	Fox	2 reels	Dec. 26
Cupid's Victory	Wanda Wiley	Universal	2 reels	
Cured Hams	Jack Richardson	Bischoff, Inc	2 reels	Oct. 31
Custard's Last Wallop		Tennek Film Corp		
Dancing Daddy	Jack Duffy	Educational	2 reels	
Dangerous Curves Behind	Mack Sennett	Pathe	2 reels	Nov. 7
Day's Outing, A	“ Aesop Fable ”	Pathe	1 reel	
Day's Pleasure, A	Charles Chaplin	Pathe	2 reels	
Dinky Doodle at the Circus		Film Book. Offices	1 reel	
Dinky Doodle in the Hunt		Film Book. Offices	1 reel	
Dizzy Daddies	Special Cast	Pathe	2 reels	
Dog Daze	Bowes-Marlowe	Educational	1 reel	
Dog's Life, A	Charles Chaplin	Pathe	3 reels	
Don't Stop	Cliff Bowes	Educational	1 reel	Mar. 13
Don't Butt In		Pathe	1 reel	
Do Your Duty	“ Snub ” Pollard	Pathe	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
East Side, West Side		Fox	2 reels	Dec. 12
Ebony Clean Up		L. B. Cornwell (S.R.)	1 reel	
Educating Buster	Trimble-Turner	Universal	2 reels	Aug. 29
Eighteen Carat	Edna Marian	Universal	2 reels	
Elsie in New York	Special Cast	Fox	2 reels	Mar. 6
English Channel Swim, The	“ Aesop Fable ”	Pathe	1 reel	Dec. 26
Failure	Special Cast	Fox	2 reels	Nov. 21
Faint Heart	Charles Puffy	Universal	1 reel	Nov. 28
Fair But Foolish	Jimmie Adams	Educational	2 reels	Nov. 21
Fair Warning	Al St. John	Educational	2 reels	Sept. 26
Felix the Cat Busts Into Business	“ Cartoon	Educational	1 reel	
Felix the Cat in Blunderland	“ Cartoon ”	Educational	1 reel	Mar. 6
Felix the Cat in Eats Are Wets	“ Cartoon ”	Educational	1 reel	Nov. 21
Felix the Cat in The Cold Rush	“ Cartoon ”	Educational	1 reel	
Felix the Cat on the Farm	“ Cartoon ”	Educational	1 reel	
Felix the Cat Fans the Flames	“ Cartoon ”	Educational	1 reel	
Felix the Cat Flirts with Fate	“ Cartoon ”	Educational	1 reel	Feb 13
Felix the Cat Kept on Walking		Educational	1 reel	Jan. 23
Felix the Cat Misses the Cue	“ Cartoon ”	Educational	1 reel	
Felix the Cat on the Job	“ Cartoon ”	Educational	1 reel	
Felix the Cat Laughs It Off	“ Cartoon ”	Educational	1 reel	
Felix the Cat Spots the Spooks	“ Cartoon ’	Educational	1 reel	Jan. 30
Felix the Cat Tries the Trades	“ Cartoon ”	Educational	1 reel	
Felix the Cat Trips Thru Toyland	“ Cartoon ”	Educational	1 reel	
Felix the Cat Uses His Head	“ Cartoon ”	Educational	1 reel	
Felix the Cat Weathers the Weather	“ Cartoon ”	Educational	1 reel	
Fighting Dude, The	Lupino Lane	Educational	2 reels	Dec. 5
Fighting Tailor, A		Fox	2 reels	Jan. 23
Fire Away	Al St. John	Educational	2 reels	Nov. 7
Fire Fighters, The	“ Aesop's Fable ”	Pathe	1 reel	
Flaming Affair, A	Special Cast	Fox	2 reels	Jan. 30
Flivver Vacation, A	Eddie Gordon	Universal	2 reels	
Flyin' Fool	Sid Smith	Fox	2 reels	Dec. 26
Flying Wheels	Wanda Wiley	Universal	2 reels	Mar. 6
Fly Time	“ Aesop Fable ”	Pathe	1 reel	
Fool's Luck	Lupino Lane	Educational	2 reels	
For Sadie's Sake	Jimmie Adams	Educational	2 reels	Jan. 30
Framed	Lloyd Hamilton	Educational	2 reels	Nov. 28
Fraternity Mixup, A	Alice Ardell	F. B. O		
Free Ride, A	Arthur Lake	Universal	1 reel	
Fresh Faces	Walter Hier	Educational	2 reels	
Fresh Paint	Neeley Edwards	Universal	1 reel	
From the Cabby's Seat	“ O. Henry ”	Fox		
From Rags to Britches	Billy Bevan	Pathe	2 reels	Dec. 19
Funnymooners	Ralph Graves	Pathe	1 reel	Feb. 13
Going Good	Wanda Wiley	Universal	2 reels	
Gold Push, The	“ Aesop Fable ”	Pathe	1 reel	
Good Cheer	“ Our Gang ”	Pathe	2 reels	Jan 30
Good Morning Madam	Ralph Graves	Pathe	2 reels	Oct. 17
Goofy Gob, A	Billy Dooley	Educational	2 reels	Oct. 31
Gooseland	Alice Day	Pathe	2 reels	Feb. 20
Gosh Darn Mortgage, The		Pathe	2 reels	
Great Open Spaces, The	“ Aesop Fable ”	Pathe	1 reel	
Green-Eyed Monster, The	Arthur Lake	Universal	1 reel	
Half Fare	Arthur Lake	Universal	1 reel	
Happy Go Lucky	Neeley Edwards	Universal	1 reel	Dec. 5
Hard to Hold		Tennek Film Corp		
Has Anybody Here Seen Kelly	“ Ko Ko ”	Red Seal	1 reel	Mar. 6
Haunted House, The	“ Aesop Fable ”	Pathe	1 reel	
Heart Breaker, The	Special Cast	Fox	2 reels	Oct. 24
Heavy Love	“ Fat Men ”	F. B. O		
Helpful Al	Al Alt	Universal	2 reels	Feb. 6
Her Lucky Leap	Wanda Wiley	Universal	2 reels	Jan. 30
Hero Wins, The	“ Aesop Fable ”	Pathe	1 reel	
Hired and Fired	Paul Parrott	Pathe	1 reel	
His Own Lawyer	Perry-Cooley	Fox	2 reels	Dec. 26
His Wooden Wedding	Charlie Chase	Pathe	2 reels	
Hollywouldn't	Johnny Sinclair	Bischoff, Inc	2 reels	Sept. 12
Hold Everybody	Perry-Cooley	Fox	2 reels	
Hold Everything	Special Cast	Pathe	1 reel	Dec. 12
Hold Tight	Alice Ardell	F. B. O	2 reels	
Hold Your Hat	Al. St. John	Educational	2 reels	Mar. 6
Home Cured	Johnny Arthur	Educational	2 reels	
Honeymoon Hotel, The	Neeley Edwards	Universal	1 reel	
Honeymoon Squabble, The	Edna Marian	Universal	2 reels	Jan. 23
Honor System, The	“ Aesop Fable ”	Pathe	1 reel	Nov. 21
Horse Laugh	Chas. Puffy	Universal	1 reel	
Hot Cakes for Two	Alice Day	Pathe	2 reels	Jan. 23
Hot Dog	Arthur Lake	Universal	1 reel	Jan. 23
Hot Doggie	Walter Hiers	Educational	2 reels	Nov. 14
Hot Feet	Cliff Bowes	Educational	1 reel	Nov. 14
Hotsy Totsy	Alice Day	Pathe	2 reels	Dec. 26
How the Bear Got His Short Tail		Film Book. Offices	1 reel	
How the Elephant Got His Trunk		F. B. O.	1 reel	
Hug Bug, The	Glenn Tryon	Pathe	2 reels	Mar. 13
Humming Birds, The	Buddy Messinger	B'way Dist Corp	2 reels	
Hungry Hounds	“ Aesop Fable ”	Pathe	1 reel	
Hunting in 1950	“ Aesop's Fable ”	Pathe		
Hurry, Doctor	Ralph Graves	Pathe	2 reels	
In Deep	Cliff Bowes	Educational	1 reel	Oct 10
Inventors, The		Tennek Film Corp		
Isn't Love Cuckoo	Raymond McKee	Pathe	2 reels	Dec. 5

Feature	Star	Distributed by	Length	Reviewed
Jiminy Crickets	Neeley Edwards	Universal	1 reel	
June Bride, A	" Aesop's Fable "	Pathe	1 reel	Feb. 13
Just Spooks	" Dinky Doodle "	F. B. O.	1 reel	
Keep Trying	Cliff Bowes	Educational	1 reel	Feb. 27
Kick Me Again	Charles Puffy	Universal	1 reel	
Klynick, The	" Hey Fellas "	Davis Dist.	2 reels	Sept. 5
Ko Ko Baffles the Bulls	Cartoon	Red Seal	1 reel	Feb. 27
Ko-Ko Nuts	" Cartoon "	Red Seal	1 reel	Sept. 5
Ko-Ko Packs 'Em In	" Cartoon "	Red Seal	1 reel	Nov 14
Ko-Ko Steps Out	" Cartoon "	Red Seal	1 reel	Jan. 23
Ko-Ko on the Run (Out-of-Inkwell)		Red Seal Pict	1 reel	Oct. 3
Lame Brains	Alice Ardell	F. B. O.	2 reels	
Laughing Ladies	Special Cast	Pathe	2 reels	Dec. 5
Lickety Split	Lige Conley	Educational	2 reels	Feb. 6
Light Housekeeping	Lige Conley	Educational	2 reels	
Lighter Than Air	"Aesop's Fables "	Pathe	1 reel	Jan. 30
Lion and the Monkey, The	" Aesop Fables "	Pathe	1 reel	Oct. 10
Little Brown Jug, The	" Aesop's Fables "	Pathe	1 reel	Feb. 13
Little Red Riding Hood	Baby Peggy	Universal	2 reels	
Live Cowards		Educational	2 reels	
Long Pants	Glenn Tryon	Pathe	2 reels	Feb. 13
Love and Kisses	Alice Day	Pathe	2 reels	Oct. 3
Love and Lions	Special Cast	Fox	2 reels	
Love My Dog	Arthur Lake	Universal	1 reel	Dec. 19
Mad Racer, The	" Van Bibber "	Fox	2 reels	
Maid in Morocco	Lupino Lane	Educational	2 reels	Oct. 17
Mail Coach, The	" Aesop's Fables "	Pathe	1 reel	Mar. 6
Maizie Won't Tell	Alberta Vaughn	F. B. O.	2 reels	
Mamma Behave	Ralph Graves	Pathe	2 reels	Mar. 6
Meet My Girl	Ralph Graves	Pathe	2 reels	Mar. 13
Merchant of Weenies	Charles Delaney	Bischoff, Inc.	2 reels	Sept. 12
Min's Away	" The Gumps "	Universal		
Min's Home on the Cliff	Joe Murphy	Universal	2 reels	
Min Walks In Her Sleep	" The Gumps "	Universal	2 reels	
Misfit Sailor, A	Billy Dooley	Educational	2 reels	Oct. 3
Monkey Business	" Krazy Kat "	Winkler (S. R.)	1 reel	
Monkey Business	" Our Gang "	Pathe	2 reels	
Moonlight and Noses	Clyde Cook	Pathe	2 reels	Oct. 3
More Mice Than Brains	" Aesop Fable "	Pathe	1 reel	
Mortgaged Again	Arthur Lake	Universal	1 reel	
Movies, The	Lloyd Hamilton	Educational	2 reels	Oct. 3
Moving Day	Cooley-Perry	Fox	2 reels	Mar. 6
Muddled Up	Charles Puffy	Universal	1 reel	
My Stars		Educational	2 reels	Jan. 23
My Swedie	Neal Burns	Educational	2 reels	
Nobody's Business	Lloyd Hamilton	Educational	2 reels	
No Father to Guide Him	Charles Chase	Pathe	2 reels	Sept. 5
Number One Society, A	"East Side, West Side"	Fox		
Nursery Troubles	Edna Marian	Universal	2 reels	Oct. 24
Nuts and Squirrels	" Aesop Fable "	Pathe	1 reel	
Off His Beat	Walter Hiers	Educational	2 reels	Sept. 12
Officer No. 13	Eddie Gordon	Universal	1 reel	
Officer of the Day	Special Cast	Fox	2 reels	Feb. 13
Oh Buster	Arthur Trimble	Universal	2 reels	Nov. 7
On Edge	Lige Conley	Educational	2 reels	
On the Links	" Fat Men "	F. B. O.	2 reels	
On Thin Ice	" Mutt & Jeff "	Hal Hodes	1 reel	Mar. 6
One Wild Night	Neely Edwards	Universal	1 reel	
One Wild Ride	" Our Gang "	Pathe	2 reels	Dec. 12
Only Son, The	Paul Parrott	Pathe		
Oo-La-La	Bobby Vernon	Educational	2 reels	
Or What Have You	Alberta Vaughn	F. B. O.	2 reels	
Over There-Abouts	Mack Sennett	Pathe	2 reels	
Page Me	Special Cast	Educational	2 reels	Feb. 27
Papa, Be Good!	Glenn Tryon	Pathe	2 reels	Dec. 5
Parisian Knight, A	Earle Foxe	Fox	2 reels	Dec. 19
Pawnshop Politics	" East Side "	Fox		
Pay the Cashier	Paul Parrott	Pathe	1 reel	Feb. 20
Peacemakers, The	" Helen & Warren "	Fox	2 reels	Nov. 7
Peggy in a Pinch	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Heroes	"Sheiks and Shebas"	Davis Dist.	2 reels	Oct. 10
Peggy's Pests	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Putters	"Sheiks and Shebas"	Davis Dist.	2 reels	
Perfect Lie, The	Neely Edwards	Universal	1 reel	
Phoney Express, The	Charles Puffy	Universal	1 reel	Mar. 13
Pie Eyed Pie	" Krazy Kat "	Winkler (S. R.)	1 reel	
Pike's Pique	Alberta Vaughn	Film Book. Offices	2 reels	
Piping Hot	Al Alt	Universal	2 reels	Oct. 10
Pleasure Bent	Charles Puffy	Universal	1 reel	
Pleasure Bound	Lige Conley	Educational	2 reels	Aug. 22
Polar Baron, The		Fox		
Prep School	Arthur Lake	Universal	1 reel	
Punch in the Nose, A	Special Cast	Pathe	2 reels	Oct. 31
Quick Service	Cliff Bowes	Educational	1 reel	
Rainbow's End, The	" Felix the Cat "	Educational	1 reel	Dec. 19
Rainy Knight, A		Pathe	2 reels	
Raisin' Cain	Big Boy	Educational	2 reels	
Raisin' Trouble		Arrow	2 reels	
Reporter, The	" Van Bibbers "	Fox		
Roomers Afloat	Jack Cooper	Bischoff (S. R.)	2 reels	Oct. 31
Run Tin Can	Burns-Steadman	Educational	2 reels	Feb. 20
Salty Sap, A	Billy Dooley	Educational	2 reels	
Salute	Alice Ardell	Film Book. Offices	2 reels	
Saturday Afternoon	Harry Langdon	Pathe	3 reels	Feb. 6
Saving a Safe	Jimmy Aubrey	F. B. O.	2 reels	
Scandal Hunters	Al Alt	Universal	2 reels	
Scrambled Eggs	Special Cast	Educational	1 reel	Oct. 17
Sea Scamps	Big Boy	Educational	2 reels	Feb. 13
Shoes	Special Cast	Fox	2 reels	Aug. 29
Shore Shy	Dooley-Joyce	Educational	2 reels	
Should Sailors Marry	Clyde Cook	Pathe	2 reels	Nov. 14
Sky Bound	Al. St. John	Educational	2 reels	
Sky Hooks		Educational	1 reel	
Sky Jumper, The	Earle Foxe	Fox	2 reels	
Slippery Feet	Bobby Vernon	Educational	2 reels	Oct. 31
Slow Down	Cliff Bowes	Educational	1 reel	Nov. 28
Smash Up, The	" The Gumps "	Universal	2 reels	
Soapsuds Lady, The	Alice Day	Pathe	2 reels	Nov. 28
Social Triangle, A	" O. Henry "	Fox		
Soft Pedal	Charles Parrott	Pathe	1 reel	Feb. 13
Solid Ivory	Mohan-Engle	Pathe	1 reel	Oct. 17
So Long Bill	Billy West	Arrow	2 reels	
Some Baby	Kerr King	Cantor & Brandell		
Somebody's Wrong	Bowes-Newman	Educational	1 reel	
Somewhere in Somewhere	Special Cast	Pathe	2 reels	Sept. 26
So's Your Old Man	Alberta Vaughn	Film. Book. Offices	2 reels	
So This is Paris	Neeley Edwards	Universal	1 reel	
Spanish Love	" Aesop Fable "	Pathe	1 reel	Mar. 13
Spanking Breezes	Alice Day	Pathe	1 reel	
Speedy Marriage, The	Wanda Wiley	Universal	2 reels	Nov. 14
Spooky Spooks		Bischoff (S. R.)	2 reels	Sept. 12
Spot Light	Lige Conley	Educational	2 reels	Oct. 24
Starvation Blues	Clyde Cook	Pathe	2 reels	Dec. 19
Stranded	Edna Marian	Universal	2 reels	Sept. 5
Strong for Love	Special Cast	Fox	2 reels	
Sweet and Pretty	Bowes-Marlowe	Educational	1 reel	
Sweet Marie	Special Cast	Fox	2 reels	Aug. 29
Sweet Pickle, A	Alice Day	Pathe	2 reels	Oct. 24
Tailoring	" Fat Men "	F. B. O.	2 reels	
Take Your Time	Ralph Graves	Pathe	2 reels	Nov. 21
Taxi War, A	Eddie Gordon	Universal	2 reels	Oct. 31
Tea for Love		B'way Dist. Corp.	2 reels	
There He Goes	Harry Langdon	Pathe	3 reels	
Three Blind Mice	"Aesop's Fables "	Pathe	1 reel	Jan. 23
Three Wise Goofs	" Fat Men "	F. B. O.	2 reels	
Tight Cargo	Charles Puffy	Universal	1 reel	Jan. 30
Time Flies	Lupino Lane	Educational	2 reels	Feb. 6
Tin Ghost, The	Lige Conley	Educational	2 reels	
Tonight's the Night	Bowes-Bradley	Educational		
Too Many Relations	"Helen and Warren"	Fox	2 reels	
Too Much Mother-in-Law	Constance Darling	Universal	2 reels	Sept. 12
Tourist, The	Johnny Arthur	Educational	2 reels	Aug. 15
Transients in Arcadia	Special Cast	Fox	2 reels	Oct. 31
Trimmed in Gold	Special Cast	Pathe	2 reels	Feb. 20
Tune Up	Charles Puffy	Universal	1 reel	Mar. 6
Ugly Duckling, The	" Aesop Fable "	Pathe	1 reel	Sept. 26
Uncle Tom's Gal	Edna Marian	Universal	2 reels	Oct. 3
Understudy, The	Arthur Lake	Universal	1 reel	
Uneasy Three, The	Charles Chase	Pathe	2 reels	Nov. 21
Unfriendly Enemies	Jas. Finlayson	Pathe	1 reel	
Up in the Air	" Aesop Fable "	Pathe	1 reel	
Wandering Papas	Clyde Cook	Pathe	2 reels	
Wandering Willies		Pathe	2 reels	
Watch Out	Bobby Vernon	Educational	2 reels	Aug. 29
Weak But Willing	Walter Hiers	Educational	2 reels	Dec. 13
Westward Ho	Chas. Puffy	Universal	1 reel	Oct. 9
What's the World Coming To	Clyde Cook	Pathe	2 reels	Jan. 23
What's Up	Cliff Bowes	Educational	1 reel	Dec. 12
When Hell Froze Over	Hal Hodes		1 reel	Feb. 20
Whispering Whispers		Pathe	2 reels	Jan. 30
Whistling Lions	Parrott-Ralston	Pathe	1 reel	
Whoa Emma	Jimmie Adams	Educational	2 reels	
Who's Which	Cliff Bowes	Educational	1 reel	Oct. 10
Wicked City, The	" Aesop Fable "	Pathe	1 reel	Feb. 27
Wide Open Faces	Ralph Graves	Pathe	2 reels	Jan. 23
Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	
Wildcats of Paris	" Aesop Fable "	Pathe	1 reel	Nov. 21
Windjammers, The	"Aesop Fable "	Pathe	1 reel	Feb. 20
Window Dummy, The	Ralph Graves	Pathe	2 reels	Dec. 19
Winning Pair, A	Wanda Wiley	Universal	2 reels	Oct. 24
Wireless Lizzie	Walter Hiers	Educational	2 reels	Mar. 13
Woman of Letters, A	,, Helen and Warren "	Fox	2 reels	Mar. 6
Working for the Rest	Johnny Sinclair	Bischoff (S. R.)	2 reels	Oct. 31
Wrestler, The	Earle Foxe	Fox	2 reels	Aug. 29
Yearning for Love	Wanda Wiley	Universal	2 reels	
Yes, Yes, Babette	Bobby Vernon	Educational	2 reels	Dec. 19
Your Husband's Past	Special Cast	Pathe	2 reels	Feb. 13
Your Own Back Yard	" Our Gang "	Pathe	2 reels	Oct. 3

Short Subjects

Feature		Distributed by	Length	Reviewed
Ace of Spades (Serial)	William Desmond	Universal	10 episodes	Oct. 24
All Astride (Sportlight)		Pathe	1 reel	Jan. 30
All for a Girl	Buddy Messinger	B'way Dist. Co.	2 reels	
All for a Queen	Hal Hodes		1 reel	Feb. 20
All Tied Up	" Fat Men "	Film Book. Offices	2 reels	
All Wool	Mohan-Engle	Pathe	1 reel	Oct. 31
Amazing Mazie	Alberta Vaughn	F. B. O.	2 reels	Oct. 24
Amundsen Polar Flight, The		Pathe	3 reels	Nov. 21
Angelus, The		Cranfield & Clarke (S. R.)	1 reel	
Animated Hair Cartoons (Series)		Red Seal Pict	1 reel	Jan. 30
Animated Hair Cartoon No. 4		Red Seal	1 reel	Feb. 27
Are Parents Pickles?	Parrott-Ralston	Pathe	1 reel	
At Home	" Our Gang "	Pathe	2 reels	
Baby Be Good	" Juvenile "	Educational	3 reels	Oct. 24
Bar-G Mystery (Serial)		Pathe		
Barrier Busters (Sportlight)		Pathe	1 reel	Sept. 12
Bed Time Stories		Sierra Pictures	2000 feet	
Big Game (Mustang)		Universal	2 reels	Feb. 20
Boundary Line, The (Mustang Series)		Universal	2 reels	Oct. 31
Breakin' Loose (Mustang Series)		Universal	2 reels	Dec. 5
Burmah Blues	Hal Hodes		1 reel	Feb. 27
Call of Hazard, The (Fred Humes)		Universal	2 reels	
Casey of the Coast Guard (O'Hara-Ferguson)		Pathe	Serial	Feb. 20
Clever Feet (Sportlight)		Pathe	1 reel	
Colorful Fashions From Paris (Novelty)		Educational	1 reel	Mar. 6
Criss Cross Cruize, A (Hodge Podge)		Educational	1 reel	Mar. 13
Crook Buster, The (Mustang)		Universal	2 reels	
Cuba Steps Out (Variety)		Fox	1 reel	
Dixie Doodle (Sportlight)		Pathe	1 reel	
Egypt Today		Fox	1 reel	Feb. 13
Fight Within, The	George Larkin	Universal	2 reels	
Film Facts (Series No. 1)		Red Seal Pict	1 reel	Jan. 30
Fish for Two		Red Seal	1 reel	Feb. 27
Flame Fighter, The (Serial)	Herbert Rawlinson	Rayart	10 episodes	
Flaming West, The (Mustang Series)		Universal	2 reels	
Flashes of the Past		Pathe	2 reels	
Flirting With Death		Red Seal Pict.	2 reels	Sept. 26
From A to Z Thru Filmdom (Hodge Podge)		Educational	1 reel	
Giraffe's Long Neck, The		F. B. O.	1 reel	
Gold Trap, The (Mustang Series)		Universal	2 reels	Oct. 10
Great Arena, The (Sportlight)		Pathe	1 reel	Mar. 6
Green Archer, The (Serial)	Ray-Miller	Pathe	10 episodes	Dec. 5
Grinning Fists (Fred Humes)		Universal	2 reels	
Gunless Bad Man, The		Universal	2 reels	
Hearts of the West	Edmund Cobb	Universal	2 reels	Feb. 6
Her First Night in Philadelphia		Cranfield & Clarke	2 reels	
Hero of Piperock	Corbett-Holmes	Universal	2 reels	Jan. 30
His Pal		Chesterfield M. P. Co. (S. R.)	2 reels	
In a China Shop (Variety)		Fox	1 reel	
I Remember		Short Films Syn.	2 reels	Sept. 26
Iron Trail Around (Variety)		Fox	1 reel	Dec. 26
Just Cowboys (Mustang Series)		Universal	2 reels	Oct. 10
Knickknacks of Knowledge (Hodge Podge)		Educational	1 reel	Nov. 14
Leaps and Bounds (Sportlight)		Pathe	1 reel	Mar. 13
Life's Greatest Thrills		Universal	2 reels	Sept. 26
Lightning Hutch (Serial)		Arrow		
Lightnin' Strikes		Tennek Film Corp.	2 reels	
Magic Hour, The		Cranfield & Clark	1 reel	Dec. 19
Magical Movies (Hodge Podge)		Educational	1 reel	

Feature	Distributed by	Length	Reviewed
Man With a Scar, The (Fred Humes)	**Universal**	**2 reels**	**Jan. 30**
Marionettes (Hope Hampton)	**Educational**	**1 reel**	**Dec. 5**
Marvels of Motion (Series)	**Red Seal Pict.**	**1 reel**	**Sept. 5**
Montana of the Range.....Josie Sedgwick	Universal	2 reels	Feb. 6
Mother Goose's Movies (Hodge Podge)	Educational	1 reel	Feb. 6
Mountain Molly O (Mustang)	Universal	2 reels	
My Bonnie (Ko-Ko Series)	**Red Seal Pict.**	**1 reel**	**Oct. 3**
My Own Carolina (Variety)	**Fox**	**1 reel**	**Aug. 29**
Neptune's Domain	Educational	1 reel	
No Woman's Land.......Hal Hodes		1 reel	Feb. 27
One Wild Time (Corbett & Holmes)	Universal	2 reels	
Outings For All (Sportlight)	**Pathe**	**1 reel**	
Parisian Modes in Color	Educational	1 reel	Jan. 30
Perils of the Wild (Serial)	Universal	10 episodes	
Queen of the Hills.......Josie Sedgwick	Universal	2 reels	
Raid, The (Mustang Series)	**Universal**	**2 reels**	**Oct. 10**
Range Law (Mustang Series)	**Universal**	**2 reels**	**Nov. 23**
Rider of the Pass (Mustang Series)	Universal	2 reels	
Ridin' for Love (Jack Mower)	Universal	2 reels	
River Nile, The (Variety)	Fox	1 reel	Nov. 28
Road From Latigo, The (Mustang Series)	**Universal**	**2 reels**	**Oct. 17**
Runaway Taxi, A (Stereoscopik)	Pathe	1 reel	Oct. 3
Rustlers of Boulder Canyon, The (Mustang Series)	**Universal**	**2 reels**	**Nov. 21**
Rustler's Secret The (Mustang)	Universal	2 reels	
Rustlin' Kid, The (Mustang Series)	**Universal**	**2 reels**	
Scarlet Streak, The (Serial) Jack Daugherty	**Universal**	**10 episodes**	
Scotty of the Scouts (Serial)	Rayart	Serial	
Searchlight (Issue C)	Red Seal	1 reel	Mar. 6
Shadows of the Tiger	Tennek Film Corp	2 reels	
Shakespeare (Gems of the Screen)	**Red Seal**	**1 reel**	
Shooting at Time (Sportlight)	**Pathe**	**1 reel**	
Shootin' Wild (Mustang Series)	Universal	2 reels	Oct. 24
Silvery Art	**Red Seal**	**2 reels**	**Sept. 26**
Sky Skidder, The	Bischoff	10 episodes	
Sky Tribe, The (Variety)	**Fox**	**1 reel**	
Songs of Ireland (Music Film)	**Pathe**	**1 reel**	
Songs of Scotland (Music Film)	Pathe	1 reel	
Soul of the Cypress	Red Seal	1 reel	Feb. 27
Starting an Argument (Sportlight)	**Pathe**	**1 reel**	
Story Teller, The (Hodge Podge)	**Educational**	**1 reel**	**Oct. 3**
Strenuous Life, The (Sportlight)	Pathe	1 reel	Feb. 20
Taking Chances (Mustang Series)	**Universal**	**2 reels**	
Then and Now (Sportlight)	**Pathe**	**1 reel**	
Tiger Hunt, The........Hal Hodes		1 reel	Feb. 20
Toiling for Rest (Variety)	**Fox**	**1 reel**	
Too Many Bucks (Mustang Series)	**Universal**	**2 reels**	**Nov. 21**
Top Hand (Edmund Cobb)	**Universal**	**2 reels**	**Dec. 19**
Tricked (Mustang Series)	**Universal**	**2 reels**	**Sept. 12**
Uncle Tom's Cabin	F. B. O	1 reel	
Uprising Generation (Sportlight)	**Pathe**	**1 reel**	**Feb. 6**
Vanishing Millions	Sierra Pictures	Serial	
Walloping Wonders (Sportlight)	**Pathe**	**1 reel**	
What Price Touchdown (Sportlight)	**Pathe**	**1 reel**	
Whirlpool, The (Variety)	**Fox**	**1 reel**	
White Paper (Variety)	**Fox**	**1 reel**	
With Pencil, Brush and Chisel (Variety)	**Fox**	**1 reel**	
Wild Beasts of Borneo	**Educational**	**2 reels**	**Sept. 12**
Wild West (Serial) Ferguson-Mulhall	**Pathe**	**10 episodes**	**Sept. 12**
Winged Rider, The......Edmund Cobb	**Pathe**	**2 reels**	**Feb. 13**
Winking Idol, The (Serial) Desmond-Sedgwick	**Universal**	**10 episodes**	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
30 Below Zero	Buck Jones	Fox		
Accused	Special Cast	Inde. Films	**5000 feet**	**Jan. 16**
Aloma of the South Seas	**Gilda Gray**	**Paramount**		
Altars of Desire	**Special Cast**	**M-G-M**		
Amateur Gentleman, The	**Richard Barthelmess**	**First National**		
Apache Princess	**Wilson-Gerber**	**Davis Dist.-Vital**		
Ancient Mariner, The	**Special Cast**	**Fox**	**5548 feet**	**Jan. 30**
Aristocrat, The	**Special Cast**	**B. P. Schulberg (S. R.)**		
Atlantis		**First National**		
Back Slapper, The	**Special Cast**	**M-G-M**		
Bad Habits	**Special Cast**	**Astor Dist. (S. R.)**		
Bankrupt		Ginsberg-Kann		
Barriers of Fire	**Monte Blue**	**Warner Bros.**		
Bat, The	Special Cast	United Artists		
Battling Butler	**Buster Keaton**	**M-G-M**		
Beau Geste		**Paramount**		
Beauty	**Special Cast**	**M-G-M**		
Beauty and the Beast	Ronald Colman	United Artists		
Behind the Screen	**Special Cast**	**M-G-M**		
Bellamy the Magnificent	**Special Cast**	**M-G-M**		
Ben Hur	**Special Cast**	**M-G-M**	**12000 feet**	**Jan. 16**
Big Night, The	Laura La Plante	Universal		
Big Parade, The	**John Gilbert**	**Metro-Goldwyn**	**12550 feet**	**Nov. 23**
Black Pirate, The	**Douglas Fairbanks**	**United Artists**		
Blind Goddess, The	**Special Cast**	**Paramount**		
Border, Intrigue	**Franklyn Farnum**	**Inde. Pict. (S. R.)**	**5 reels**	**June 6**
Border Women	**Special Cast**	**Phil Goldstone (S.R.)**	**5000 feet**	
Born to Battle	**Tom Tyler**	**F. B. O**	**5100 feet**	**Feb. 13**
Borrowed Plumes	Daw-Welch	Arrow		
Broken Hearts of Hollywood		Warner Bros.		
Broken Homes	**Lake-Glass**	**Astor Dist.**		
Brooding Eyes	**Lionel Barrymore**	**Ginsberg Dis. Corp. (S. R.)**		
Brown of Harvard	**Jack Pickford**	**Metro-Goldwyn**		
Call in the Night, A		**Truart (S. R.)**		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Charity Ball, The		**Metro-Goldwyn**		
Cigarette Maker's Romance, The	**Special Cast**	**M-G-M**		
Circus, The	**Charles Chaplin**	**United Artists**		
Cleaner Flame, The	Louise Carter	Arrow		
College Widow, The	**Syd Chaplin**	**Warner Brothers**		
Coney Island	**Special Cast**	**M-G-M**		
Courage of Captain Plumb	**Special Cast**	**Davis Dist.-Vital**		
Crashing Through	**Jack Perrin**	**Ambassador Pict. (S.R.)**	**5000 feet**	
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crown of Lies, The	Pola Negri	Paramount		
Cruel Truth, The		Ginsberg-Kann		
Cyclone Bob	Bob Reeves	Anchor Film Dist		
Cyrano de Bergerac	**Special Cast**	**Atlas Dist. (S. R.)**	**9500 feet**	**July 18**
Danger Line, The	**Special Cast**	**Astor Dist. (S. R.)**		
Dark Horse, The	**Harry Carey**	**Prod. Dist. Corp**		
Daughter of the Sioux, A	**Wilson-Gerber**	**Davis Dist.-Vital**	**5 reels**	**Oct. 24**
Dead Command, The	**Special Cast**	**M-G-M**		
Defend Yourself	**Dorothy Drew**	**Dependable Films**	**5000 feet**	**Jan. 9**
Demon Rider, The	**Ken Maynard**	**Davis Dist.-Vital**	**5000 feet**	**Aug. 2**
Desert Gold	**Holt-Dove**	**Paramount**		
Desert Healer	**Stone-Bedford**	**First National**		
Detour		Prod. Dist. Corp		
Devil Horse, The	**Rex (horse)**	**Pathe**		
Dice Woman, The	**Priscilla Dean**	**Prod. Dist. Corp**		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O		
Don Juan	**John Barrymore**	**Warner Bros**		
Don't Lie to Your Wife	Haver-McDonald	Arrow		
Don X	**Bruce Gordon**	**B. A. Goodman (S.R.)**	**5000 feet**	**Feb. 13**
Door Mat, The		Warner Bros.		
Duchess of Buffalo, The	Constance Talmadge	First National		
Dumb Head		**Tiffany (S. R.)**	**6500 feet**	
East of the Setting Sun	**Constance Talmadge**	**First National**		
Eden's Fruit		**B. P. Schulberg (S.R.)**		
Ella Cinders	Colleen Moore	First National		
Ermine and Rhinestone		**H. F. Jans (S. R.)**		
Eve's Leaves	**Leatrice Joy**	**Prod. Dist. Corp**		
False Steps	Special Cast	Paramount		
Fangs of Fate	Bill Patton	Chesterfield (S.R.)	5000 fet	Feb. 13
False Pride		**Astor Dist**		
Fascinating Youth	Junior Stars	Paramount		Mar. 13
Fast Life in New York	Special Cast	**M-G-M**		
Fifth Horseman, The		**Lee-Bradford (S. R.)**		
Fighting Boob, The	Bob Custer	F. B. O.		
Fighter's Paradise, The	**Rex Baker**	**Phil Goldstone**	**5000 feet**	
Fighting Courage	**Ken Maynard**	**Davis Dist.-Vital**	**5 reels**	**July 11**
Fighting Fate	Billy Sullivan	Rayart (S. R.)	4991 feet	Feb. 6
Fighting Heart, The	**Frank Merrill**	**Bud Barsky Prod. (S. R.)**	**5000 feet**	
Fighting Smile, The	**Bill Cody**	**Inde. Pict. Corp. (S.R.)**	**4630 feet**	
Fig Leaves		Fox		
Fine Manners	Gloria Swanson	Paramount		
Flames	Special Cast	M-G-M		
Flaming Forest, The		M-G-M		
Flaming Frontier, The	Special Cast	Universal		
Flashing Steeds	Bill Patton	Chesterfield (S. R.)	5000 feet	Feb. 27
Fleet Foot	**Marilyn Mills**	**Davis Dist.-Vital**		
Flight to the Hills, The		**Paramount**		
Flyin' Thru	**Al Wilson**	**Davis Dist.-Vital**		**Nov. 7**
Flying Fool, The	**Dick Jones**	**Sunset Prod. (S. R.)**		
Forest of Destiny, The		**Gotham Prod. (S. R.)**		
Forever After	**Corinne Griffith**	**First National**		
For Heaven's Sake	**Harold Lloyd**	**Paramount**		
Fort Frayne	**Ben Wilson**	**Davis Dist**	**5000 feet**	**Aug. 29**
Four Feathers	Richard Barthelmess	First National		
Four Stragglers, The	**Special Cast**	**M-G-M**		
Friends	**Special Cast**	**Vitagraph**		
Frisco Sal	**Special Cast**	**M-G-M**		
Frivolity		**B. P. Schulberg (S.R.)**		
Galloping Dude, The	**Franklyn Farnum**	**Inde. Pict. Corp. (S.R.)**	**4700 feet**	
Gambling Chaplain, The	**Special Cast**	**M-G-M**		
Garden of Allah, The	N. Talmadge-R. Colman	**United Artists**		
Garden of Eden, The	**Special Cast**	**M-G-M**		
Get Off the Earth	**Raymond Griffith**	**Paramount**		
Glorifying the American Girl		**Paramount**		
Gold Hunters, The	**David Butler**	**Davis Dist.-Vital**	**6500 feet**	**Nov. 7**
Good Luck	Conway Tearle	First National		
Goose Man, The	**Special Cast**	**M-G-M**		
Great Deception, The		First National		
Greater Glory, The	**Special Cast**	**First National**		
Greatest Show on Earth		Paramount		
Great Jewel Robbery	**Herbert Rawlinson**	**Dependable Films**	**4800 feet**	**Jan. 9**
Grey Vulture, The	**Ken Maynard**	**Davis Dist.-Vital**		
Gulliver's Travels		**Universal**		
Hairpin Duchess, The	**Special Cast**	**M-G-M**		
Hands Across the Border	Fred Thomson	F. B. O.		
Harem Girl, The	**Special Cast**	**Astor Dist. (S. R.)**		
Haunted Range, The	**Ken Maynard**	**Davis Dist.-Vital**		**Sept. 26**
Haven, The	**Special Cast**	**M-G-M**		
Her Big Adventure	**Special Cast**	**Kerman (S. R.)**	**4800 feet**	**Jan. 16**
Her Honor, The Governor		F. B. O		
Her Next Steps		Ginsberg-Kann		
Here He Comes	Earle Douglas	Sierra Pictures	5000 feet	
High Society	Tom Mix	Fox		
His Woman	**Special Cast**	**Whitman Bennett**	**7 reels**	
Horses and Women		**B. P. Schulberg**		
House Behind the Hedge		Ginsberg-Kann		
Human Mill, The	**Special Cast**	**M-G-M**		
Hurricane, The	Special Cast	Truart (S. R.)		
I Can Do It	**Special Cast**	**M-G-M**		
I'll Tell the World	**Olmstead-Arthur**	**M-G-M**		
Imposter, The	Evelyn Brent	F. B. O.		
Inevitable Millionaires, The	**M. Moore-Devore**	**Warner Bros**		
In His Arms	Special Cast	M-G-M		
In Praise of James Carabine	**Special Cast**	**M-G-M**		
In the Third Degree		Ginsberg-Kann		
In to Her Kingdom	Corinne Griffith	First National		
Jason	**Special Cast**	**M-G-M**		
Justice of the Far North		**C. B. C. (S. R.)**	**5500 feet**	
Kid Boots	Eddie Cantor	Paramount		
Kid Gloves	Johnny Hines	First National		
Killer, The	**Marilyn Mills**	**Davis Dist.-Vital**		
La Boheme	**Gish-Gilbert**	**Metro-Goldwyn**	8781 feet	Mar. 13
Lady of the Harem, The	**Special Cast**	**Paramount**		
Lady of Leisure	**Special Cast**	**M-G-M**		
Lawful Cheater, The	**Bow-McKee**	**B. P. Schulberg**	**4946 feet**	**Jan. 9**
Lawless Love	Al Ferguson	Davis Dist.-Vital		
Lawless Trails	Bruce Gordon	B.A.Goodman (S.R.)	5000 feet	Feb. 20
Law or Loyalty	**Lawson Harris**	**Davis Dist. Div**	**4800 feet**	**Nov. 14**
Lena Rivers	Special Cast	Arrow	6521 feet	
Les Miserables		**Universal**		
Let's Get Married	Richard Dix	Paramount	6664 feet	Mar. 13
Life of a Woman		**Truart (S. R.)**	**6500 feet**	
Lightnin'		**Tiffany (S. R.)**	**6500 feet**	
Lightning Jack	**Jack Perrin**	**Ambassador Pict. (S.R.)**	**5000 feet**	
Lightning Passes, The	**Al Ferguson**	**Fleming Prod. (S. R.)**		
Lights of Mojave, The	Ken Maynard	Davis Dist.-Vital		
Little Firebrand, The	**Edith Thornton**	**Arrow Pictures**	**5007 feet**	**Dec. 12**
Long Odds	**Marilyn Mills**	**Davis Dist. Div**		
Lover's Oath, A	**Ramon Novarro**	**Astor (S. R.)**	**5800 feet**	**Oct. 17**
Love's Blindness	Starke-Moreno	M-G-M		
Love Thief, A	Kerry-Nissen	Universal		
Lovey Mary	**Bessie Love**	**M-G-M**		
Loyalties	**Special Cast**	**Fox**		
Lunatic at Large, The	**Leon Errol**	**First National**		
Lying Wives	**Special Cast**	**Ivan Abramson (S.R.)**	**7 reels**	**May 2**
Man and the Moment		Metro-Goldwyn		
Man With a Thousand Faces	**Special Cast**	**M-G-M**		

Feature	Star	Distributed by	Length	Reviewed
Mare Nostrum	Special Cast	M-G-M	11000 feet	Feb. 27
Married	Special Cast	Jans (S. R.)	5772 feet	Mar. 13
Married Cheats		Fox		
Memories	Ramon Novarro	M-G-M		
Men of the Night		Ginsberg-Kann		
Men of Steel	Milton Sills	First National		
Message to Garcia, A	Special Cast	M-G-M		
Midnight Flames		Columbia Pict. (S. R.)		
Midnight Special		Truart (S. R.)		
Miss Brewster's Millions	Bebe Daniels	Paramount		
Million Dollar Doll		Assoc. Exhib		
Millionaire Policemen	Special Cast	Ginsberg Dist. (S. R.)		
Mismates	Doris Kenyon	First National		
Miss 318	Special Cast	M-G-M		
Miss Nobody	Anna L. Nilsson	First National		
Modern Musketeer, A	Gene Corrado	Bud Barsky (S.R.)	5000 feet	
Money Talks	Special Cast	M-G-M		
Mr. Battling Butler	Buster Keaton	M-G-M		
My Lady of Whims	Clara Bow	Arrow	6089 feet	Jan. 23
My Neighbor's Wife	Herbert Rawlinson	Davis Dist.-Vital		
Mystery Club, The	Matt Moore	Universal		
Mysterious Island	Special Cast	M-G-M		
Mystery Lady, The	Special Cast	M-G-M		
Nell Gwyn	Dorothy Gish	Paramount	9 reels	Feb. 6
Nervous Wreck, The		Prod. Dist. Corp		
New Klondike, The	Thomas Meighan	Paramount		
Nine and 3-5 Seconds	Charles W. Paddock	A. G. Steen, Inc	5600 feet	Nov. 12
Nocturne	Special Cast	M-G-M		
North of Nome	Special Cast	Arrow	5491 feet	
Oh! Baby	Little Billy	Universal		
Old Army Game, The	W. C. Fields	Paramount		
Old Ironsides		Paramount		
Old Soak, The	Jean Hersholt	Universal		
Open Book	Special Cast	M-G-M		
Ordeal, The	Special Cast	M-G-M		
Padlocked	Special Cast	Paramount		
Palace of Pleasure		Fox		
Palm Beach Girl, The	Bebe Daniels	Fox		
Pals First		First National		
Paris	Charles Ray-E. Boardman	Metro-Goldwyn		
Paris at Midnight	Special Cast	Prod. Dist. Corp		
Partners Again	Sidney-Carr	United Artists		
Passionate Youth	Special Cast	Truart (S. R.)	6 reels	July 11
Peggy Takes a Chance	Peggy O'Day	Davis Dist.-Vital		
Peggy in Chinatown	Peggy O'Day	Davis Dist.-Vital		
Peggy in Danger	Peggy O'Day	Davis Dist.-Vital		
Peggy From Headquarters	Peggy O'Day	Davis Dist.-Vital		
Peggy on the Job	Peggy O'Day	Davis Dist.-Vital		
Peggy of the Secret Service	Peggy O'Day	Davis Dist.-Vital		
Peggy Scores a Victory	Peggy O'Day	Davis Dist.-Vital		
Peggy Under Orders	Peggy O'Day	Davis Dist.-Vital		
Perch of the Devil		Universal		
Plumes	Special Cast	M-G-M		
Poker Faces	Special Cast	Universal		
Poor Girl's Romance, A	Special Cast	Film Book. Offices		
Prince of Pilsen	Special Cast	Prod. Dist. Corp		
Prisoners of the Storm	House Peters	Universal		
Prowlers of the Night	Fred Humes	Universal		
Puppets	Milton Sills	First National		
Pursued	Dorothy Drew	Dependable (S. R.)	5000 feet	Nov. 14
Quality Street		Metro-Goldwyn		
Quo Vadis	Emil Jannings	First National		Nov. 28
Rainmaker, The	Wm. Collier, Jr.-G. Hale	M-G-M		
Red Clay	William Desmond	Universal		
Red Kimona, The	Mrs. Wallace Reid	Davis Dist.-Vital		Jan. 2
Red Mill, The	Marion Davies	M-G-M		
Red Signals		Ginsberg-Kann		
Remember		Columbia Pictures		
Return of a Soldier	Special Cast	Metro-Goldwyn		
Rise and Fall of Jesse James		J. S. Woody		
Road That Led Home, The		Vitagraph		
Rogue's Riches	Special Cast	Astor Dist. (S. R.)		
Rolling Home	Reginald Denny	Universal		
Romance a la Carte	Richard Dix	Paramount		
Romance of an Actress		Chadwick		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rust	Special Cast	M-G-M		
Sagebrush Lady, The	Eileen Sedgwick	Chesterfield M.P. Corp.	5000 feet	Feb. 6
Sailors' Wives		First National		
Salvage		Truart (S. R.)	5800 feet	
Savage, The	Ben Lyon	First National		
Scarlet Letter, The	Lillian Gish	M-G-M		
Sea Horses	Special Cast	Paramount	7 reels	Feb. 27
Sea Wolf, The	Ralph Ince	Ralph Ince Prod	7500 feet	Dec. 19
Self Defense	Aileen Percy	Arrow Film Corp		
Separate Rooms	Special Cast	Fox		
Seventh Heaven	Special Cast	Fox		
Seward's Folly	Special Cast	M-G-M		
Shadow of the Mosque	Odette Taylor	Cranfield & Clarke S. R.)	6200 feet	
Shadow of the Mosque	Stewart Rome	Ufa	5750 feet	Dec. 26
Share and Share Alike	Jane Novak	Arrow	5569 feet	
Shenandoah		B. P. Schulberg (S. R.)		
She's My Baby		Ginsberg-Kann		
Shipwrecked	Owen-Schildkraut	Prod. Dist. Corp		
Shootin' Square	Jack Perrin	Ambassador Pict.(S.R.)	5000 feet	
Siegfried		Ufa		Sept. 12
Silence	H. B. Warner	Prod. Dist. Corp.		
Silken Lady, The	Hulette-Hamilton	Arrow		
Silken Shackles	Irene Rich	Warner Bros		
Silk Hat Cowboy, The	Tom Mix	Fox		
Silky Anne	Constance Talmadge	First National		
Silver Lanterns	Special Cast	Arrow		
Silver Treasure, The	Special Cast	Fox		
Sir Lumberjack	Lefty Flynn	F. B. O.		
Sky Rocket The	Peggy Hopkins Joyce	Assoc. Exhib.		
Smith of Cornell	George Walsh	Chadwick		
Son of the Sheik, The	Rudolph Valentino	United Artists		
Sorrows of Satan	Special Cast	Paramount		
Sparrows	Mary Pickford	United Artists		
Starlight Ranch	Wilson-Gerber	Davis Dist.-Vital		
Star Maker, The	Dove-Bushman	Universal		
Strange Bedfellows		Metro-Goldwyn		
Sunshine of Paradise Alley	Special Cast	Chadwick Pict.		
Sweet Daddies		First National		
Sweet Rosie O'Grady		Columbia Pict		
Take a Chance	Richard Dix	Paramount		
Tale of a Vanishing People		Tiffany (S. R.)	6500 feet	
Temptress, The	Garbo-Moreno	M-G-M		
Tentacles of the North	Special Cast	Davis Dist.-Vital		
Ten to Midnight		Prod. Dist. Corp.		
Texan's Oath, The	Ken Maynard	Davis Dis.-Vital		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9
That's My Baby	Douglas MacLean	Assoc. Exhib		
There You Are	Nagel-Roberts	M-G-M		
Thoroughbred, The	Special Cast	Truart	5481 feet	Sept. 19
Three Bad Men		Fox		
Three Pals	Marilyn Mills	Davis Dist. Vital	4987 feet	Dec. 5
Timber Wolves	Ken Maynard	Davis Dist.-Vital		
Toilers of the Sea	Special Cast	M-G-M		
Tongues of Scandal		Ginsberg-Kann		
Tongo	Special Cast	M-G-M		
Tonio, Son of the Sierras	Wilson-Gerber	Davis Dist.-Vital	5000 feet	Dec. 19
Toto	Lew Cody	M-G-M		
Trailing Shadows	Edmond Lowe	Fox Film		
Trapped	Elinor Faire	Sierra Pictures	5000 feet	
Travelin' Fast	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Travis Coup, The		Tiffany (S. R.)	6500 feet	
Tricks	Marilyn Mills	Davis Dist. Div.	5 reels	Sept. 15
True North, The	Special Cast	C. C. Griffin Prod.	7000 feet	Dec. 19
Unknown Lover, The	Elsie Ferguson	Vitagraph	6895 feet	Nov. 23
Unknown Soldier, The		P. D. C		
Unknown Treasures		Ginsberg-Kann		
Up and At 'Em	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Vengeance of Durand, The	Irene Rich	Warner Bros.		
Volcano, The	Bebe Daniels	Paramount		
Volga Boatman, The	Elinor Fair	Prod. Dist. Corp.		
Warrior Gap	Wilson-Gerber	Davis Dist.	4900 feet	Aug. 22
Way of an Eagle, The	Special Cast	M-G-M		
Web, The	Eileen Sedgwick	Chesterfield (S. R.)	5000 feet	Feb. 20
Wedding March, The		Paramount		
Wet Paint	Raymond Griffith	Paramount		
What Will People Say		Metro-Goldwyn		
What Price Glory?		Fox		
When We Were Twenty-One	Special Cast	M-G-M		
Whispering Canyon	J. Novak-R. Ellis	Ginsberg Dist. Corp. (S. R.)		
Whispering Smith	Special Cast	P. D. C		
White Chief, The	Monte Blue	Warner Brothers		
White Fury	Marilyn Mills	Davis Dist.-Vital		
White Heat	Special Cast	M-G-M		
Whole Town's Talking, The	Ed. Horton	Universal		
Wide Open	Dick Jones	Sunset Prod. (S. R.)		
Wife, The	Special Cast	M-G-M		
Wild Oats Lane	Dana-Agnew	Prod. Dist. Corp.		
Wilderness Woman, The	Special Cast	First Natinal		
Winner, The	Charles Ray	Chadwick (S. R.)		
Winning of Barbara Worth	Colman-Banky	United Artists		
Wise Guy, The	James Kirkwood	First National		
With Kit Carson Over the Great Divide	Special Cast	Sunset Prod. (S. R.)		
Wives at Auction	Special Cast	Astor Dist. (S. R.)		
Wives of the Prophet	Special Cast	Lee-Bradford (S.R.)	6600 feet	Jan. 9
Wolf Hunters, The	Special Cast	Davis Dist. Div.		
Wolves of the Air		Ginsberg-Kann		
Woman's Heart, A		Ginsberg-Kann		
Woman Who Did Not Care		Gotham (S. R.)		
Women and Wives		Metro-Goldwyn		
World's Illusion, The		Metro-Goldwyn		
Worst Man of the Troop	Wilson-Gerber	Davis Dist. Div.		
Worst Woman, The	Special Cast	B. P. Schulberg (S. R.)		
Yoke, The	Special Cast	Warner Brothers		
Young April	Special Cast	Prod. Dist. Corp.		
You Too	Special Cast	M-G-M		

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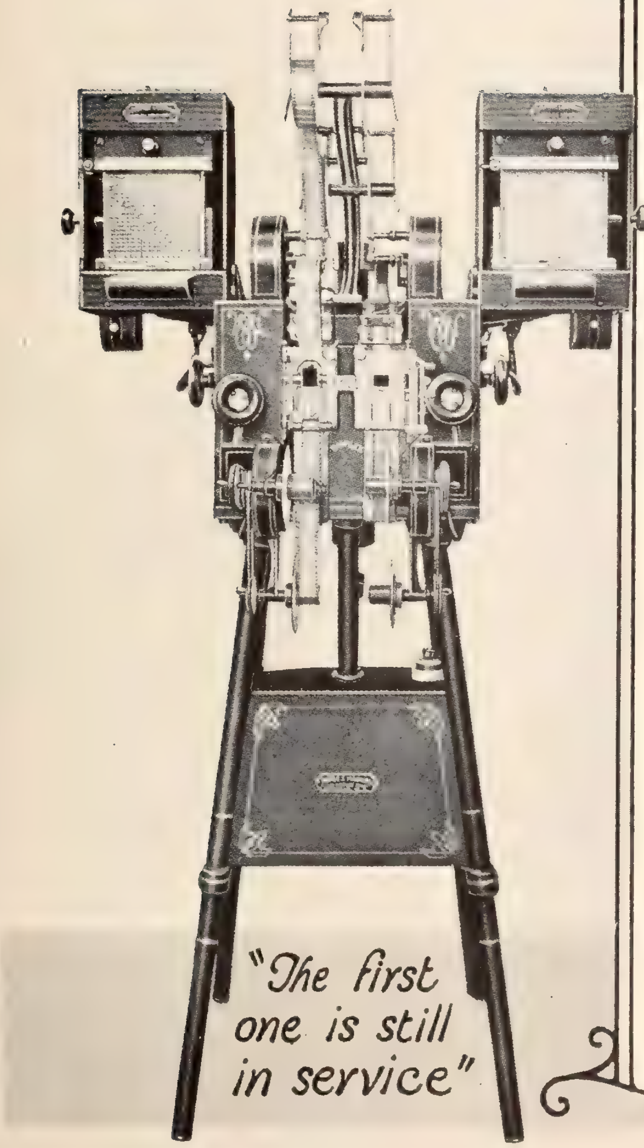

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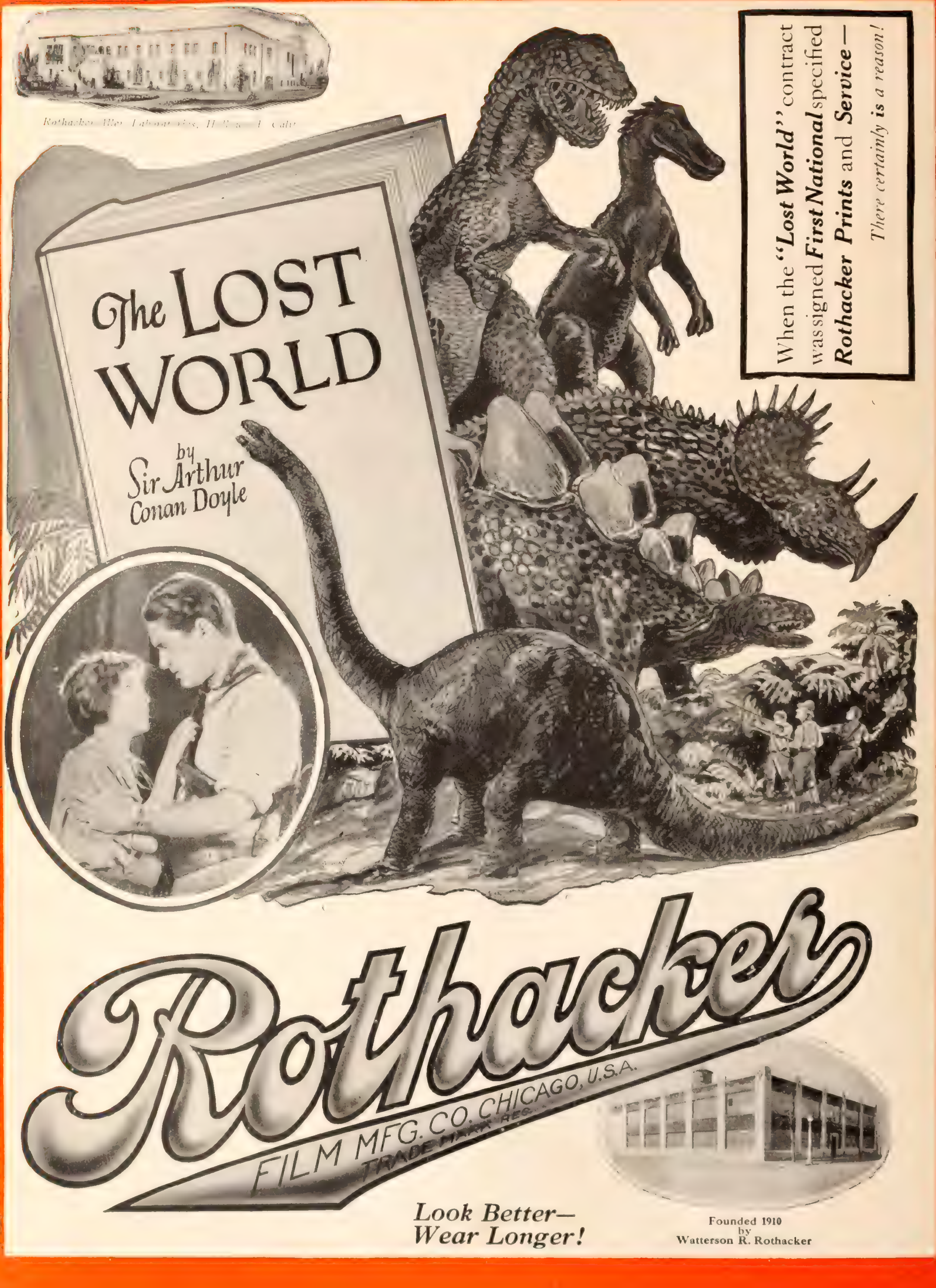
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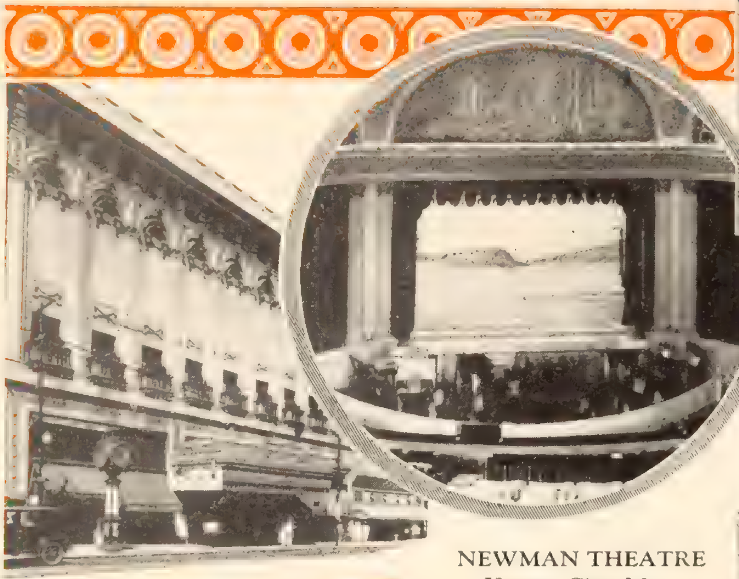

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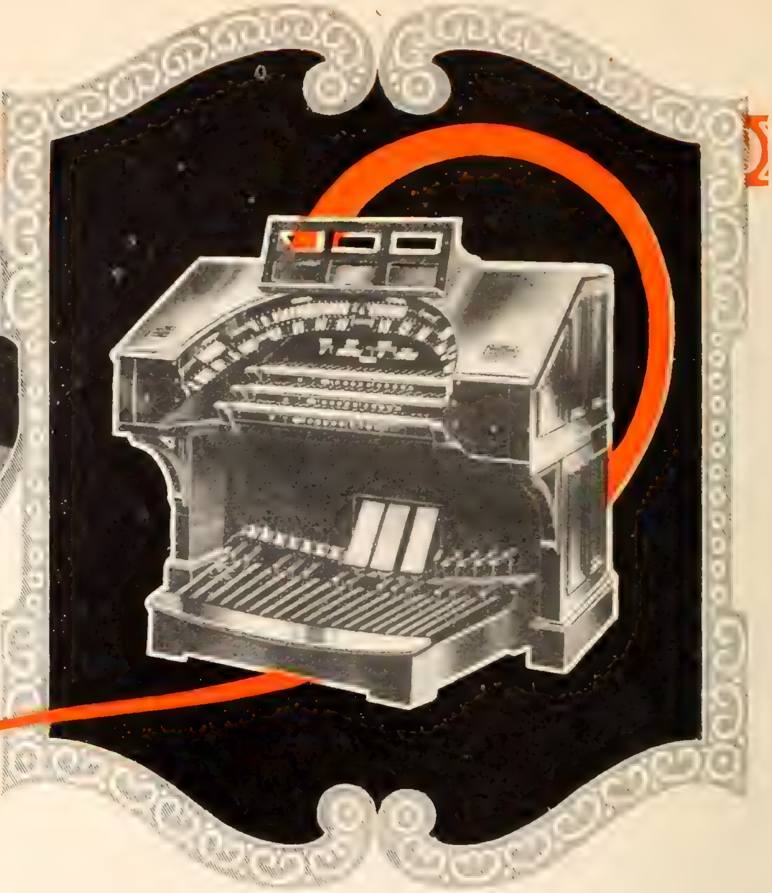

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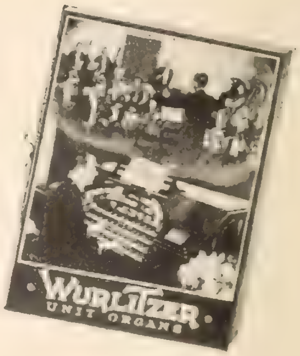

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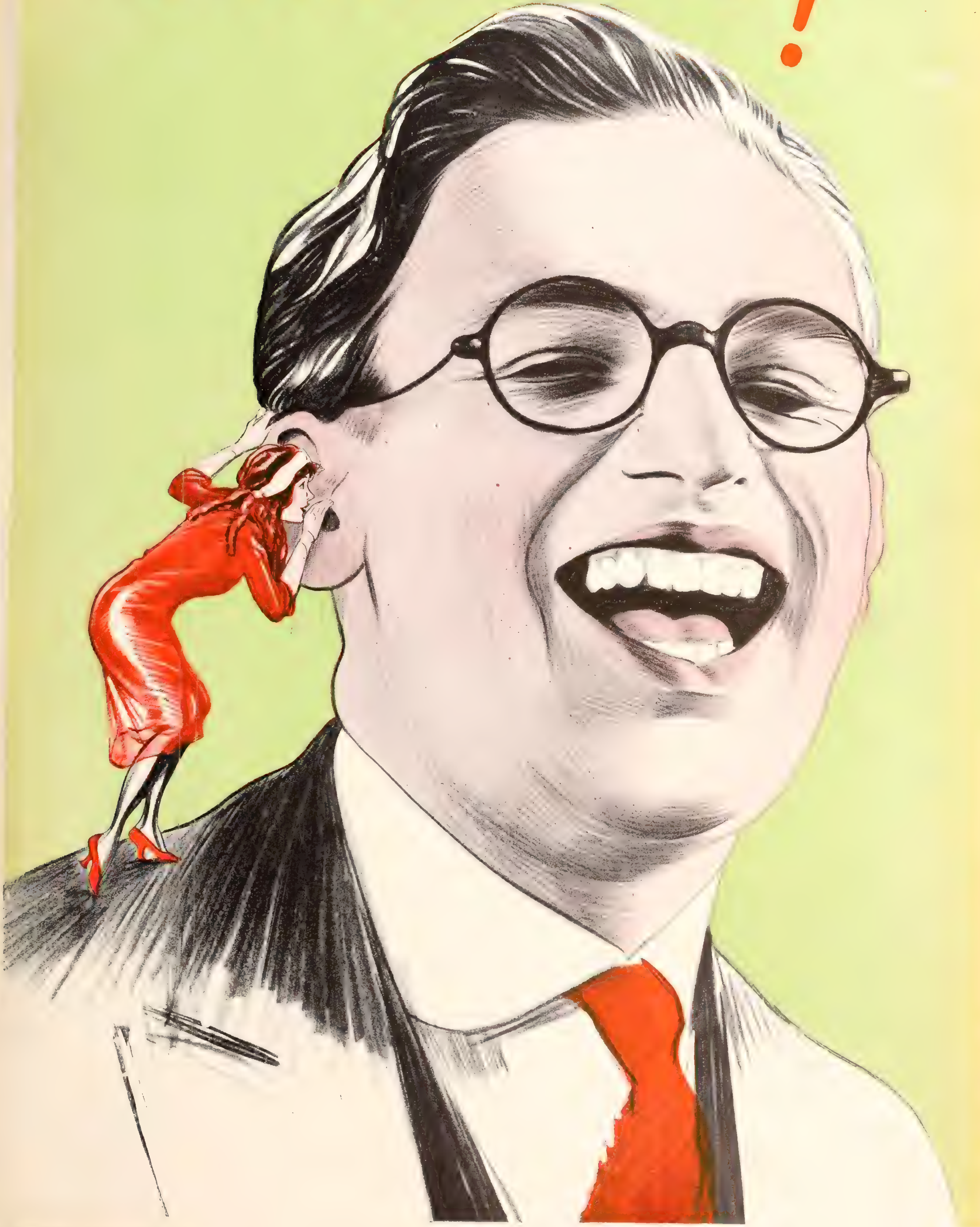

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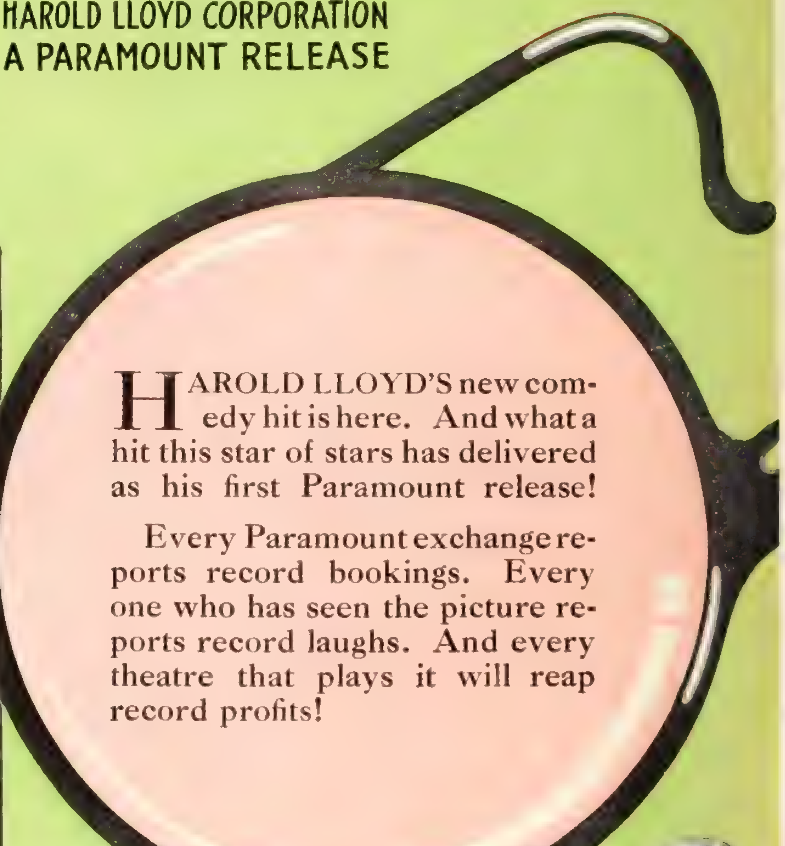

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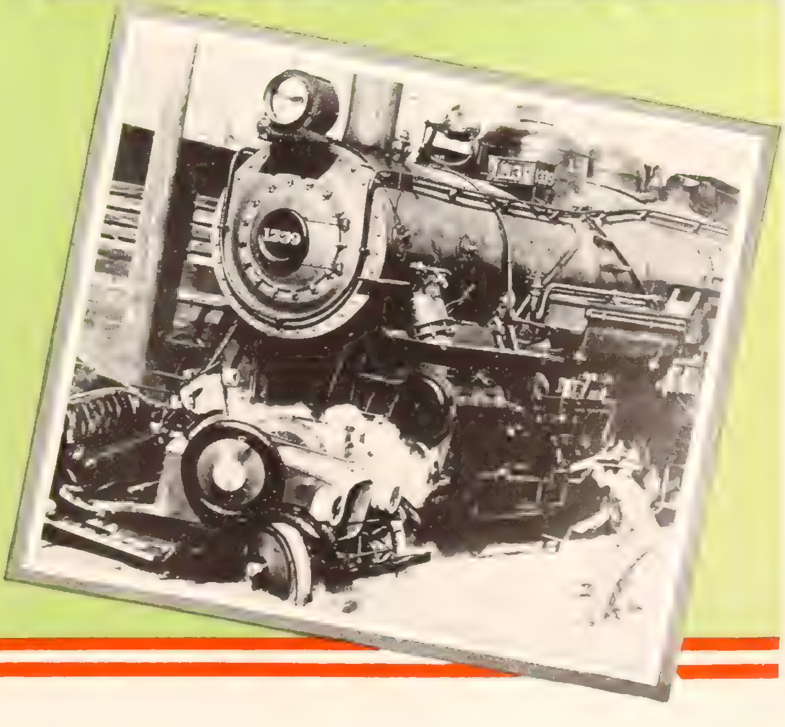

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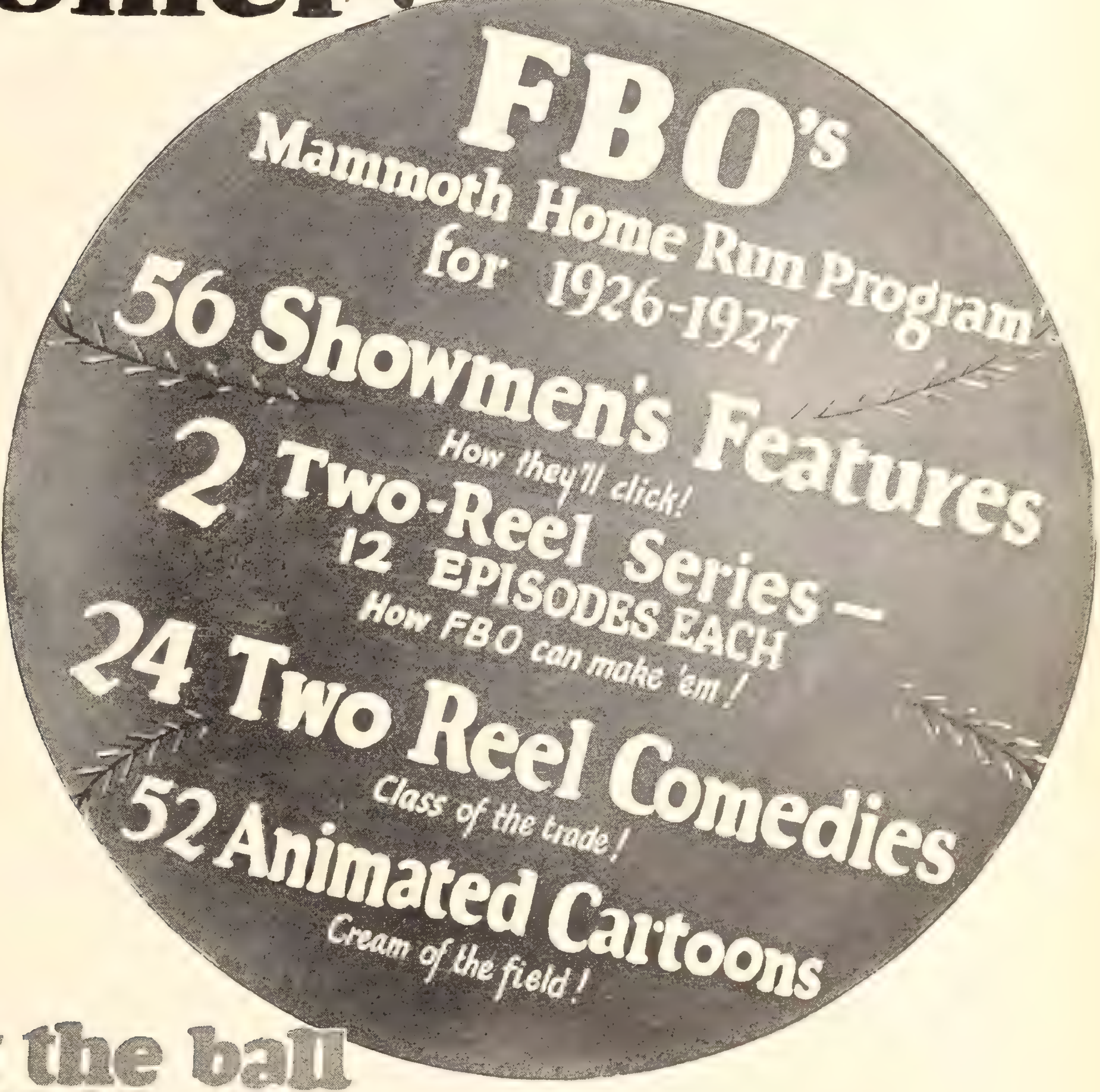

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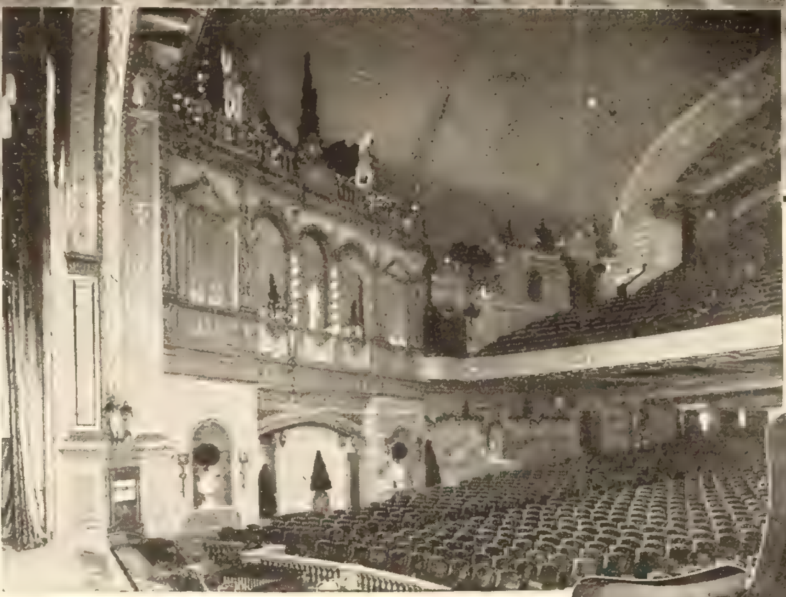

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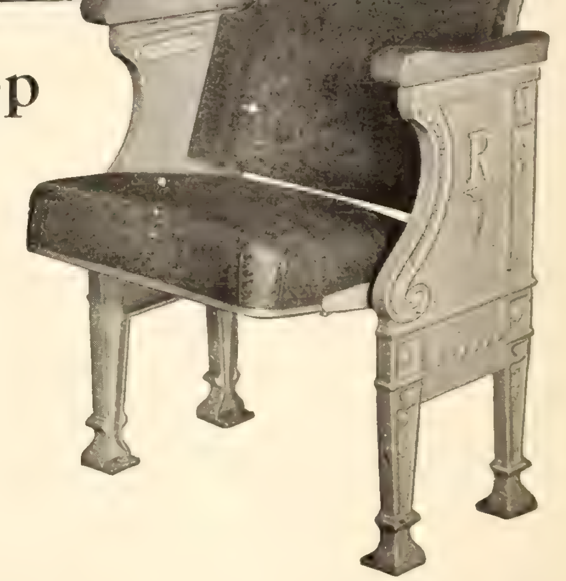

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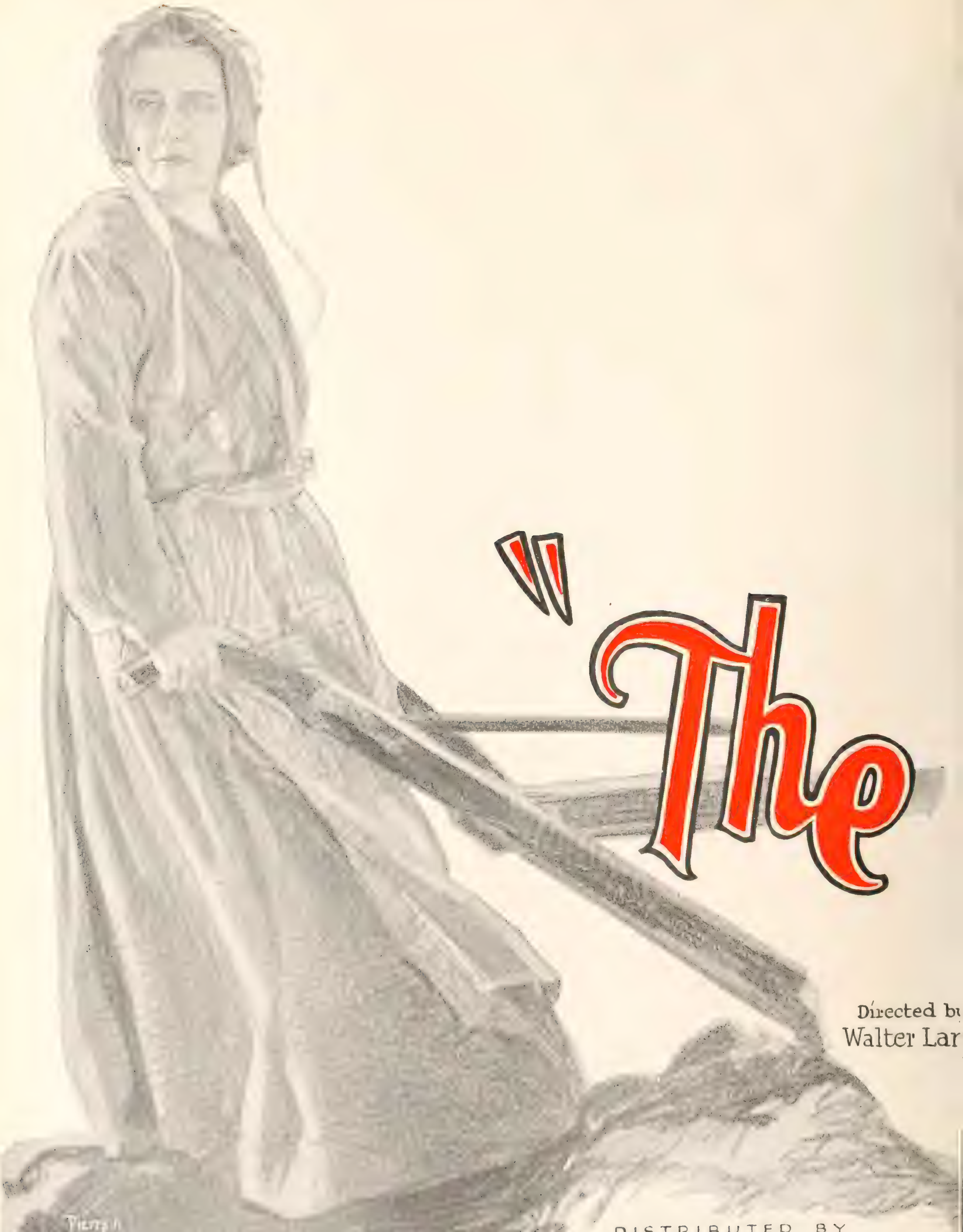
¶ *Valiant Mothers of* FIGHTING *Men!*

¶ *Women Who Might Have Mothered Washington or Lincoln*



“The

Directed by
Walter Lar

DISTRIBUTED BY
ASSOCIATED EXHIBITORS, INC.
OSCAR A. PRICE PRESIDENT

MRS. WALLACE REID PRODUCTIONS

presents

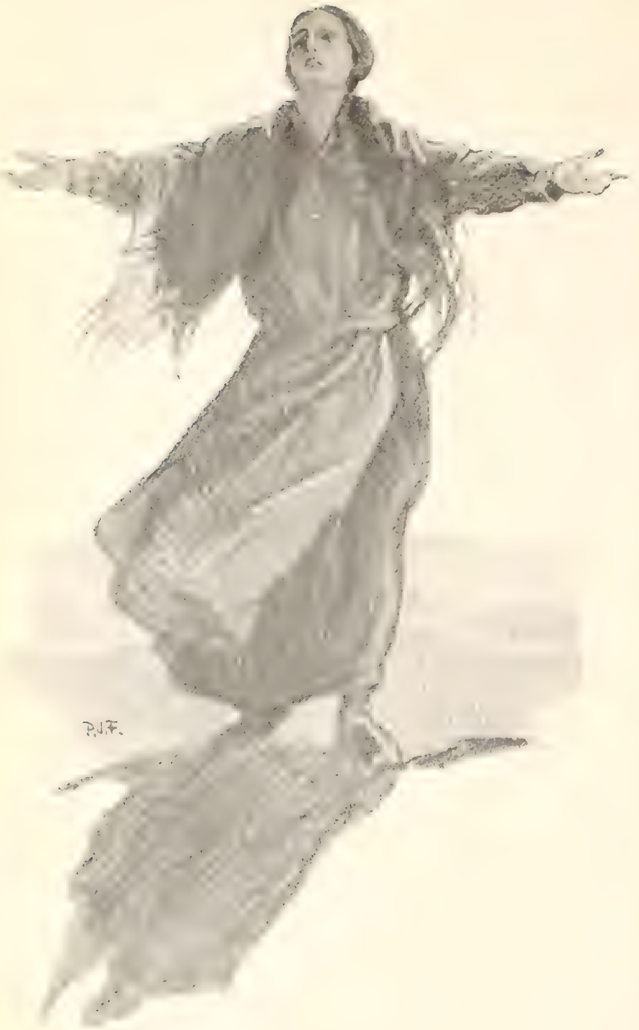
Earth Woman"

with

Mary Alden,

and **Priscilla Bonner**

Johnnie Walker, Russel Simpson, Carroll Nye



Behind every
"Covered Wagon"
there was a
MOTHER'S
throbbing
heart!

¶ Once in many Seasons
there comes a picture
you are
PROUD
to show —
Here's One!
You'll be proud
because of the
tribute you pay your own
MOTHER —
Proud because of the
joyous tears and
sympathetic smiles
it will bring to patrons
— Proud
because of your
opportunity to combine
profitable showmanship
with sincere service
to humanity.

Oscar A Price
President

Associated is in this business TO MAKE MONEY! Are You?

All right—then we understand the same language.

Since we understand it—let's SPEAK it!

Associated is not in this business for the purpose of feeding any individual's vanity, nourishing his conceit or coloring his day dreams.

We are not competing with Paramount, Goldwyn, or First National any more than the Idle Hour at Painted Post, Arizona, is competing with Roxy's new palace.

When we get a SPECIAL we can out-advertise and out-sell ANYBODY! But that's a different story.

When we look forward to fifty-two weeks of the next season we do it with clear eyes, our feet on the ground, and our minds on the job.

The job, as we see it, is to—

Sell ENTERTAINMENT for box-office PROFITS.

That way, we'll make money. Which is the important thing.

And *you'll* make money. Which is probably important to you.

The first part of the job is to think clearly; the second is to TALK STRAIGHT!

That's what we have set out to do in the series of advertisements, of which this is the first.

We will probably upset a few apple-carts, shatter some cherished illusions, draw assorted brick-bats.

Because we are out to MAKE MONEY.

Are you?

Then come along!

I'm in business for love!
DIC~

ASSOCIATED EXHIBITORS, Inc.
Oscar A Price, Pres.

A magnificent page
civilization em
heavens –

The
Non-

Distributed by

FBO

FILM BOOKING OFFICES
OF AMERICA, Inc.
1560 BROADWAY, N. Y.

Exclusive Foreign Distributors
R-C Export Corporation
[illegible] Broadway
New York
[illegible]

in the history of
blazoned across the

– – –

Another Skyrocketing Scoop from

Emory Johnson

riding in upon the mighty wave of aviation publicity!

Red hot from the studio . . . smoking with timeliness . . . sizzling with the show effects of big melodrama!

The greatest world theme of the hour — vividly dramatized by the Master-maker of Melodramas . . . picturizing, with the full cooperation of the United States Navy, the memorable hop to Hawaii last summer!

Stop Flight

Love and adventure on the sea and in the sky! Hop to big money with "The Non-stop Flight"! Hop *NOW* and hop *HARD* while the world thinks aviation!

Exploitation? Nothing else but!

Story by Emilie Johnson Directed by Emory Johnson

As special show features of "The Non-stop Flight" Commander Rogers great seaplane PN9 is shown in many of the dramatic scenes! Skiles Pope, control man of the gallant ship and Otis Stantz, radio operator, who drifted in the lashing waters of the Pacific for nine days, also appear in the production through the courtesy of the United States Navy, enacting the same roles they played so heroically in the epic dash to Hawaii!

What'll they be saying about *You* 90 days *from* Now?

SOMETHING to worry about—hot theatres lose friends rapidly in blistering summer weather. The insidious whisper goes around:

"Keep out of the Smith Movie Theatre—it's an oven, my dear." Or:

"Doris says they roast you alive at the Plazazza—let's go for a ride, instead." Or:

"It's too hot to go to the Reels Theatre—I'd rather die of heat outside."

If they say that about your theatre 90 days from now your summer profits are as good as shot.

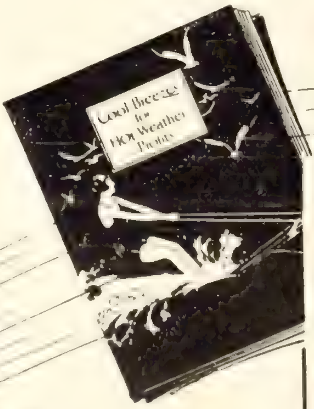
Arctic Nu-Air Cooling and Ventilating System will make them say, "No ride tonight, Jim. Too hot. We'll go down to the Smith Movie and be cool." Or, "Why spend the afternoon in a scorching house when it's as cool as a sea breeze at the Plazazza?" Or, "The Reels Theatre is the coolest place I know. No more hot weather suffering for me."

Arctic Nu-Air is building hot weather reputations for over 600 theatres. It will do the same for you or no pay.

Easy terms make this moderately priced system a pay-as-you-profit proposition. The big book tells the story—pictures and reproductions of exhibitors' letters.

Blow 2c on the coupon and we'll show you how to blow $$ hundreds of $$ into your theatre.

This is the book you ought to have


Cool Breeze for Hot Weather Profits

ARCTIC NU-AIR

CLIP AND MAIL

Arctic Nu-Air Corporation, Dept. 1
818 State Lake Building,
Chicago, Illinois.

Gentlemen:

Tell me how to make them say that my Theatre (seating ....) is the "Coolest Place in Town." Also explain your down payment plan and easy terms.

House Dimensions:
Length ______
Width ______
Height ______
Balcony?
Yes ☐ No ☐

Name ______
Theatre ______
Address ______
City ______ State ______

UNIVERSAL IS SIGNING 5 YEAR CONTRACTS

WITH LEADING EXHIBITORS

If you are interested, get in touch at once with

Universal Pictures Corp.

CARL LAEMMLE, President

730 Fifth Avenue, New York City

Motion Picture
News
Booking Guide

"Your BOOKING GUIDE is a wonderful help to the small theatre owner. I buy all my pictures by the rating shown and never have had a lemon. It is the best thing I get to help me in selecting programs for future bookings."

Liberty Theatre,
Mount Harris, Colo.

Let the Exhibitor Tell the Story of

Motion Picture
News
Booking Guide

"I almost invariably refer to the GUIDE in selecting our pictures especially "The Check Up" for footage and reports. It is a great help to the small town man who cannot see the pictures before buying."

W. E. Burgist, Victory
Theatre, Scottsville, Va.

Motion Picture News Booking Guide

and Its Value in Solving His Problems

The New Edition, with Complete Data on All Releases of the Period of Six Months Now Ending, is Nearly Ready.

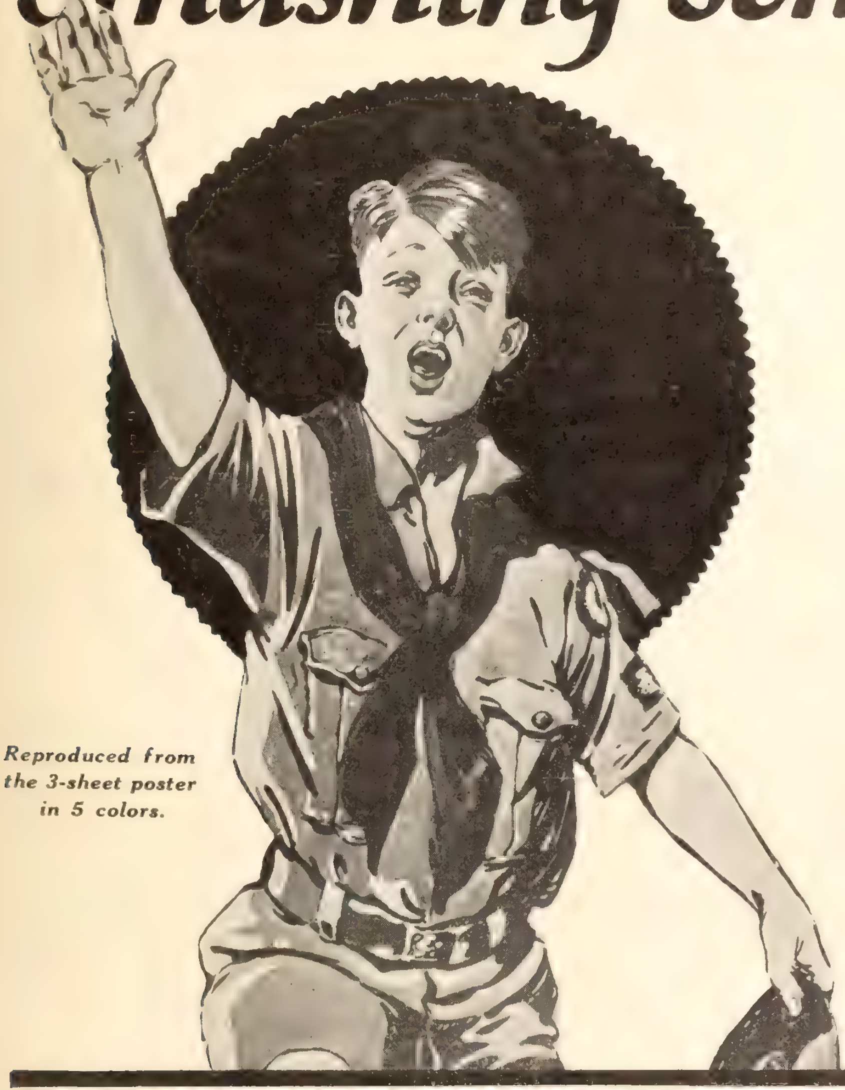
Motion Picture
News
Booking Guide

"I am located in a small town and am not playing very close to release and use the BOOKING GUIDE to help me in selecting pictures of a proven box-office value. I select pictures that show a satisfactory percentage and then look up the reviews on them. If the pictures are the type that I want and have a box-office value that pleases me—I book."

G. E. Widger, Ione Theatre,
Ione, Washington.

See That You Get Your Copy of This Valuable Feature of Motion Picture News Service to Its Readers, to Be Out in April.

Smashing Serial Sensation



Reproduced from the 3-sheet poster in 5 colors.

500,000 Boy Scouts Plus Their Friends and Families are Waiting Impatiently for the only serial ever indorsed by THE BOY SCOUTS OF AMERICA with a marvelous box-office cast starring

PLUS

JACK DAUGHERTY

supported by Margaret Quimby, Jack Mower and a whole troop of Boy Scouts

PLUS

A GREAT NATIONAL ADVERTISING CAMPAIGN IN "The Saturday Evening Post," "Boys' Life" and "The American Boy" which will bring millions of new ticket buyers to your theatre.

PLUS

A BEAUTIFUL 32-PAGE COLORED COVER MAGAZINE novelty containing every chapter of Arthur B. Reeves' thrilling story. Buy plenty of these books—give them to everybody old and young—they are inexpensive and will keep every fan on edge and coming back to each succeeding chapter—they'll go a long way towards filling every seat at every showing of this exciting serial.

PLUS

A KNOCKOUT 3-SHEET BOY SCOUT CUT-OUT IN FULL color in addition to a wonderful line-up of selling paper and other accessories.

There's no use talking Universal has put over

A Sure-Fire Sell-Out

for every exhibitor. Get your dates set NOW!

The RADIO DETECTIVE

Will Bring the Whole Town Flocking to Your Doors!!

one of UNIVERSAL'S LUCKY SIX

ADVENTURE PICTURES

No.
20

For Season 1926 ~ 1927

William Fox *presents*

The Mystery drama stage success

WHISPERING WIRES

by Kate L. McLaurin. Produced for the stage by J. C. Huffman and John Harwood. Based on the Saturday Evening Post story by Henry Leverage.

He's the Crook! No! He is!

And so the guessing goes on right to the very end

It's a Wow! A thrill for jaded theatregoers. As exciting an afternoon or evening anyone could wish to spend. Science, a crook, a girl, they construct the plot—and what a plot. It is new—It is different. Never a mystery story like it! A compelling fight for fortune, love and revenge. It will be on the new season's program and it will be big. FOX showmanship will see to that.

No.
21
and another
for big profits

Fox Film Corporation.

The New Edison MAZDA Lamp

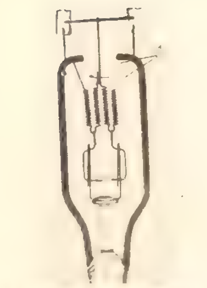
Stronger and Better

The New Edison MAZDA Lamp for motion picture projection embodies improvements in construction that assure a much longer average life for the lamp and a greater intensity of light during the whole period of its life.

Three of the principal advantages of the new lamp over the former type are:

1. The filament is clamped to lead-in wires instead of being welded. This improvement alone overcomes 75% of the burn-out difficulties experienced in previous construction.
2. The supporting bridge work is strengthened to prevent sagging of the filament, thus practically eliminating the danger of short circuiting of the two center coils.
3. The filament is held firmly in its initial position, which assures a brighter picture over a greater priod of time.

The illustrations on the right show some of the advantages of the new construction.



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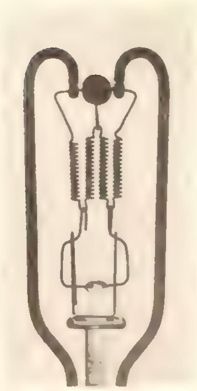
New



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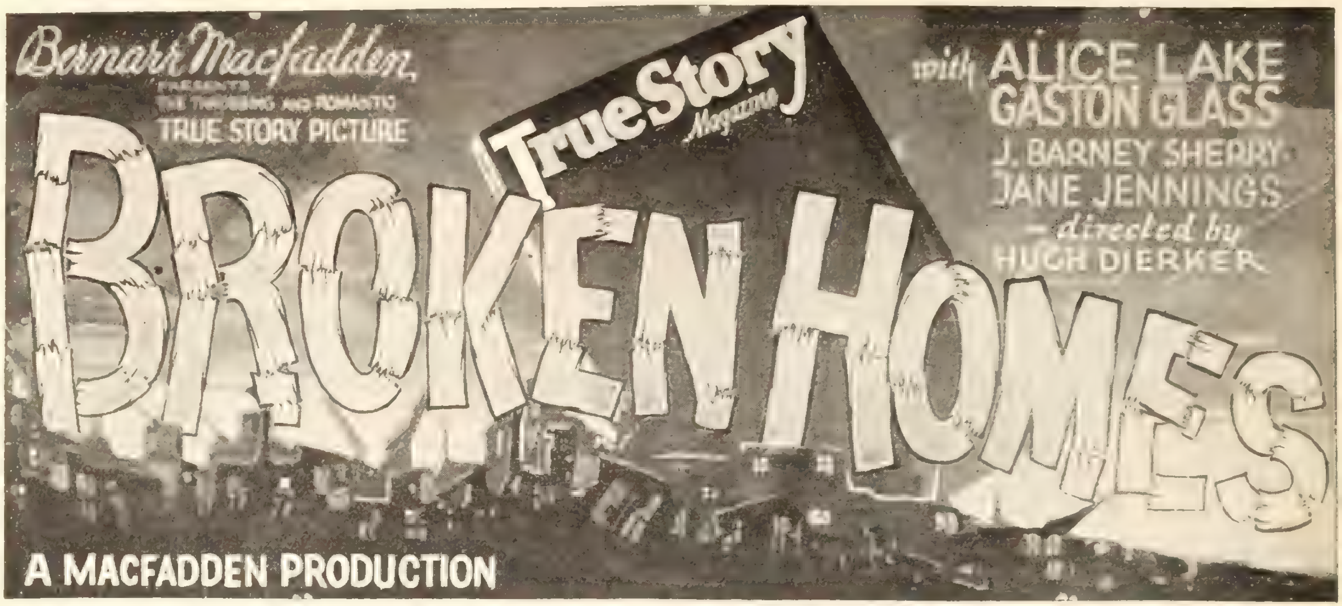
EDISON MAZDA LAMPS

A GENERAL ELECTRIC PRODUCT


Bernarr Macfadden
PRESENTS
THE THROBBING AND ROMANTIC
TRUE STORY PICTURE
True Story Magazine
BROKEN HOMES
with ALICE LAKE
GASTON GLASS
J. BARNEY SHERRY
JANE JENNINGS
—directed by
HUGH DIERKER
A MACFADDEN PRODUCTION

16,500,000 PEOPLE

True Experiences
MISTAKES IN LOVE — The Tale of a Mad Marriage
True Romances
APRIL
25
Sportlife
True Story Magazine
June
25
$50,000 for your True Stories

Have read the national advertising and are waiting to see this thrilling, romantic TRUE STORY PICTURE—

Broken Homes

More than 10,000,000 people were enthralled by the story itself which ran under the same name in TRUE STORY MAGAZINE. They want to see it on the screen.

Tremendous Exploitation

Probably never before has any picture received such a tremendous amount of advanced advertising. For months full page advertisements have been appearing in the great MACFADDEN magazines, some of which are shown here, which reach an enormous total of more than 16,500,000 people every month.

Think of that—an average of one out of every six people in your city reads one or more of these magazines (if you want to convince yourself, just ask your newsdealer which is his largest selling magazine).

These people of your city have read about this picture. The majority of them have even read the story itself. They are waiting to see it on the screen—in *your* theatre. It's a great opportunity to hang out the S. R. O. sign—cash in on it!

Dream World
LOVE and ROMANCE
TRUE DETECTIVE MYSTERIES
MAY
PRISONERS OF THE DESERT
FIGHTING ROMANCES
WEST EAST
25
SWEET HEADS in the MOVIES
MOVIE MAGAZINE
APRIL
25

Someone In Your City Will Reap This Harvest—Why Not You?

A True Story Picture

Oh! Dearie --- spare me blushes!

HARRY LANGDON CORPORATION
Presents

HARRY LANGDON

in

"TRAMP, TRAMP, TRAMP"

Directed by **HARRY EDWARDS**

EXHIBITORS
DAILY REVIEW

Published Daily Except Saturday and Sunday

FRED J. MCCONNELL, Editor

ORACLE

IRWIN WHEELER, of the Playhouse Theatre, Rye, N. Y., was host to the entire sales force of First National Pictures Corporation and their friends Friday night at the Eastern preview of Harry Langdon's first comedy super-feature, "Tramp, Tramp, Tramp."

For months picture fans throughout the country have been demanding a Harry Langdon feature picture. It's now here. This picture without question will establish him as one of the foremost comedians on the screen. It is a story of a foot race from Massachusetts to California and it's a riot, nothing less. A "Race Riot." It's one long, solid laugh with a breathing spell here and there to catch your breath and wipe the tears out of your eyes.

The audience displayed every brand of laughter known, giggles, grins, chuckles, mirth, topped with loud, uncontrolled, exploding, side-splitting laughter. Every one laughed at the drolleries of Langdon, then at the way others in the audience laughed and then at themselves.

Hats off to Richard Rowland and his entire production organization. "Tramp, Tramp, Tramp" is an achievement and it's going to "click" at the box-office wherever it is played. There isn't a gag in the picture that doesn't register. There are many the audience will carry home with them to tell their friends. The person that made the remark that there was nothing new under the sun, should see the new gags in this picture.

This picture is a "Nineteen Twenty-Seven" Model with a 250 HP "Non Stop Mirth" Motor and no breaks. It's a triumph for Langdon, whose pantomime never misses. Titles are few but fit like a glove. And the windup is a "WOW" with the usual happy ending with a baby and the happy married couple. Langdon's acting as the baby in the crib starts everybody off again in convulsive laughter just when they thought they could pull up and rest their aching sides.

Start working all the influence you've got with First National to get this picture on your screen as soon as possible, tell every body in your town you've got it and it will be **Tramp, Tramp, Tramp** of thousands of feet to your box-office to get in on the good time.

"MAC."

Members *of* Motion Picture Producers *and* Distributors of America Inc.—Will Hays *President*

A First National Picture

First National Pictures

She's delicious — —
delightful — — divine!

EXTRAVAGANZA EXTRAORDINARY!

Asher, Small *and* Rogers *present*

CORINNE GRIFFITH

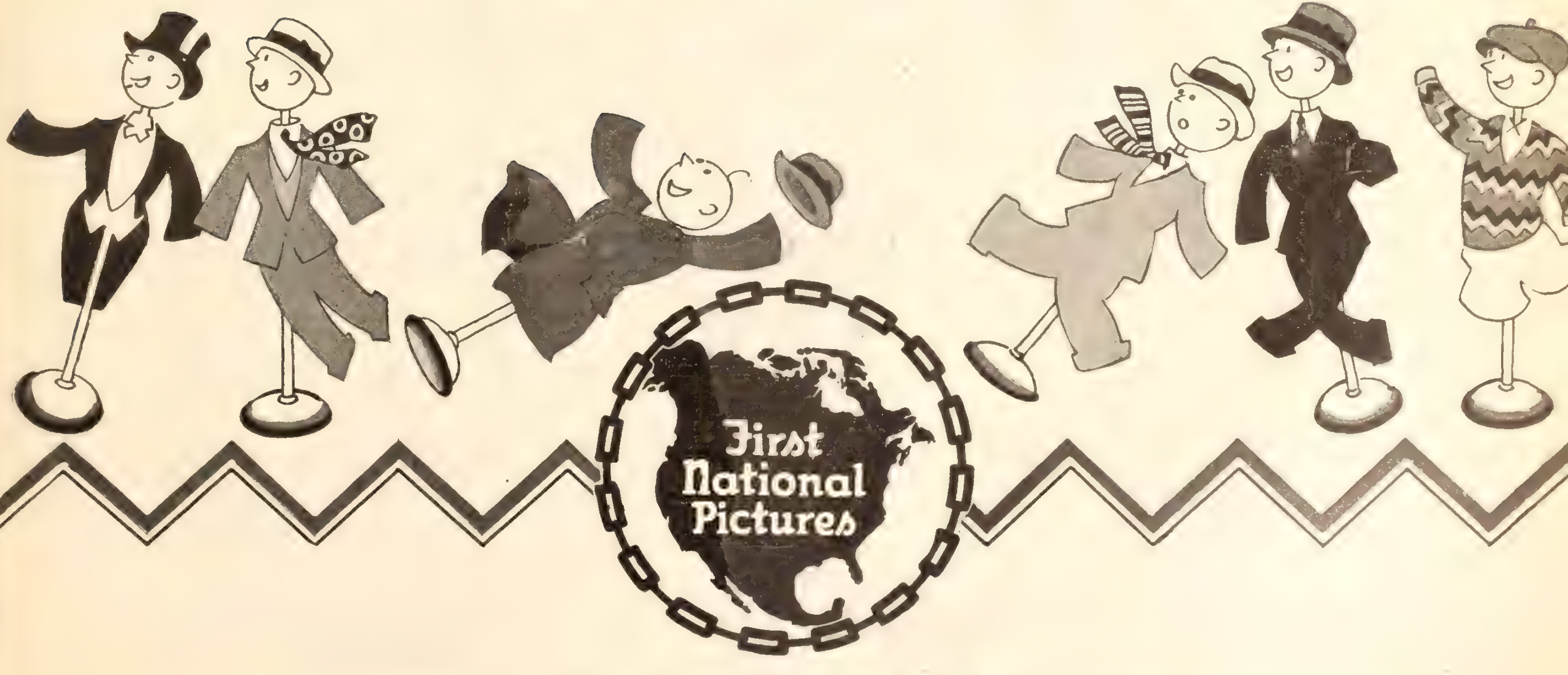
in

Mlle. Modiste

Adapted from the Famous Operetta
Written by **Henry Blossom** *and*
Composed by **Victor Herbert**

Directed by **ROBERT Z. LEONARD**

Adapted to the screen by Adelaide Heilbron
Photographed by - George Barnes, A.S.C.
Production Manager, - Scott R. Beal
Edited by - - - Cyril Gardner



A First National Picture

Members *of* Motion Picture Producers *and* Distributors of America Inc.~Will Hays *President*

WORLDS of PRAISE

and she's only hit one town so far!

"Marvelous, Wonderful!"
Florence Lawrence, Los Angeles Examiner

"A first class box office winner."
Edwin Schallert, Los Angeles Time

"Excellent picture."
Jimmy Star, Los Angeles Record

"Laughs galore."
Ivan St. Johns
Photoplay Magazine

Superb entertainment."
Jack Ungmeyer
Newspaper Ent. Ass

"One Hundred Percent."
Wheeler Reid
Hollywood Life

"Marvelous, brilliant, clever and mirthful."
Dorothy Manners writer

"Kiki has everything."
Ray Murray, Exhibitor's Herald

"A riot of laughs."
Helen Carlisle, McFadden Publications

"Wonderful picture."
Harvey Gausman
Film Daily

"Kiki is a kicky picture, and sure fire."
George Schaffer
Chicago Tribune

"I saw the play. The picture is better by far."
Alice Tildesley
Brewster Publications

JOSEPH M SCHENCK
presents

Norma Talmadge

in

"KIKI"

with

RONALD COLMAN

Screen story by HANS KRALY
Based on the stage play 'KIKI' Written by
ANDRE PICARD and adapted by DAVID BELASCO
a CLARENCE BROWN Production

A First National Picture

Members of Motion Picture Producers and Distributors of America Inc.~Will Hays *President*

Motion Picture News

Volume XXXIII ALBANY, N. Y., AND NEW YORK CITY, April 3, 1926 No. 14

New Blood

AT Atlantic City last week, there was held a convention entirely new to the business. It was an exhibitors' convention—some five hundred theatres being represented, yet there were no politics, no resolutions, no fireworks, no bands. The meetings began each morning at the time business offices open and all day long there was work, serious, painstaking, impressive work, having to do with theatres.

"That one word expresses it all," I was told by two of the best known theatre men of the Middle West—Stolte of Des Moines and Watts of Omaha—"Spell it w-o-r-k."

"And you can say this: we are going home with two lasting impressions; one is that the theatre manager is no longer in a 'game' but, instead, in an organized business; the other, that there's a stable future in the theatre field for any man who is able enough to master his job and willing to work hard. It's the biggest experience in our show careers."

* * *

I am referring to the Publix Theatre convention; and it tells a lot to any thoughtful person.

Stripped of everything else, the meeting seems to boil itself down to one main purpose—the development of man power.

Men for theatres; men who can make a theatre an institution in its community, respected and relied upon; men adept at the latest and best ideas in putting on a show and giving it top-notch publicity; men of initiative and genuine individuality.

And important as all these considerations are, the latter looms highest—for the one thing that can vitiate a theatre chain is too much machine control from one set of brains; what is needed with every theatre is a manager capable of feeling his particular public and responding instantly to their particular show requirements. We want difference in theatres, not sameness; constant novelty, not standardization.

But it is important, highly important, that theatres have gotten to the point of attracting and training men fit to step into the very responsible job of serving the public with motion pictures. It means that the industry is seriously measuring up to its big sizability, its vast responsibility.

* * *

When the Paramount school for managers was started in New York, some may have dismissed it as a gesture—of theory; or for publicity. It was far from that; and has so proved itself. Such a school is nothing more nor less than a research laboratory, and in this same category we place also the Paramount school of acting.

Every important industry today has its research laboratories. Their object is to create newness, to keep its goods from getting threadbare in the public eye.

Our own big industry hasn't done much in this respect; yet our very life blood is novelty.

We let a painfully small group of screen personalities revolve and revolve before the public eye—in revolving roles, of course—till the fare gets flat for the public palate. And for these few, and for the few in all lines of service, salaries rise—how could it be otherwise?—until they become a scandal in the business world.

Certainly, we need laboratories. I heard of one the other day that spent a fortune just to bring out a better piece of theatre equipment. With our million-dollar payrolls, we can afford them.

W A Johnston

MOTION PICTURE NEWS

APRIL 3
1926

Vol. XXXIII
No. 14

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Room 616 Security Bldg., Hollywood, Calif.

The De Mille Survey

An illuminating commentary on the diversity and range of public taste in the matter of motion picture entertainment is furnished by the final summary of the photoplay idea contest conducted by Cecil B. De Mille and the Los Angeles *Times*.

During the brief period of the contest, which ran from January 31st to February 27th, 38,517 suggestions were submitted; coming from every State in the Union and sixteen foreign countries. These suggestions came from college professors, doctors, lawyers, priests, ministers, rabbis, bank presidents and executives in practically every great commercial industry; as well as from authors and artists of world-wide reputation; artisans, clerks, miners, and laborers in every field of human endeavor.

These letters which are now on file at the Cecil De Mille studio, are an exhibit of crested and embossed stationery from aristocratic homes and great corporations, side by side with cheap rüled note paper of the laboring clases.

In 1922, when De Mille ran a similar contest, 29,100 ideas were submitted, of which 20% were found ineligible because of illiteracy or total lack of intellectual value. In this year's contest less than one-half of one per cent of the 38,000 replies were found illiterate or non-intellectual; a 98% increase in intellectuality, indicating that motion pictures are either appealing to a higher class of intelligence or that the screen, in four years, has performed a wonderful work of education.

In the 1922 contest, 45% of the suggestions could not be filmed because of camera limitations; while in the 1926 replies less than 3% are unsuited to motion picture technique. This proves conclusively that motion picture patrons are students of the technique of the silent drama and have become more critical in their judgment of story presentation.

In listing and classifying the subjects suggested for picturization, it is found that public taste differs so widely, that there is no likelihood of popular preference for any particular type of drama. Biblical subjects lead, with a total of 14%;—historical subjects come second with 12%;—post-war stories are third with 11%;—industrial topics are fourth with 9%;—while prohibition, married life, crime and young love follow close behind in the order mentioned. Western subjects without genuine historical or biographical backgrounds are almost negligible in their rating.

It is significant that the majority of the Biblical suggestions were advanced on the theory that certain portions of the Bible would make colorful, gripping pictures; rather than for purely theological reasons. And even those who would preach the Gospel through the power of the screen, seem to think that an entertainingly dramatic story preaches the best sermon. This condition may have been brought about by Cecil De Mille's dramatic treatment of "The Ten Commandments;" because by comparison the Biblical suggestions made in the 1922 contest were more didactic in form.

The suggestions coming from boys may be summed up in the words of one youngster, who wrote: "Don't give us fake cowboys"—— The boys want characters who have really done something worthwhile. In this they join with their elders in a demand for stories dealing with the lives of big men and women; historical pictures that range from Napoleon to Kit Carson; from La Salle to Charles Schwab; and from Joseph Smith the Mormon to Mary Baker Eddy. Not to mention George Washington, Helen of Troy, Stonewall Jackson, Horace Greeley and Carrie Nation. In fact, no great figure in American or foreign history was overlooked in the 38,000 suggestions.

Women, strangely enough, demanded tales of industry such as "Steel Preferred." And, the explanation of this is contained in a letter from one woman who said: "It is difficult to get our men to the movies to see a butter-scotch love story."

In 1922 there was an almost frenzied demand from parents for preachments against the "flapper." The 1926 contest contains hardly a suggestion of this nature; indicating that in the four intervening years the public has either accepted twentieth century frankness or has come to the knowledge that the paternal fears of 1922 were ungrounded.

Another noteworthy feature of the 1926 contest is the slight difference between the foreign and American requests. Foreigners and Americans seem united on the premise that action and color are more important than subtleties and mental shadings as points of entertainment.

In the final analysis, the contest shows that the public wants virile drama of any age; with a demand only for logic and sincerity in the presentation of the story.

In this contest, De Mille has gained for himself a great advantage; as collectively the replies present a comprehensive picture of the public mind. It is expected that he will pick the winning idea within the next week or ten days. And this idea will form the basis for a production to be made under his personal direction during 1926.

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April 3, 1926 MOTION PICTURE NEWS Vol. XXXIII, No. 14

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PICTURES AND PEOPLE

John L. Murphy, the production manager of the Harold Lloyd Corporation, who is in the East with the be-spectacled Paramount comedian.

Capt. Ariel Varges, International Newsreel's ace, who is now at Tientsin, China, to film the current Chinese troubles. (International Newsreel photo).

Harry Langdon, First National feature comedy star, starts back home to Hollywood, prepared to Tramp, Tramp, Tramp through the blizzard if necessary.

OUT OF THE SADDLE

BUCK JONES, the Fox Western star who literally astounded critics and public during the past season by suddenly developing ability as an actor of which any dramatic star might be proud, blew into town last week, unheralded and unannounced, and 48 hours later sailed for Europe, accompanied by Mrs. Jones, for a two months' vacation.

A little informal reception for the press was held on Friday afternoon, and the impression which Buck made on the scribes was exceptionally favorable. He proved to be a perfect host, with an easy cordiality and quiet sincerity that speedily made staunch admirers out of a roomful of writers to whom a screen star is just another assignment.

He and his wife were as jubilant over the prospects of the European jaunt as a pair of youngsters on a holiday. Four years ago Buck, convalescing from an illness, came to New York to see snow. He waited for two weeks without seeing a snowflake, gave it up and started back for the Coast—and ran into a blizzard at Albuquerque, N. M.

The only luggage they carried on the trip was a flock of empty trunks and a Bell & Howell camera—and a list as long as your arm of the things they plan to buy in Europe, from London to Madrid.

NEW FACES FOR OLD

WHILE it is an indisputable fact that the screen needs new faces and new personalities constantly, it is equally true that the established favorites occasionally spring surprises in the way of new screen personalities, brought out through a happy combination of story and director, or for some other reason. Such a case is promised in "The Desert Healer," the new Marion Fairfax-Sam Rork production just brought East. Florence Lawrence, writing in the Los Angeles Examiner, says:

"I had a glimpse at the picture just before it was packed and can promise film fans two surprises. First, there is a new Lewis Stone. Time-worn mannerisms are eliminated from his work and his vivacity and romantic mood will delight every spectator. Also there's a rediscovered Barbara Bedford. As a young English aristocrat Barbara gets away from the wild west American girl stuff, splendidly. She wears her clothes with dignity and plays a heavily emotional role with unexpected ability. Still another interesting feature in the picture lies in the reappearance on the silver sheet of Katherine MacDonald, once famous as 'The American Beauty of the screen.' Miss MacDonald is a trifle plumper than in former days, but fully as beautiful and much more poised. Also she never acted so well in any of her stellar releases as she does in this picture."

OFF TO THE STEPPES

RUSSIAN film affairs show signs of looking up. Reports of recent productions indicate an increasing high standard of production, all activity being controlled by the soviet. Reports this week in the German trade press indicated that Fritz Lang, director of "Siegfried" and "Metropolis," would go to Russia to make one picture for the soviet agency upon the completion of the latter picture for Ufa.

Bill Cody, Associated Exhibitors' star in "The Galloping Cowboy," and Erich Von Stroheim, get the low-down on the Australian stock whip from Col. Fred Lindsay.

Marion Fairfax and Tully Marshall arrive in New York for the premiere of "The Desert Healer" (First National), for whom Marshall will make one picture in the East.

Buck Jones, saddle ace of the Fox Films' lot, with Mrs. Jones in New York City just before sailing on a two months' vacation tour of eight European countries.

Lilyan Tashman, appearing in Elinor Glyn's "Love's Blindness" for M-G-M, whom Madame Glyn calls the loveliest blonde on the screen.

Fred Newmeyer, feature comedy director, talks over a scene with Ben Lyon for "The Savage," a First National release. The former Harold Lloyd director is showing Ben how a savage should act in polite society.

A lovely and aristocratic pose of Laura La Plante, whose latest vehicle for Universal is "The Big Night," and who arrived in New York this week.

FROM DIAMOND TO STUDIO

FRED NEWMEYER, the former Harold Lloyd director who has just finished piloting Ben Lyon and May McAvoy through the scenes of "The Savage" for First National, made his professional start in life as a baseball player—a fact that seems not widely known.

Newmeyer was a pitcher, and, we are told, a mighty good one. He made the Philadelphia Athletics a little over 10 years ago—a time when, as any old time fan will tell you, the Athletics were the best three teams in baseball, all rolled into one. But just as he seemed sure of a place beside Chief Bender, Jack Coombs, Joe Bush and the other star twirlers of the Athletics, Newmeyer, in throwing a fast one, strained a ligament in his arm—and learned that he probably would never pitch again.

He went to the West Coast. Now it so happened that there was in Los Angeles a young gentleman who came from Newmeyer's home town in Colorado, and who had grown up with him as a boy. This young man was then making "Lonesome Luke" comedies. Newmeyer went to work with him as an actor—and we are also told that he was a corking good comedian. Then he showed a happy faculty for originating gags, and found this more profitable than acting. From that it was only a step to directing—all with this same young gentleman who had started him in pictures, and who, as you have no doubt guessed, was Mons. Harold Lloyd.

Newmeyer stayed with Lloyd for a decade; in fact, "For Heaven's Sake" is the first Lloyd comedy in 10 years in which Newmeyer played no part, either as actor, gag man or director. Among others, after Lloyd expanded to feature length, Newmeyer made "Grandma's Boy," "A Sailor Made Man" and "Dr. Jack."

Seeking the wider opportunities of the light comedy drama field, Newmeyer went with First National, where his first venture was "A Lunatic at Large," starring Leon Errol. Then Errol went on the road in "Louie the 14th," leaving the picture partly completed. "The Savage" followed. Erroll will not return to New York until July, so before completing that picture Newmeyer will make a feature of the light comedy type, having two offers under consideration at the present moment.

Pitcher, actor, comedy constructor, director—what a scenario in four words!

Vera Steadman, one of the Christie feminine funsters, who appears currently in "Run Tin Can," an Educational release.

King Vidor, Metro-Goldwyn-Mayer director, who has returned to the Coast and is perparing to film "Bardelys the Magnificent" in color.

LUNCHEONING LAURA

ONE of Universal's brightest stellar lights, Laura La Plante, arrived in New York this week without warning to the publicity department. The result was a luncheon for the press in honor of Miss La Plante on Wednesday, held at the Russian Swan, one of those places with "gobs of atmosphere." There were no speeches and no formality, and a good time was had all around.

Natalie Talmadge, sister of the First National stars, is a frequent visitor at the studio where Richard Barthelmess is filming "Ranson's Folly."

Reeves (Breezy) Eason, who is back on the Columbia lot after being loaned to M-G-M to assist on the "Ben-Hur" chariot race sequence.

Paramount Convention on This Week

Opens Enthusiastically With 550 in Attendance; Competitive Sales Drive is Launched; Foreign Force Represented

PARAMOUNT'S fifteenth birthday convention is in session this week at the Ambassador Hotel in Atlantic City, opening on Tuesday and closing on Saturday night. More than 550 men are in attendance, including home office executives, district managers, branch managers, representatives of every exchange in the United States and Canada and delegates from Great Britain, Australia, South America, the Orient, Mexico, Panama and Scandinavia.

The high spot of the opening day was the launching of a six months' sales drive on the new product, starting at once, with the Eastern division pitted against the Western. Much humorous by-play marked the inauguration of this drive, in which suitable prizes will be awarded to the winning exchanges.

George W. Weeks, general sales manager, is chairman of the convention, and Tuesday's session was turned over to the sales department. Mayor Bader of Atlantic City was unable to appear, but was represented by another city official. Other addresses were made during the day by General Manager S. R. Kent, M. H. Lewis, Dr. Emanuel Stern, G. B. J. Frawley and George Spidell. E. E. Shauer spoke on the importance of the foreign market, followed by Hermann Wobber, who has been doing special work abroad. The foreign delegates were then introduced to the convention body.

Wednesday was devoted to the production department, and a large contingent from Long Island studio motored to Atlantic City for the day, returning to New York on Wednesday evening. Walter Wanger, Henry Salisbury, John W. Butler, Verne Porter and Monte M. Katterjohn represented the home office production department, while those from the studio included William Le Baron, Townsend Martin, Ralph Block, E. Lloyd Sheldon, Tom Geraghty, Luther Reed and J. J. Gain. Players included Thomas Meighan, Richard Dix, Adolphe Menjou, W. C. Fields, Lois Wilson, Carol Dempster, Louise Brooks, Alyce Mills, Ricardo Cortez and Lawrence Gray. Several directors and authors were also included in the party.

General Manager Kent will take Thursday morning for his high lights on the new product. In the afternoon the speakers will be Weeks, Advertising Manager Russell Holman, A. O. Dillenbeck on national advertising, Publicity Manager, Charles E. McCarthy, Ad Sales Manager Mel Shauer, and Oscar Kantner and Leon Bamberger on exploitation.

Friday morning the Publix Theatre corporation will have the spotlight, with addresses by President Sam Katz, Vice-President Harold B. Franklin, A. M. Botsford and Sam Dembow. Phil Reisman and John D. Clark, the Eastern and Western division sales managers, will also speak. The field force of the sales department will have its innings Friday afternoon when district managers from all over the United States and Canada will be heard. Friday night there will be a theatre party at the Apollo.

Saturday will be given up to special meetings, and Saturday night will come the great banquet in the Renaissance Room. Charles McCarthy will be toastmaster, and the speakers will be Adolph Zukor, Otto H. Kahn, D. W. Griffith and Senator Arthur Capper, of Kansas. The entertainment, which will be most elaborate, is in charge of McCarthy as chairman of the committee, Mel Shauer, Russell Holman, G. B. J. Frawley, Oscar Kantner, Claud Saunders, Leon Bamberger and Vincent Trotta.

Up-State Music President Denies Agreement

MAX TELLER, president of Local 106, American Federation of Musicians, Niagara Falls, N. Y., denies that any agreement officially was made with the Bellevue theatre in that city whereby several men were to return to work with the non-union members of the new orchestra and at the old rates of pay.

Teller says: "Some of the musicians, who were employed at the Bellevue, have unofficially tried to have the Bellevue theatre and our men come to a settlement, but at no time did they or anyone else ever agree to work with non-union musicians. At the present time there are no union musicians, stage hands or motion picture operators employed there."

The strike of musicians, stage hands and operators is still on in the Cataract City.

Kennedy Predicts Coast Expansion

Chairman of Board of Directors of F. B. O. Now in Hollywood Prophesies 95 Per Cent of Production at Los Angeles Soon

JOSEPH P. KENNEDY, new Chairman of the Board of Directors of Film Booking Offices of America, Inc., has arrived in Hollywood for his first inspection of the big studios of his concern at Melrose Avenue and Gower Street, and to confer with production officials on F. B. O.'s forthcoming program of sixty feature pictures, the most pretentious in the history of the organization.

Kennedy, after a hurried trip through the studios expressed himself as highly delighted at the prospects for the coming season and predicted even greater things for Hollywood as the centre of motion picture production.

An early increase of fifteen per cent. in production in greater Los Angeles, involving an outlay of additional millions of dollars, is predicted by Mr. Kennedy. Admitting that about eighty per cent. of American production is now vested in Los Angeles, he believes that within a year, or two years at the most, ninety-five per cent. of American pictures will be made at the West Coast city.

This, he points out, is inevitable in that attractions can be made there both more cheaply and better than they can be in the East. Kennedy also forsees Los Angeles as a big centre of all theatrical life and believes that it will outstrip every city in country with the exception of New York.

"Film Booking Offices always will produce in Los Angeles, I believe," said Mr. Kennedy. "We are planning a program of approximately sixty feature pictures this coming year, and this does not include the productions we will make for the short subject field. Our budget will be the heaviest in the history of the company, and I look for a year of unexampled prosperity throughout the motion picture industry."

Kennedy, who is in close touch with business conditions in the East and Middle West, added that he believed that Los Angeles would have the greatest boom in its history next fall. The tide of prosperity already is setting in, he said, but would not reach its flood for some months.

Edwin C. King, who recently resigned as General Manager of the Famous Players-Lasky studios in the East to accept a similar position at the Film Booking Offices' studios at Hollywood, Calif., left New York last week to take up his new duties.

King had not planned to reach the West Coast city until April 1st, when his new contract with Film Booking Offices goes into effect, but went earlier in order that he might become thoroughly familiar with the studios and the production schedule for the coming season before the annual Sales Convention, which will be held in Los Angeles on April 1st, 2nd and 3rd, with all of F. B. O.'s executives and branch and division managers in attendance.

Philly Exhibitors Ban Double Features

As the result of a conference which George P. Aarons, secretary and counsel for the M. P. T. O. of Penna. had with exhibitors in the Philadelphia territory, who have been offering double feature attractions, the exhibitors whose policies were disapproved by the organization have agreed to discontinue the objectionable practice.

It was agreed that pictures which the exhibitors had booked under the original double feature policy would be advertised as added attractions. The M. P. T. O. of Penn. has been extremely active in efforts to eliminate the double feature evil which it was felt was a decided disadvantage to the industry at large.

Publix Convention Ends a Success

Managers Find Gathering Profitable; Published Reports Attributed to Sam Katz are Denied; Don't Own "Nearly 10 Per Cent"

THE first national convention of Publix came to an end on Thursday of last week after three days of intensive work, and the managers, nearly three hundred in number, returned to their homes in all sections of the country feeling well repaid for their attendance at its sessions.

The business of the convention consisted of intimate discussions of individual problems by home office executives in conference with the managers. All the general sessions were closed meetings at which addresses were made by President Sam Katz and various home office executives, with no formally authorized statements on the proceedings given out to the press. Through some misunderstanding, it is claimed publication was given to an erroneous statement to the effect that Katz told the convention that the Publix Theatres Corporation controlled "not quite ten per cent." of the the theatres in the United States. Katz made no such statement, the company states. He did, however, in one of his talks, lay stress upon the evil of boastfulness. "You have no rhyme or reason to leave this convention with any other thought than that of putting your operation in shape," he said. "We are no monopoly. We haven't the remotest idea that we are ever going to be one. We haven't the remotest ambition for anything like that. We don't ever expect to have as many as ten per cent. of the theatres in the United States."

A. M. Botsford, director of advertising and publicity, presided at all the general sessions of the convention. The first address was made by Harold B. Franklin, vice president, who expressed the greetings of the company's officers and home office executives to the men in the field. Katz's opening address followed, after which there were constructive talks by L. E. Schneider on "Personnel," John F. Barry on "The Managers Training School" and by Fred Metzler on "The Theatre Manager as a Business Man." Tuesday afternoon session was turned over to the Buying and Booking department, headed by Sam Dembow, Jr., and the Department of Theatre Management, which is under the supervision of Harry Marx.

Advertising, exploitation and publicity were discussed at the Wednesday morning session by A. M. Botsford and the members of his staff, and following this discussion the general convention sessions were adjourned until Thursday afternoon when Dr. Emanuel Stern discussed the subject of "Welfare"; Counsellor Austin Keough explained the significance of Publix from the legal standpoint and Arthur Swanson, of Swanson & Ogilvie, business engineers of Chicago, delivered an address on business organization. Following a few brief remarks by Franklin, Katz then delivered his closing address, at the conclusion of which he presented each of the representatives from the field with a life insurance policy for $1,000. By far the most constructive work of the convention was done in the sectional meetings which started Wednesday afternoon and continued through that evening and Thursday morning. The convention was divided into five sections and the problems of the units of the various districts were discussed in detail with the home office executives who passed from one group to another. Each group from the home office spent two hours in each divisional meeting. The convention closed with a banquet Thursday evening, at which Botsford presided as toastmaster and brief addresses were made by Katz, Franklin, Adolph Zukor, Jesse L. Lasky, Robert T. Kane and Felix Feist.

Ottawa Exhibitors Join Merchant Association

ORGANIZED exhibitors in Ottawa, Ontario, have established a Theatre Managers' Branch of the Retail Merchants' Association of Canada. With practically all theatre managers and owners of Ottawa lining up with the new local branch, this move will have a far reaching effect, exhibitors of Ottawa believe.

Officers of the new Ottawa branch were elected as follows: President, Ben Stapleton, proprietor of the Centre Theatre; Vice-President, J. M. Franklin, B. F. Keith's Theatre; Secretary, Leonard Bishop, manager, Regent Theatre; members include, A. H. Coplan, Princess Theatre; J. T. Moxley, manager of the Imperial Theatre; H. C. Benson, Fern Theatre; A. Donaghy, Francais Theatre; W. H. Maynard, Columbia Theatre, and P. J. Nolan, of the Rex Theatre.

Universal Launches 1926-27 Group

Greater Movie List Given Send-Off at Series of Regional Conventions; Profit Sharing Plan for Exchanges is Announced

UNIVERSAL formally launched its Greater Movie List last week at the first of its regional sales conventions, held in New York City and attended by branch managers, salesmen, exploitation men and accessory managers, from March 19 to 21st.

An interesting feature of the meeting was the announcement of a profit sharing plan for the entire Universal sales force, including all exchange employes. The plan, inaugurated by Carl Laemmle, contemplates the payment of a 5 per cent. bonus or commission to each exchange on the increased net revenue for the coming year. It will be based upon a computation of the increased net revenue of each exchange for the 12 month period from May 9th, 1926 to May 7th, 1927 over the period from May 6th, 1925 to May 8th, 1926.

This, Universal executives state, is the most comprehensive profit sharing idea ever introduced in the film industry, it being anticipated that the total commissions will run into a considerable sum.

The second convention opened last Monday in the Book Cadillac Hotel, Detroit, being attended by men from the Buffalo, Cleveland, Pittsburgh, Cincinnati, Indianapolis, Charleston and Detroit offices. The speakers included the four sales directors, Julius Singer, Joseph Friedman, Abe Stern, and Dave Bader, all from the home office. The Detroit sales pow-wow followed the lines of the New York convention, alternating sales talks with screenings. It closed Wednesday, March 24th, and was followed Thursday by the opening of the Chicago convention. The home office group of flying sales "pep injectors" will cover in turn, all five of the conventions.

The Chicago convention, now just coming to a close, is being held in the Drake Hotel. It is being attended by salesmen from Chicago, Milwaukee, Minneapolis, Des Moines, Sioux Falls, Omaha, St. Louis, Kansas City, Winnipeg, Calgary and Vancouver. The next convention will open in New Orleans next Monday, March 29th, at the Roosevelt Hotel, and will embrace the sales forces from the following exchanges: Atlanta, Charlotte, Dallas, Jacksonville, Memphis, New Orleans, El Paso and Oklahoma City. The final convention will be held in the Biltmore Hotel, Los Angeles, for three days beginning April 5th. Los Angeles, Denver, Butte, Portland, Seattle, Salt Lake City and San Francisco will be represented. The Universal Assistant Sales Directors assisted at the convention as follows: New York, Clair Hague of Canada; Chicago, Leroy Alexander and W. C. Truog; New Orleans, Dan Michalove, and Los Angeles, L. J. Schlaifer.

Blue Law Advocate Again Defeated in Iowa

Effie Cherry, member of the old team of Cherry Sisters, once famous as the worst team in vaudeville, has again been turned down by Cherry Rapids, Iowa. She ran for the mayorality nomination promising blue laws and a strict regulation of motion pictures but was defeated just as she was in 1924 on the same ticket.

Arch M. Evans, Maryland Theatre Man, Dies

Arch M. Evans, Lonaconing, Md., president of three theatre companies in that part of the state, died at his home in that city Saturday night, March 20, aged 51 years. He was president of the Berkeley Theatre Company, Tri-State Theatrical Company and the Western Maryland Theatre Company. He is survived by his widow, one son and one daughter.

New $1,000,000 Indianapolis House

Owners of Circle Theatre to Erect 4000-Seat Theatre; Keith Buys In Its Ottawa House Against Famous Players Bidding

ANNOUNCEMENT that the owners of the Circle theatre, one of the first of the big photoplay theatres in the country, will build a second major house in Indianapolis, costing $1,000,000 and seating 4,000 was made Saturday by Leo M. Rappaport, secretary of the Circle Theatre Company. The company announced completion of eighty-eight year and nine month leases on property of 126 feet frontage on W. Washington street, just east of Capitol avenue. The site is 195 feet deep. The site includes the Capitol theatre, a city landmark, now showing pictures, and the Manhattan photoplay theatre. It is within a half block of Illinois and Washington streets, the busiest corner in Indianpolis.

Rappaport announced that the company's architects have studied practically all big photoplay theatres east of the Mississippi and plans are being prepared. Confidence that Indianapolis will support two big photoplay theatres was expressed by Rappaport. "The new theatre will be operated by the same management as the Circle," he said. "There are so many good feature motion pictures being produced that Indianapolis does not have screen capacity for them. The Circle will continue as a First National theatre and also continue the type of programs which has made the theatre popular."

Other Circle theatre officers and directors are: A. L. Bloch, president; Robert Lieber, vice president; Fred C. Gardner, treasurer; and Herman P. Lieber, Edgar O. Hunter and Theodore F. Stempfel, directors. Total rentals on the property for the full life of the leases are estimated at $3,500,000.

The B. F. Keith Theatre Corp., New York, is securing complete possession of the B. F. Keith's Theatre, Ottawa, Ontario, on April 5 as a result of the sale to that corporation on March 18 by the holding company, Ottawa Theatres, Limited, for $537,000. The sale became necessary because a bond issue of $250,000 becomes due as to principal and interest on April 1, otherwise the magnificent house would have gone under the hammer to the highest bidder. Keith-Albee immediately acquired two mortgages totalling $400,000 and the balance goes to the stockholders of the Ottawa Theatres, Limited. It is claimed that about 1,000 stockholders in the holding company stand to lose $500,000 as a result of the transaction, the holders of preferred shares receiving about $20 per share and the common stockholders receiving nothing.

The big house was erected six years ago by Marcus Loew interests. First financing was secured through the mortgages totalling $400,000, which were raised locally, and then the sale of $700,000 in preferred shares followed, common stock being issued as a bonus. The mortgages were underwritten at 20 per cent and the preferred stock at 25 per cent, the holding company handling $800,000 out of the $1,100,000, it is stated. The theatre actually cost about $800,000 to build. The theatre was acquired by Keith-Albee in September, 1924, the name being changed from Loew to Keith's, this being arranged on a 10-year lease basis, this agreement having another 8½ years to run.

Representatives of Famous Players Canadian Corp., Toronto, were on hand for the meeting of shareholders on March 18 and made an offer of $600,000 for the property on condition that they were to secure immediate possession. This could not be arranged and the sale by the holding company to Keith-Albee was ratified by 7,165 to 3,044 votes. This was the second time in less than two years that Famous Players had made a bid for the large theatre, which seats 2,600, but were unsuccessful. In the meantime Famous Players had a large unfinished theatre structure on a nearby down town site and, because of the latest develop ment, it is believed that Famous Players will now proceed with the completion of the rival house.

The Mark-Strand interests have leased the theatre which will be part of the new thirteen story building to be erected in Syracuse on the Bastable site. The lease will be for 42 years. Negotiations were carried on by Walter Hays, vice president, from his Buffalo office, and Charles E. Abbott, head of the Professional Building Company of Boston. Under the lease the building must be ready for occupancy by May 1, 1927, but Abbott says he hopes to beat this mark by several weeks and will rush construction to completion without delay. The building will cost $3,500,000 and $150,000 will be spent in fitting the theatre, furnishing the stage and installing the orchestral organ.

First run films direct from the New York Strand, with three acts of vaudeville will be the policy of the house. The theatre will seat 3,170 on first floor and balcony. Thomas W. Lamb of New York is architect for the theatre. The entrance will be from Warren street, with exits along the entire frontage in Water and Genesee streets.

Joseph Laronge, Cleveland realtor, representative of Loew's Ohio Theatres, Inc., has announced that the proposed Loew theatre for Akron will soon become an actuality. The announcement followed the recording of three mortgages in favor of the theatre company and Laronge, drawn by the Akron Arcade Company, totaling $170,000 and protected by the Hippodrome site at State nd Bowery streets. Plans will be ready within a month and the building will be under way as soon as a building permit can be taken out, according to Laronge.

Saxe Enterprises, Milwaukee, have bought an interest in the Colonial and Grand theatres at Green Bay, Wis., from Henry Goldman and now have three theatres there including the Strand.

Saxe Enterprises have also taken a long time lease on the Neenah and Doty theatres at Neenah, Wis., and the Orpheum at Menasha.

Arrangements were completed on March 16 in Des Moines by F. L. Maytag and A. H. Blank whereby Mr. Maytag will erect a new 1,000-seat theatre at Newton, Iowa, as a unit of the new Hotel Fred Maytag.

The theatre will be on the site of the Clark building and will be 66 by 132 feet, and will occupy the first two stories of the building. It will be completed sometime this fall.

The Blank interests will operate the theatre, and G. P. Hundling, local Blank representative, will be in charge.

Announcement is made that the State photoplay theatre in Washington, Pa., has been leased for a term of 21 years by the Harris Amusement interests, of Pittsburgh, from the owners, A. Gottesman, former manager of the Strand theatre, Shenandoah, Pa., and Daniel Shlek, also of Shenandoah. Under the new management it will be known as the Harris-State.

"Topics" Exempted in Censor Bill in N. Y.

THE bill exempting new reels from censorship in New York state has lately been amened to the end that included in its provisions are "Topics of the Day." This amendment is the result of the recent hearing, at which time former Senator Henry Walters, who is associated with the Keith interests in New York city, asked that such be incorporated in the bill in the way of an amendment.

Anniversary Banquet for Laemmle in L. A.

AN elaborate banquet in honor of Carl Laemmle's twentieth anniversary in the motion picture industry, was held last week in the Ambassador Hotel, Los Angeles, and attended by four hundred motion picture civic and social leaders of the West Coast. The affair was marked by unusual entertainment and witty speeches. This banquet originally was set for February 26, the actual anniversary date, but the Universal president suffered an attack of grippe, which necessitated a postponement of the anniversary festivities.

Henry MacRae, director general of production at Universal City, was toastmaster. Among the speakers were Joseph Jackson, J. Stuart Blackton, Donald Ogden Stewart, Ernst Lubitsch, Fred Beetson, Edwin Carewe, Charles Chaplin, Henry Henigson, Hyman Myer, Bert Lytell, Hobart Bosworth, Otis Harlan, and E. B. Butler, who was Laemmle's employer just before he entered the film business.

Germany Now Boasts 3,428 Picture Houses

From the two motion picture theatres which were in Germany in 1900, one of which was located in Hamburg and the other in Wuerzburg, the number has increased to 3,428 reported in operation in the country of the last census, according to a report to the Department of Commerce from Assistant Commercial Attache Douglas Miller at Berlin. At the end of 1925 there were 3,422 reported while the highest point was reached in 1923 with 4,017 in operation throughout the country.

M. P. T. O. A. Emissary Sent on Extended Tour of the Mid-West

F. THORNTON KELLY, head of the Contact Bureau recently established in National Headquarters of the Motion Picture Theatre Owners of America, will leave New York early in April on his first trip through the mid-Western states. His itinerary this time will probably include Oklahoma and Louisiana where he will call special meetings of theatre owners to inform them of the progress of the national organization. Communications indicate that these two states are among several which have expressed a desire to build up a strong relation with the parent organization.

Mr. Kelly expects very shortly to engage a number of field men whose duty it will be to comb the country and spread the gospel of thorough understanding and intimate relationship between the National Organization and the State Unit, thus building up an organization 100% in strength.

Bruce Gallup Will Join United Artists Staff

The staff of United Artists Corporation is to be augmented by the addition of Bruce Gallup as head of the advertising department. For a number of years Mr. Gallup has been prominent in his special line and has handled some of the most elaborate campaigns for motion picture subjects. His work has been outstanding for originality, and specific appeal combined with a clever artistic sense.

He severs his present connection on April 3rd.

Censorship Report of Alberta Shows Only 8 Condemned

The report on the censorship of moving pictures in the Province of Alberta during the calendar year of 1925, just released by Howard Douglas of Edmonton, chief censor for Alberta, shows that only eight subjects were condemned outright out of a total ot 1,578 pictures passed upon, the latter comprising 5,013 reels of films. The report indicates that 4,735 reels were passed without change and that 268 deletions were made in the others.

Two features were banned until they were reconstructed as suggested by the censor, after which they were passed without reservation. During the year 22 free permits were issued for pictures made by the Canadian Government studio at Ottawa. The number of reels examined during 1925 was 146 greater than in 1924.

Douglas outlined the reasons given for the condemning of eight features. It is of special interest that one feature was banned, not because of its story but because of the poor condition of the film, this being considered a menace. Two features were banned because they were considered vulgar. and one each under the following headings: Objectionable, very sordid, seduction, crook story and low underworld story.

While 1,587 pictures were examined during the pear, only eight were British and one was German, all others being made in the United States. In addition, there were the 22 pictures made by the Canadian government.

The total of paid admissions at all theatres in Alberta during 1925 was 5,250,703, which meant a monthly average of 437,558, or 16,829 daily during the year. Edmonton had more paid admissions than any other city in the Province, being 8,000 more than Calgary.

The Provincial censorship fee is $2 per reel and the revenue during the 12 months was $10,026. Film exchanges at Calgary were also licensed, this bringing a revenue of $2,250 for the year, a total of $12,276. This was $884 more than in any previous year.

Bruce Gallup, who joins United Artists Corp. as head of the advertising department, under the direction of Victor M. Shapiro.

"Stink Bomb" Planter Gets Six Months

Found guilty of dropping "stink bombs" in a non-union theatre at Seattle, Washington, in January of this year, Sidney Saunders, an employee of the striking musicians, was last week sentenced to serve a six month's sentence in the county jail. According to available information, this sentence, passed by Judge C. C. Dalton, is the most severe penalty ever handed down in such a case. Saunders has filed notice of appeal, and was expected to get a trial by jury in a superior court.

Baltimore Academy Bought by Stanley-Crandall Co.

The Academy of Music in Baltimore has been bought by the Stanley Crandall Company, Washington, D. C., for about $725,000. The structure, built in 1875 and one of the theatrical landmarks in this country, will be razed and a new theatre, with a seating capacity of 4,000, will be erected on the site, located in the coming shopping district of Baltimore. The estimated cost of the new theatre is $2,000,000.

Fox Exchange Building Opened With Ceremonies in New York This Week

On March 22, James R. Grainger, general sales manager for Fox, threw open the doors of the beautiful and up-to-date building at 341-43 West 44th Street, New York City, which will house the Fox New York Exchange, a vital distributing center for the large Metropolitan area serving New York, Long Island and Northern New Jersey.

A large number of exhibitors and other film folk of the industry were entertained by Mr. Grainger and Harry Buxbaum, the exchange manager, and in honor of the opening a buffet lunch was served to all.

New Spanish Films Shown in Madrid

Three important new Spanish-made motion pictures were exhibited in Madrid in February, according to a report to the Department of Commerce from Consul Augustin Wm. Ferrin, Madrid. They are "Currito de la Cruz," made by the Troya Films of Madrid; "La Noche de Alboradas," of the Ebro Films of Zaragoza; and a dramatization of Palacio Valdes' novel, "Jose," made by Madrid Films.

United Artists to Open Branch in Indianapolis

United Artists will open a new office in Indianapolis, Ind., to serve Indiana and Central and Eastern Kentucky. W. M. McLean, formerly attached to the Chicago office will be placed in charge. Jules Levy, special representative, will supervise the opening of the new branch.

Canadian Cities Adopt the Daylight Saving Proposal

Without consulting any interests, the proposal for daylight saving in Montreal, Ottawa, Toronto and other cities of Eastern Canada has been adopted in the individual cases. The general dates for summer time are May 2 to September 26, inclusive.

Fox Films Dedicates New Quarters in Australia

LAST week in Sydney, Australia, Fox Films dedicated the biggest motion picture headquarters building on that continent. The new $500,000 offices were opened with ceremonies participated in by hundreds of persons, including notables, civic leaders and many exhibitors.

Fox Film Corporation is the first of the motion picture companies to invest heavily in real estate in Australia and the opening of the new Fox headquarters is an example of the constantly increasing business relations with that dominion.

News of the dedication was received by Winfield R. Sheehan, general manager of Fox Films, in a cable from Stanley S. Crick, managing director for Australia. Crick also cabled that he was sailing to attend the convention of Fox Films sales forces to be held in Los Angeles April 11.

Presentation Music Rights Argued

Theatrical Producers and Authors Seek to Stop Unauthorized Use of Musical Comedy Hits in Picture Presentation Numbers

WILLIAM A. BRADY, New York City theatrical producer whose faculty for breaking into the newspaper headlines is well known, came to the fore this week with the statement that following conferences being held at the Hotel Astor by the producers, authors and composers, they expect to be able to restrain motion picture theatres from the unauthorized use of song successes from current musical comedies in presentation numbers.

"The revues produced in the Broadway picture houses," said Brady after the meeting, "are a recent development in the picture field. They take the place of the so-called 'presentation.' A Broadway picture house recently staged a revue built almost entirely around the 'March of the Vagabonds' number from 'The Vagabond King.' The manager of the picture house was asked to discontinue its use and refused. By joining forces to protect their rights the producers and authors expect to be able to deal with these cases in the future."

The Society of American Composers, Authors and Publishers, it was explained, has long held an ironclad agreement with cabarets, hotels and dance halls, by the terms of which each place playing copyrighted music pays an annual royalty to the society, which is in turn divided among the various composers. These rights, as well as all radio and mechanical instrument rights, have hitherto been vested solely in the composers, but under the terms of yesterday's agreement they will be divided with the producers hereafter, probably on a fifty-fifty basis.

Tuesday's meeting, which was held at the Hotel Astor, was attended by a dozen of the foremost musical comedy producers in the country, including Lee Shubert and Arthur Hammerstein. The musical comedy authors were represented by Gene Buck, Otto Harbach and Silvio Hein. The best method of procedure to protect all music right, as well as other details of the musical comedy contract, will be discussed Saturday morning by Mr. Buck and Mr. Harbach, for the playwrights, and Mr. Brady and Joseph P. Bickerton for the producers.

In the meantime, pending a detailed working out of the musical comedy contract, the finished dramatic contract will be the subject of another meeting between playwrights and producers Thursday, either at the Hotel Astor or the rooms of the Society of Composers. It is hoped, Brady said yesterday, to make this the final meeting. Several minor changes asked for by the managers will then be laid before the playwrights' committee, and, if approved by that organization, will then be carried to the playwrights as a whole, together with the entire new contract. Formal approval by the playwrights, which is regarded as certain, will then bring negotiations to an end.

Fox Production Now Placed on Unit System

PRODUCTION announcements this week by Fox Films reveal the fact that this company is the latest to fall in line with the policy of unit supervision. Winfield R. Sheehan, it is understood, for the first time will per-personally supervise the super-specials, Edwin C. Hill will handle Westerns, Sol M. Wurtzel will supervise specials and George E. Marshall will continue to exercise jurisdiction over the short subjects. Further developments in this direction may follow.

N. Y. Bill Would License All Authors' Agents

Scenario writers, playbrokers and literary agents will be interested in the outcome of a bill that has just been introduced in the New York State Legislature by Senator Straus, of New York city, which calls for the licensing of such persons under the direction of the State Tax Commission. The bill that has been introduced this year is identical with the one of a year ago, which died in committee.

Under the provisions of the bill introduced this week a fee of $25 would be charged by the Tax commission for licensing playbrokers and literary agents, while play and literary salesmen would be charged a license fee of $5. The bill, if signed, becomes effective October 1, 1926.

Motion Picture News Prize Contest For Branch Managers and Film Salesmen

GREAT interest has been aroused by the offer of a prize of One Hundred Dollars for the best article from any branch manager or film salesman on the subject:

"How MOTION PICTURE NEWS Helps Me in My Contact With Exhibitors."

The competition will close at midnight on July 1, 1926. Articles should be typewritten and limited to 1,000 words, if possible. They may be as short as the contestant desires. The judges will be the editorial staff of MOTION PICTURE NEWS.

In case two or more articles are deemed of equal merit, the full amount of the prize will be given to all articles so tying. The winning article will be published in full together with a short history of the winner's career. Articles deserving honorable mention will also be printed.

Competing articles should be addressed to the Editor, MOTION PICTURE NEWS, 729 Seventh Avenue, New York City, and the name and address of the contestant should be written on the first page.

All branch managers and salesmen are eligible to compete. Manuscripts cannot be returned. Copies should be kept by contestants. MOTION PICTURE NEWS cannot be responsible for loss of manuscripts in transit. Proof of mailing will not be considered proof of receipt.

Paramount Buys Rights to Dreiser's "An American Tragedy"

ANNOUNCEMENT is made this week by Jesse L. Lasky that Famous Players has bought the screen rights to "An American Tragedy" a novel by Theodore Dreiser. Paramount plans the production of the picture on a large scale. D. W. Griffith is to produce the picture which will be shown in legitimate theatres first, according to present plans.

Preliminary arrangements incidental to filming will occupy several months as it is planned to make the picture exactly along the lines of the story which is a starkly realistic tragedy with an unhappy ending.

Holding Companies are Subject to Tax

Holding companies in the theatrical and other industries are subject to tax the same as other corporations, under an interpretation of a decision of the United States Supreme Court in the Chile Copper Company case, rendered March 22.

The company was formed to take care of a situation arising out of the inability of the Chile Exploration Company properly to borrow money under the mortgage laws of Chile, but performs various financial functions and engages in other corporate activities. Capital stock taxes totaling approximately $270,000 were paid by it over a period of four years under protest, which protest was upheld by the lower courts, the company losing its case in the Supreme Court.

The court's decision, applicable to all holding companies, was that the holding company in question was the same as other corporations, and so subject to tax.

The capital stock tax was repealed by the revenue law of 1926.

Virginia M. P. T. O. A. Commends National

The Virginia Unit of the Motion Picture Theatre Owners of America at their last meeting held in Roanoke, renewed its allegiance to the National Organization, commending the national body for its work in securing a new contract and also for the campaign against the proposed amendments to the Copyright Law as devised at 745 Seventh Avenue, Manhattan.

The Virginians, who are reported by Harry Bernstein, secretary and treasurer of the Virginia Theatre Owners to have attended this Convention in full force, were unanimous in their laudation of the work of Jake Wells, one of their leading members and a director of the National Organization, attributing to his forceful personality and untiring energy the recent vanquishment of a tax measure which would have drastically affected all theatre owners in that state.

Exhibitor Volunteers for Speakers' Bureau

Harold Barnes, of the Rialto Theatre, Burlington, Iowa is the first theatre owner to volunteer his services to the Speakers' Bureau of the National Organization, which was recently inaugurated by President R. Woodhull. The Bureau was established as a medium through which theatre owners can offset the "ranting of dyspeptic [illegible]" by their own eloquence.

In his application to National Headquarters, Mr. Barnes stated:

"Having affiliated myself with various organizations and community activities, has helped me to overcome ignorance and prejudices of many toward our industry. I have spoken before different service clubs here, some of the schools, and the leading Women's Club. I addressed the local Kiwanis Club and was invited to membership the following week. Since then I have become a director of that organization."

Bill Introduced Providing for Radio Royalties

Amendment of the copyright law so as to provide for royalty payments for the broadcasting of copyrighted works is provided for in a bill introduced in the House of Representatives by Congressman Vestal of Indiana. The measure is similar to one introduced in the Senate in January by Senator Dill of Washington.

The bill provides for fees to be based upon the power of the broadcasting station from which transmitted and for the length of time consumed by the broadcast. Any copyright owner could prohibit the broadcasting of his works by filing notice in the copyright office. Before broadcasting a copyright work, the broadcaster would be required to inform the copyright proprietor by mail.

Charters are Given to New Companies in New York

The past week brought the incorporation of the following motion picture companies in New York state: Seaboard Pictures Corporation, $60,000, George Abrahams, Clyde R. Elliott, New York city, Marie E. Elliott, Kew Gardens; Avon-Syracuse, Inc., Auburn, Ben Fitzer, Charles D. Blessing, Joseph N. Schwartzwalder, Syracuse; Red Seal Film Exchanges, Inc., capitalization not specified, Abraham Meyer, Max Fleischer, Maurice A. Chase, New York city; Merchandising Advertising Corporation, moving picture advertising, $20,000, Frank Reiss, Jean Stoller, Anna Tendler, New York city.

Australian Representative of U. A. Coming

R. R. Doyle, Australian representative of United Artists Corp., has sailed for New York to confer with home office officials regarding the distribution of the company's product in the Antipodes.

This visit is under the policy of Hiram Abrams, president, to have all foreign managers of United Artists Corp. come into New York in the course of each year for conferences with the executives in charge of foreign business.

New Chinese Picture Firm is Organized

The Motion Picture Department of the Commercial Press of Shanghai has been organized into a separate company to be known as the Kuo Kwang Moving Picture Company, with a capital of Mexican $150,000, paid up, according to a report to the Department of Commerce from Consul General Edwin S. Cunningham, Shanghai. It is located on Paotung Road, Shanghai.

B. F. Keith Corporation Offers $6,000,000 Bond Issue for Expansion Plans

FOLLOWING frequent but unconfirmed rumors to the effect that B. F. Keith would enter film production as a retaliatory or protective move against the presentation boom on the part of picture theatres, came the announcement this week of a $6,000,000 bond issue, with $25,000,000 authorized, stated to be for the purpose of "refunding and expansion and for other purposes."

Primarily, it is believed, this foreshadows a move to bring the various Keith houses under one unified management. The new parent corporation, announced last week, will operate or control, directly or through subsidiary or affiliated companies, 34 owned or leased vaudeville and motion picture theatres located in New York City, Brooklyn, Syracuse, Rochester, Boston, Lowell, Washington, D. C., Cleveland, Columbus, Akron, Youngstown, Portland, Me., Philadelphia, Detroit, Jersey City, Indianapolis and Ottawa.

The new B. F. Keith Corporation was formed under the laws of the State of New York "to acquire the assets and business of The B. F. Keith Theatres Company, of B. F. Keith's New York Theatres Company and of certain of their respective subsidiaries. The properties to be acquired will constitute a large part but not all of the B. F. Keith circuit. . . . It is contemplated that the new corporation will eventually acquire or control all of the theatres embraced in the B. F. Keith circuit."

There have been numerous forecasts of a three-cornered contest among Keith, Publix and Loew, with a new angle appearing this week in the propasal for an elaborate presentation production force for a group of independent New York City houses, to meet the competition of the Broadway theatres.

Creation of Federal Board of Censors Opposed

Establishment of a Federal censorship board as proposed in bills now before Congress, on which hearings are to be held by the House committee on education beginning April 14, will be strongly opposed by a large group in the House where a strong sentiment is forming against the addition of any more bureaus to the already lengthy list of independent offices.

The feeling of many members of Congress was voiced by Representative Thomas of Oklahoma last week, when he introduced a resolution providing for the appointment of a special committee to hear the suggestions, criticism and comment of the leading minds of the country upon the present status and tendencies of the Federal Government.

It is time, the Oklahoma congressman declared, that Congress stopped creating independent bureaus at the demand of everyone who wished to impose new duties upon the Government. The Federal Government should cease its present practice of undertaking to legislate on matters which should come within the sovereignty of the States, should simplify itself and should continue only such bureaus as there is shown to be a real need for.

Bandit Gang Gets $15,000 From Newark Theatre

Early this week seven masked bandits imprisoned the night force of the Mosque Theatre, Bond Street, Newark and successfully escaped with the week end receipts unofficially estimated at about $15,000. These nervy cracksmen worked leisurely, even taking time to consume some of the sandwiches left by the night workers. They bowed politely to the scrub woman entering the building as they drove away in their big automobile. The bandits left behind them burglar tools and acetyline torches valued at $500.

Montreal Will Swerve From Proposed Tax Policy

As a result of the strong objections on the part of the Theatre Managers' Association of Montreal, with Manager B. M. Garfield of the Rialto Theatre as a prime mover, the civic authorities have decided not to raise the tax on theatre tickets in order to secure more revenue for the local hospitals. In place of the proposed increase, the city will impose a tax on all meals served in hotels and restaurants to the value of $1 or more. The local exhibitors pointed out that the ticket tax already amounted to 12 per cent of the face value of theatre tickets.

Missouri - Kansas to Charter Special Train

A special railway coach will carry Missouri and Kansas exhibitors to the annual M. P. T. O. Kansas-Missouri in Joplin, Mo., April 20 and 21. C. E. Cook, business manager of that organization, announced this week. More than one hundred exhibitors in the vicinity of Kansas City thus far have signified their intentions of attending, while a large number of exhibitors from Western Missouri and Kansas is expected to bring the attendance to more than 250.

F. P.-L. Book Value Now Full Valuation

AN interesting feature of the Famous Players-Lasky report for 1925, it is pointed out by the Wall Street Journal, is the fact that the balance sheet includes, for the first time, the actual value of extensive real estate which had been carried on the books at cost, less depreciation.

Property account as of December 31, shows land, buildings, leases, and equipment carried at $31,916,199 against $13,679,650 in 1924.

One parcel of real estate which has greatly increased in value is the old studio site in Hollywood, which will shortly be sold for residences and will show Famous a profit of about $2,000,000.

Maryland M. P. T. O. Elect New Officers

At a meeting held in Baltimore, March 18, the Motion Picture Theatre Owners of Maryland elected the following officers for the ensuing year: Herman Blum, president; William M. Whitehurst, vice-president; Louis Schlichter, treasurer; William E. Stumpf, secretary, and J. Louis Rome, Counsel. Among the State Directors elected are: Phillip Miller, Annapolis; William Bowers, Havre de Grace; George Osborne, Westminster and Miss Ulman, Salisbury.

Six delegates from the Maryland organization to the National Convention of the M. P. T. O. of A. in California were appointed. They are Herman Blum, Walter D. Pacy, J. Louis Rome, Louis Schlichter, William M. Whitehurst and Frank Durkee.

Cooperative Enterprise has Started in Sweden

A new Swedish film enterprise, "Sverige-Film," has just started, it is reported in the Swedish press, Consul General C. I. Dawson, Stockholm, advises the Department of Commerce.

The chairman of the board, Anders J. Anderson-Ripe, states that the enterprise has been established by an economic association just registered. The activities will include both the staging and renting of films as well as operating of picture theatres. The association is based on cooperative principles. The amount of each share is only 25 crowns and the list of subscribers shows that the enterprise has gained considerable support.

Norway Has 252 Motion Picture Theatres

At the close of 1925 there were 252 moving picture theatres in operation in Norway, of which 118 were publicly owned while 134 were privately owned, states Commercial Attache H. Sorenson, Copenhagen, in a report to the Department of Commerce.

The 118 publicly owned theatres reported a gross income of approximately 12,755,000 crowns during 1925 while the gross income of the privately owned establishments was said to be only approximately 1,660,000 crowns, making the total gross income of Norwegian moving picture theatres during the year 14,415,000 crowns.

Many Changes Along Film Row in Albany

Important changes occurred along Film Row in Albany the past week, resulting in four exchange managers being replaced by others. Harry Seed, who was at one time connected with the local F. B. O. exchange, arrived in town during the week, and replaced Austin Interrante, as manager of Warner Brothers' exchange.

Fred Horn, of Des Moines, formerly connected with Associated Exhibitors in the Middle West, reached Albany during the week, and replaced Robert Mochrie, as local manager for Pro-Dis-Co. Mochrie has been promoted to the management of the Pittsburgh exchange. Isadore Schmertz, of New York city, has succeeded James Dermody, as local manager for Fox. Dermody will become a salesman for the exchange. Herman Stern, manager for F. B. O. for several months, resigned during the week, but his successor has not been named as yet.

Kansas City Exhibitor Files Supreme Court Appeal

In the test case against the Kansas City Joint Board of Arbitration, in which W. O. Burkey, Admiral theatre, Kansas City, has filed application for a writ of prohibition in the Missouri supreme court, thirty-six type written pages, including many interesting citations, are included.

In a hearing in the circuit court of Jackson County this week the plaintiff, represented by Oscar B. Elam, lawyer, accepted a non-suit, but, instead of again taking the case before the circuit court, decided to go to the supreme court.

Yeggs Hold Up Manager and Get Away With Payroll

Harry G. Griffin, local manager of the Plaza Theatre, St. Petersburg, Fla., was held up and robbed by two unmasked yeggs, as he left the theatre with the day's receipts, amounting to about $2,500, last Monday night.

According to reports, Mr. Griffin had counted up and was about to take the money to the hotel. Upon leaving the theatre two unmasked men met him, commanded him to "stick 'em up." The Plaza theatre is the largest of the four houses in St. Petersburg which are operated by the Famous-Players.

Freiberg Child Admission Bill Not Yet Voted

NO action was taken by the New York State Assembly on Tuesday of this week on the Freiberg bill which relates to the admission of unaccompanied children to motion picture theatres in New York state, under certain conditions. The bill, which was introduced several weeks ago, was on the calendar on Tuesday and it was generaly supposed that a vote would be taken at that time. Just before the session got under way, however, Assemblyman Freiberg went to the rostrum and had a long talk with Joseph McGinnies, speaker of the Assembly. When Freiberg returned to his desk, he was asked if the bill would go to a vote at once and replied that it had been decided to withhold action on the bill for another week.

Production stills from "Hell's Four Hundred," the William Fox production based on the novel, "The Just and the Unjust."

Smith Sees Need of Manpower

Associated Exhibitors General Sales Manager Remarks on New House Organ

BELIEVING that the answer to the question of how a successful national distributing and producing organization may be established is summed up in the word "Manpower," Oscar Price, President of Associated Exhibitors and E. J. Smith, General Sales Manager have caused the newly inaugurated house organ of Associated Exhibitors to bear that name.

The primary purpose of the publication is to foster a spirit of cooperative rivalry within the sales organization. This spirit is best described by combining the intent of "every man is expected to do his duty" and "may the best man win" and applying the entirety to the competitive spirit that should exist between the different districts and their personnel.

Edward Finney has been placed in charge of Manpower, under the supervision of General Sales Manager E. J. Smith, and under his editorial direction the issue has steadily grown in worth and size. As an adjunct to the various sales campaigns planned and executed by Mr. Smith, it has proven invaluable. It serves within the organization the same purpose that the Associated exploitation and publicity departments cover on the outside.

With reference to the selection of Manpower as the name of the new A. E. house organ, General Sales Manager Smith had the following interesting remarks to make: "You can ascertain the power of a given piece of machinery by learning its horsepower in terms of electrical energy and, in the same way, the speed of resources of any organization can be best divined by the strength of its Manpower. Manpower supplies the human energy necessary for business success. Manpower will determine the effectiveness of any business drive—the staying power of the machine—and the surety and speed with which the sought after goal will be attained. So many H. P. can be interpreted as so much High-Powered concentrated effort bent upon the accomplishment of a certain task. So many M. P., on the other hand, means so Much Purpose. Driving power made up of brains and brawn intelligently directed so that the greatest possible results can be obtained with a minimum expenditure and an absolute elimination of lost motion and waste."

Dwan Picks Sixty Girls for "Padlocked" Cast

Allan Dwan has added to the cast of "Padlocked" sixty of the most beautiful extra girls in Hollywood, which he picked from a crowd of four hundred. The featured players in the cast are Lois Moran, Louise Dresser and Noah Beery. The story was adapted by James Shelly Hamilton and Becky Gardiner from the novel by Rex Beach.

Universal Completes Cast for "Old Soak"

The addition of Tom Ricketts in the role of a roue completes the cast of "The Old Soak" now in production at Universal City under the directorship of Edward Sloman.

Warner Bros. Adv. Pub. Depts. Re-enforced

Two new appointments have been made by Watt L. Parker to the Advertising and Publicity Department at the Home Office of Warner Bros., 1600 Broadway, New York. The newcomers to the staff are Thomas W. Gerety, who will handle trade paper and National Advertising and George Gerhard, who will handle theatre publicity and advertising.

These men are both experts in their respective lines. Mr. Gerety has had several years of experience with the Selznick and Hodkinson Companies and then for nearly four years served as assistant advertising manager and later advertising manager of Universal Pictures Corporation. He succeeds Matt Taylor, who recently resigned.

George Gerhard saw nineteen years of experience in the newspaper game which he entered in his high school days on the Providence Journal. He was reporter, rewrite man and desk man on leading papers in Providence, Philadelphia and New York, before becoming motion picture reviewer and columnist on the Evening World in New York.

Creighton Hale Will Play in "Poor Girl's Romance"

Creighton Hale, Film Booking Offices has announced, will play the leading male role in "A Poor Girl's Romance," instead of Matt Moore, as previously announced. Mr. Hale, whose recent screen appearances have been in "Wine of Youth," and "Time the Comedian," will play opposite Gertrude Short, who will have the title role in the picture.

"A Poor Girl's Romance" is by Laura Jean Libby and is the last of Film Booking Office Gold Bond pictures to go into production for the current season. It will be directed by F. Harmon Weight. The supporting cast is now being assembled and work on the picture will begin within the week.

"The Temptress" Will be Under Way This Week

After weeks spent in research and preparation, the special Cosmopolitan production of "The Temptress," an adaptation of the famous novel by Vicente Blasco Ibanez, will start today at the Metro-Goldwyn-Mayer studios under the executive unit of Irving Thalberg.

The cast of the production will be headed by Greta Garbo.

Mauritz Stiller, noted Scandinavian director, recently brought from Europe by Louis B. Mayer, will direct the picture as his first production in America.

Antonio Moreno Cast for New Glyn Film

Antonio Moreno has been selected by Elinor Glyn as leading man for "Love's Blindness," which Irving Thalberg is producing for Metro-Goldwyn-Mayer, with Mme. Glyn personally supervising John Francis Dillon's direction. Pauline Stark is the leading lady, and others in the cast are Kate Price, George Wagonner, Walter Tennyson, Rose Dione, Nelly Bly Baker, Douglas Gilmore, Tom Ricketts and Lilyan Tashman.

Bookers Will Attend First National Conventions

Bookers as well as branch managers will attend the First National regional conventions to be held this Spring, according to the latest decision of the Sales Cabinet of First National.

Ned Marin, Western Sales Manager, who has been away for the past five weeks on a trip to the Coast, will return to New York this week as will Ned E. Depinet, Southern Sales Manager, who is completing a tour of southern cities. Both of these executives have been lining up their forces for the Spring Conventions at which the drive for the new season will be launched. A. W. Smith, Jr., Eastern Sales Manager, also has been busy formulating plans at the Home Office. He will leave this week for a hurried trip to Buffalo and Albany.

Mr. Smith will conduct the New York convention, starting April 26th. Messrs. Depinet and Marina will preside in Chicago at the meetings opening April 30th, after which the latter will go to Los Angeles for the gatherings starting May 6th.

Famous Players Signs Four Scenario Writers

The continuity staff of the Paramount Hollywood Studios has been recently reenforced by the addition of Harry Behn, Julian Josephson and the team of Hope Loring and Louis D. Lighton. Harry Behn, who prepared the script for "The Big Parade," will start work on "Get Off the Earth," a fantastic comedy starring Raymond Griffith. Julian Josephson, wrote the scenario for "Lady Windemere's Fan." Miss Loring and Mr. Lighton have recently completed work on "The Blind Goddess," "The Cat's Pajamas," "The Crown of Lies" and "The Rainmaker."

Columbia Gets Another Big Theatre Contract

The manager of the Capitol Film Exchanges, Chicago, Henry Ellman, has just signed on behalf of his principals, the Cooney Brothers, for the entire twenty-four Columbia Productions for the season of 1926-27. This same exchange has handled Columbia product for the last season. At their Capitol Theatre "Steppin' Out," a Columbia picture, established a box office record.

Scenario is Completed for "Tavern Knight"

Bess Meredyth has completed the scenario for "The Tavern Knight," starring John Barrymore and is to be one of the big specials on the Warner Brothers schedule for the 1926-27 season. Final details in preparation for actually putting the picture into production are now being rushed to completion and shooting is expected to start in the very near future.

"The Rough Riders" Script Completed

The screen story of "The Rough Riders" was completed by John Russell, the author, in collaboration with Hermann Hagedorn, Roosevelt's official biographer. Russell has left for a trip to the Orient.

Scenes from "The Greater Glory" a First National production.

"Sea Beast" For Strand, N. Y.

"The Night Cry", with Rin-Tin-Tin, to Replace Other Warner Picture at New York House

ANNOUNCEMENT is made by the Warner offices to the effect that "The Night Cry," starring Rin-Tin-Tin, the "Wonder" dog, will replace "The Sea Beast" when the latter production closes its run on April third at the Warner Brothers theatre, New York City. "The Sea Beast" will have completed a twelve weeks' run at the Warner house on that date.

Rin-Tin-Tin is to make a personal appearance during the showing of "The Night Cry" during its run at the Warner theatre which will commence about April third.

This production was directed by Herman Raymaker and the supporting cast includes John Harron and June Marlowe, who play the leading roles, and Gayne Whitman, Heinie Conklin, Don Alvarado, and Baby Mary Louise Miller.

The dog star is at present making a personal appearance tour and will play at Charlotte and Bridgeport before coming to New York and following the New York appearance he will be seen at Pittsburgh, Chicago, Seattle and other cities.

"The Sea Beast" will open at the Mark Strand theatre, New York city, on April 11 and after its showing there it will go to the Brooklyn Mark Strand house.

F. B. O. Gets Adventure Novel Rights

FILM BOOKING OFFICES has purchased the screen rights to "Tarzan and the Golden Lion," adventure novel by Edgar Rice Burroughs. The picture version will be one of the early summer productions at the F. B. O. Studios in Hollywood, and will be completed in time to take its place among the Gold Bond productions released during the coming season.

The book of "Tarzan and the Golden Lion" was originally published by the McClurg Company of Chicago, and has since been issued by Grosset & Dunlap in a popular priced edition.

British Producers Sail for New York

Michael Balcon and Charles Lapworth, who with Graham Cutts, form the directorial board of Gainsborough Pictures, Limited, of London, sailed on the "Cedric" for New York on Saturday, March 13th.

Michael Balcon has since its inception been managing director of Gainsborough Pictures, Limited, one of the few flourishing production organizations in England.

Charles Lapworth is well-known in American trade circles, having spent many years in this country and been associated with Chaplin, Von Stroheim, Seastrom and other famous personalities.

Beauty Wins "Sorrows of Satan" Role

Dorothy Hughes has been signed by D. W. Griffith to play the role of the flapper in his current Paramount production, "The Sorrows of Satan."

Although this will mark Miss Hughes' screen debut, she was Miss New York twice at the Atlantic City Beauty Pageant, being the first girl to gain that honor.

Two weeks ago Mr. Griffith made a test of Miss Hughes and liked it so well that he awarded her an important role. She is now working at the Long Island studio with Adolphe Menjou, Carol Dempster, Ricardo Cortez, Ivan Lebedoff and others.

Corinne Griffith to Start "Into Her Kingdom"

Corinne Griffith is about to begin "Into Her Kingdom," her latest picture for First National, in which she will portray a Grand Duchess both as a girl and as the wife of a peasant. The celebrated Swedish actor, Einar Hanson, who recently came to Hollywood, has been assigned a difficult role and E. M. Asher, general manager for Miss Griffith, has secured the services of Claude Gillingwater to assume one of the characters. Other selections of the cast are to be made after production is under way.

Al Christie Starts "Up in Mabel's Room"

Production work on Al Christie's "Up in Mabel's Room" was started this week under the direction of E. Mason Hopper. This will be the third Al Christie feature on the current season's program of Producers Distributing Corporation and it will be the initial starring vehicle for Marie Prevost under her new contract with Metropolitan Pictures.

Edward Connelly Cast for "Bellamy the Magnificent"

Edward Connelly, veteran actor, was recently cast for an important role in support of Ramon Novarro in the latter's starring vehicle, "Bellamy The Magnificent." Others in the cast include Willard Louis, Sally O'Neil, Shirley Dean, Edgar Norton, Bert Roach, Carmel Myers and Renee Adoree.

Lew Lipton to Direct "The Three Twins" for M-G-M

It was announced last week by Louis B. Mayer, vice-president of Metro-Goldwyn-Mayer, that Lew Lipton, recently made a director by M-G-M, will direct his first production, "The Three Twins," an adaptation of the famous musical show in which Bessie McCoy became famous as the Yama Yama Girl.

Alice Howell to Return in "Shipwrecked"

Alice Howell, who was starred in comedies a few years ago, returns to the screen in a character part in "Shipwrecked," the new Metropolitan Production in which Seena Owen and Joseph Schildkraut are featured.

Sam Taylor to Direct for M-G-M

AFTER six years directorial association with Harold Lloyd, Sam Taylor has been signed by Louis B. Mayer, vice president in charge of Metro-Goldwyn-Mayer production, to direct dramatic comedies. Taylor recently completed the direction of "For Heaven's Sakes," Harold Lloyd's latest comedy.

With a view to looking over the play and story market, Taylor arrived in New York last Sunday for a stay of ten days. Production of his first Metro-Goldwyn-Mayer picture will begin upon his return to the West Coast.

"Cohens and Kellys" Held Over at the Colony

Universal's comedy of Jewish and Irish life, "The Cohens And The Kellys" has been held over at the Colony for the sixth week. In the cast are Vera Gordon, George Sidney and Charlie Murray, and the picture bids fair to equal some of the other long runs established at this house. With the picture the "Just Girls" prologue, featuring the Dale Sisters, Jean Ribera, Restive and the twenty Colony Dancing Dollies, will be retained.

"Flying Mail" Wilson's First for Associated

The first production in which Al. Wilson, air stuntist is to be starred by A. Carlos for release through Associated Exhibitors is to be "The Flying Mail." Production was scheduled to start at the Associated Studios in Los Angeles on March 15th.

Noel Smith has been engaged to direct "The Flying Mail" and casting of the picture is being done under his and Offeman's supervision.

Borzage Finishes "Early to Wed" for Fox

"Early to Wed," the matrimonial successor to "The First Year," has just been completed at Fox Films studios under the direction of Frank Borzage. Matt Moore and Kathryn Perry, the newlyweds in the Frank Craven piece, are married again in "Early to Wed."

Tom Mix Finishes Last of Season for Fox

With the finishing of "Hard Boiled," the seventh picture in which he starred for Fox Films during the 1925-26 season Tom Mix will, in his own words, "lie dormant for a while." The past season was the hardest one which Mix and his wonder horse, Tony, have ever put in.

Carl Laemmle Engages New Secretary

With the recent appointment of Harry Zehner as assistant general manager of Universal City, Jack Ross has been appointed to Zehner's former position as secretary to Carl Laemmle, president of the company. Zehner was Mr. Laemmle's secretary for more than five years.

"Footloose Widow" Cast is Augmented by Warners

A strong cast is being lined up by Warner Brothers for "The Footloose Widow," one of the four remaining productions on the current schedule of the organization. The picture is scheduled to go into production in the immediate future.

During the past week three popular players have been assigned to important roles, according to word received from Jack Warner, production chief on the west coast. They are Louise Fazenda, Jacqueline Logan and Andre Beranger. Previously announced in the cast were Neely Edwards and Arthur Hoyt.

Another addition to a Warner cast is that of Warner Oland to "The Tavern Knight," the third of the John Barrymore starring vehicles.

Production Progressing on "Ransom's Folly"

Work is progressing on "Ransom's Folly," the new Inspiration picture starring Richard Barthelmess, for First National release. An army-post set was recently filmed in San Fernando valley, about ten miles from Hollywood. The parade ground was three hundred feet long, surrounded by a group of twelve buildings and is said to be a perfect replica of a Western army post of the Remington period, with a mountain background in the distance. Through the courtesy of the Veterans Motion Picture Service Department in Los Angeles, it was possible to obtain a full troop of cavalry, organized from World War cavalry veterans.

"Prisoners of Storm" in Production

House Peters has another of his out-door roles in "Prisoners of the Storm," his current starring production for Universal Pictures Corporation, which has just gone into production.

The story is based on the novel by James Oliver Curwood, "The Quest of Joan," and has its entire locale in the timber country of Canada.

Peggy Montgomery plays the leading role opposite Peters, and is the only feminine member of the cast. The other players are Walter McGrail, Harry Todd, Fred de Silva, Clarke Comstocke and others.

"Take A Chance" Begun by Dix This Week

"Take a Chance," Richard Dix's third and latest Paramount comedy under the direction of Gregory La Cava went into production early this week at the Paramount Long Island Studio. The story, an original by Ray S. Harris, depicts the revolutions in a mythical kingdom and provides Dix and Alyce Mills with excellent opportunities for their funmaking.

William Powell Joins Cast of "Beau Geste"

Herbert Brenon, who is directing Beau Geste has recently added William Powell to the cast. George Rigas and Victor McLagen have also been given important roles in this French Legion story which is one of Paramount's specials for the year.

Film Editors Examinations to Be Held Soon

Receipt of applications for editor of motion picture films will close May 4. The examination is to fill a vacancy in the Bureau of Reclamation, Department of the Interior, and vacancies in positions requiring similar qualifications.

The entrance salary is $3,000 a year. After the probational period required by the civil service act and rules, advancement in pay without material change in duties may be made to higher rates within the pay range for the grade, up to a maximum of $3,600 a year. Promotion to higher grades may be made in accordance with the civil service rules as vacancies occur.

The duties are to edit motion picture films dealing with work of the Department of the Interior, such as construction of irrigation work, reclamation of arid lands, habits and customs of American Indians, etc.; to prepare scenarios; to write subtitles; to cut, edit and index films; and to perform all work incidental to producing a completed reel from the negative.

Competitors will not be required to report for examination at any place, but will be rated on their education and experience.

Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D. C., or the secretary of the Board of U. S. civil-service examiners at the post office or customhouse in any city.

S. Illinois Exhibitors Hit by Coal Strike

Motion picture exhibitors in the many Southern Illinois cities and towns that are dependent upon the coal industry for their principal source of revenue are facing the most serious crisis of their business careers.

Unlike Pennsylvania where a long drawn out strike caused depression in the coal fields, Southern Illinois appears on the verge of financial ruin with peace prevailing between the operators and miners. And the worst is yet to come because the mines have not yet entered upon the natural dull period May, June July and August.

Dates Set for Shipments of Warner Bros. Films

The first prints of "Hell Bent For Heaven" and "Silken Shackles" will be shipped from the eastern laboratories of Warner Brothers to all branch managers not later than April 24th, and April 10th, respectively according to an announcement made to the branches by Sam E. Morris, General Manager of Distribution for Warners. A third April release will follow on the 30th.

United Artists Select New Omaha Representative

A. Abrose, well known to the motion picture distributing industry and to showmen in the midwest, has just been appointed branch manager at Omaha for United Artists Corporation by Hiram Abrams, president. Mr. Abrose has a wide acquaintance in the Omaha territory where he has been active for some time past. His new connection is announced as dating from March 22.

Sales Executive is Back From Trip

Assistant General Sales Manager Carl J. Goe of Associated Exhibitors, has just returned from a short trip to the mid-western exchanges, where he made a careful study of local conditions and conferred with local salesmen, bookers and exchange managers. Goe stopped off at Indianapolis, Cincinnati, Pittsburgh and Philadelphia.

Hartford Premiere Held for "Tramp, Tramp, Tramp"

The premiere of "Tramp, Tramp, Tramp," the first Harry Langdon feature comedy for First National, has been set for April 11th at the Princess theatre, Hartford, Conn., to be followed by engagements in several key cities, which will be watched before a general selling policy is formulated for the entire country.

William Boyd Opposite Jetta Goudal

William Boyd has been selected for the lead opposite Jetta Goudal in her first starring picture under the De Mille banner, "The Beloved Enemy." This is an original story especially written for the star by Garrett Fort and Jeanie Macpherson.

Fred Humes Starts Work in New Western

Ernst Laemmle has begun production of a new Western feature at Universal City, with Fred Humes in the starring role. The picture bears the title, "The Duke of Black Butte." Fay Wray is playing the feminine lead.

Paris Will See "Stella Dallas" April 6

A cablegram from Paris to Hiram Abrams, president of United Artists Corp., announces that the premiere of Samuel Goldwyn's presentation of "Stella Dallas," the Henry King production, will take place at the Max Linder Theatre on April 6.

Publishers Merge to Sell Picture Rights

George Palmer Putnam, the publisher, and John N. Wheeler, President of The Bell Syndicate, have become associated in the sale of motion picture rights to literary works.

Einar Hanson Arrives for "Into Her Kingdom"

Einar Hanson "The Swedish John Barrymore," has arrived in Hollywood to appear opposite Corinne Griffith in her newest First National starring vehicle "Into Her Kingdom," by Ruth Comfort Mitchell.

"Sign of Claw" Next for Peter the Great

The eleventh release of this season's program of twelve pictures from Gotham will be "The Sign of the Claw," with Peter the Great, the giant police dog, starred.

New Ufa Director Takes Up Duties

The new managing director of the Ufa, Major Grau, who has taken the place of Erich Pommer, has entered upon his duties, according to a report to the Department of Commerce from Trade Commissioner Miller, Berlin.

The new director was formerly in charge of the social and educational section of the Ufa. Director Bausback, formerly of the Deutsche Bank, has also been placed on the Board of Management.

One of the important changes introduced by the new management is the bringing of most of the studio work to Tempelhof, while Neu Babelsberg is likely to be reserved for the making of educational and cultural films. This is said to mean that the Ufa is planning to reduce their production of long and costly superfilms and will concentrate more on the ordinary society dramas which can be made without the aid of large out-door sets. In this process it is reported that over 400 employees of the Ufa have already been discharged, including persons in rather important positions.

Over Four Hundred Theatres Less in Poland

The number of moving picture theaters in Poland has declined from 800 in 1924 to 500 in 1925 and to a total of 383 at present, according to the Polish Cinema Union, states a recent report from Assistant Trade Commissioner L. J. Cochrane of Warsaw to the Department of Commerce.

This is particularly due, it is said to unusually high taxes collected by various municipalities which, for example, in the case of Warsaw, run to 50 per cent on gross receipts. A strong protest is being raised by the theater owners throughout the country against these municipal taxes, and recently all theaters in Lods closed their doors after negotiations had failed.

Detroit Ordinance Asks New License Scale

An ordinance embodying a new scale of license fees charged by the City of Detroit was introduced to the council last Tuesday night. The ordinance, which was drawn up by James R. Walsh assistant corporation council, at the request of P. L. Monteith city controller, covers nearly 100 businesses and occupations and the increase generally is about 100% in the new proposed fees. Included in the list are all theatres. The new scale is similar to that in other large cities, and was arrived at after voluminous correspondence with officials of several cities.

Canadian Copyright Opposed by Broadcasters

The Canadian Association of Broadcasters, have lined up with the exhibitors of the Dominion in opposing the legislation now before the Canadian House of Commons to amend the Canadian Copyright Act to compel all theatres, radio stations and professional orchestras and musicians to pay a special royalty for every use of copyrighted music. Announcement regarding the stand taken by the organized broadcasters was made March 12 by Jacques N. Cartier of Montreal, president of the Association.

Needy Clergyman Winner of Second F. B. O. Prize

The Rev. N. L. Anderson, a needy clergyman, living on a farm five miles from Anacostia, D. C., where he is trying to regain his health, won the second prize of $250 offered by F. B. O. for the best titles suggested for their picture "On the Stroke Of Three:" The result of this contest was extraordinary in that both first and second prizes were won by two men in entirely different walks of life, who both shared the misery of need. The first prize was won by Vincent De Pascal, a convict serving time in Sing Sing prison, from which he has since been released.

The Logan Theatre, a small town theatre seating about 240 people, was filled to overflowing when the F. B. O. representative presented the $250 in gold. Mr. Anderson made a little speech in which he said that he saw "On The Stroke of Three" at a theatre in his former home in West Virginia and it was there that he thought of the winning suggestion. He expressed his gratitude to everybody concerned in the contest.

Sax Announces Bunk–Free Advertising Policy

Sam Sax, President of Lumas Film Corporation, has made the following definite advertising policy statement:

"What we intend doing in all advertising and publicity pertaining to Gotham Productions is to eliminate the bunk and to sell our product with the same tactics as pursued by the big commercial enterprises."

"The exchangeman and exhibitor who compose our market can instantly distinguish bunk from a plain statement of fact. The famous underground 'film wireless telegraph' quickly circulates a report as to just what every picture actually is. If I should make a picture that actually is one of the 'greatest' they will know about it, quick. My advertising will serve to keep them reminded of it."

Lionel Barrymore Signed by M-G-M

Another new screen name goes on the stock company roll of Metro-Goldwyn-Mayer with the acquisition of Lionel Barrymore, who last week signed a long term contract with Louis B. Mayer, vice president in charge of production for M-G-M.

Barrymore will begin work at the Culver City studios at the completion of his present starring engagement in a revival of his former stage and screen success "The Copperhead."

Chester J. Smith Goes to Warner Bros.

Chester J. Smith, who had three years of motion picture experience on the editorial staff of Motion Picture News, has joined the publicity department of Warner Pros. Previous to his advent in the picture industry he served the American Red Cross for three years as divisional publicity director for the states of California, Nevada and Arizona. He joined the American Red Cross organization following many years of service on various newspapers.

Metro-Goldwyn-Mayer Stars and Prominent Players are Kept Busy

In accordance with the Metro-Goldwyn-Mayer policy of keeping its players constantly before the public almost every star and player under contract to the company are kept busy before the camera. Sixteen features in production provide work for many of them and the rest are in various stages of preparation incidental to starting on new vehicles.

Five of the M-G-M stars, John Gilbert, Ramon Novarro, Lillian Gish, and Buster Keaton are actively engaged and will be joined by Marion Davies on her return from New York. Gilbert is busy with "Bardelys the Magnificent," Novarro with "Bellamy the Magnificent," "The Scarlet Letter" is Lillian Gish's vehicle. "The Red Mill" will claim Marion Davies attention on her arrival and Keaton is working on a new comedy.

The other four of the nine stars, Lon Chaney, Jackie Coogan, Norma Shearer and Mae Murray are preparing for new roles by being fitted by costumers and reading stories and scenarios. Practically all the featured players and members of the stock company are hard at it on the M-G-M lot.

Wallace Ham Joins F. B. O. Publicity Dept.

W. Wallace Ham, who was connected with the old Vitagraph company for six years, has joined the publicity department of F. B. O. Since the acquisition of Vitagraph by Warner Bros., he has been news editor of *Motion Pictures Today,* but he resigned to assume his new duties. For fifteen years "Wally" was a member of the staff of the New York Morning Sun. the last ten being spent as dramatic editor.

Mankiewicz Joins Staff at Paramount

Herman J. Mankiewicz dramatic critic on The New Yorker, and formerly one of the dramatic editors of the New York Times, has been added to the writers' staff at the Paramount Long Island studio, it was announced yesterday by William Le Baron, associate producer.

His initial assignments are the preparation of original stories for Thomas Meighan and W. C. Fields.

Weaver Studios Re-Engage Abe Scholtz

Abe Scholtz, cameraman, whose photographic work in "Hearts and Fists" earned much praise, has been re-engaged by the H. C. Weaver Studios, for their next Associated Exhibitors' production, "The Totem Pole Beggar," on which filming will commence next week at Tacoma, Wash.

Universal Re-Signs Two Scenarists

Curtis Benton and Charles Kenyon, both of whom have been on Universal's scenario staff for the past year, have signed new contracts with the company, according to announcement from the studio.

F. B. O. Scenario Chief Now in Hollywood

Film Booking Offices is taking rapid strides toward lining up the sixty or more pictures on its 1926-7 schedule before the annual Sales Convention which will be held in Los Angeles on April 1st, 2nd and 3rd. The studio forces at Hollywood are being assisted by John C. Brownell, Eastern Scenario Editor who recently arrived at the West Coast for an indefinite stay.

While at Hollywood Mr. Brownell will confer with Vice-President J. I. Schnitzer, who is in charge of production, and J. G. Hawks and Percy Heath, who have charge of editorial supervision and scenarios at the Coast. One of Mr. Brownell's first efforts will be the preparation and editing of several new short subject "Featurettes" which will be presented during the coming season.

Ingram Signs Firmin Gemier for "The Magician"

News that Firmin Gemier, French actor and stage director, will make his first appearance as a cinema player in Rex Ingram's production of "The Magician." which Somerset Maugham tale, now is in process of photography in Nice, was received by cable this week.

It might be said that Gemier is to France what a blend of David Warfield and David Belasco are to this country—if such a comparison be permissible. He is the director of the Theatre National de l'Odeon of France, the Trocadero, Paris, an officer of the Legion of Honor, the Order of Leopold of Belgium and the Royal Order of Denmark.

He is also generally regarded as the leading actor of France.

New Branch Manager Named by Associated

General Sales Manager E. J. Smith has named Harry Hart as manager of the Milwaukee Branch of Associated Exhibitors to succeed Harry J. Shumow, resigned.

Hart is thoroughly familiar with conditions in the Milwaukee territory, having played an important part in the film activities of that section for a considerable period, more recently as manager of the local F. B. O. exchange where he was stationed for the past few years.

William Haines Signs New Contract with M. G. M.

William Haines has been placed under a new long-term contract by Metro-Goldwyn-Mayer according to an announcement from Louis B. Mayer, vice-president of the organization. Haines has been under contract to M-G-M for several years and several months ago won the chance to play the title role in "Brown Of Harvard."

Aileen Pringle and Sherman Again Have Leads

Aileen Pringle and Lowell Sherman, who have the leading roles in Robert Kane's "Hello, New York," will also have the principal parts in Mr. Kane's next picture "The Great Deception," adapted from George Gibbs' novel, "The Yellow Dove."

"Devil Horse" Ready for Pre-Release

"THE DEVIL HORSE," the newest Pathe feature starring Rex, the king of wild horses, will be available for pre-release runs beginning April 4th according to a Pathe announcement.

The new Rex picture was taken from the romantic history of the early West and was written by Hal Roach, the producer. Fred Wood Jackman directed "The Devil Horse."

The principals in the human cast are Gladys McConnell, Yakima Canutt, Robert Kortman; Roy Clements; Master Fred Jackson, son of the director; and the entire population of the Crow Indian Reservation in Montana.

Five Production Units to Leave for Location

During the next two weeks thousands of people will leave the Paramount studio to go to mountain, desert and sea locations for the filming of several productions. Herbert Brenon will lead a company of 1200 into Southwestern Arizona where he will make a majority of the exterior scenes of "Beau Gest" while Pola Negri will set sail aboard a sumptuous yacht for Coronado for scenes for her next picture, "Naughty Cinderella." A huge fleet of ships is being prepared at San Pedro harbor for a voyage to a Pacific island location where James Cruze will make a large part of "Old Ironsides" and Ray Griffith and his company are preparing to leave for a mountain location for scenes in "Wet Paint." The only production anchored to the studio is Allan Dwan's "Padlocked."

Valentino Starts Work on "The Son of the Sheik"

"The Son of The Sheik," instead of "Son of the Sheik" is the officially determined title of Rudolph Valentino's new picture for United Artists Corp. release. The star has begun work on it at Hollywood, in a production presented by John W. Considine, Jr., with Vilma Banky playing the leading feminine role and George Fitzmaurice directing. The story is by E. M. Hull, author of "The Sheik" in which Valentino created a furore a few years ago. In the new film the hero is one of two sons of the original Sheik, and, as in the previous film, the romantic element predominates. Frances Marion has made the screen adaptation for the story.

Fox Films Purchases Train Robbery Story of Ford's

Fox Films announces the purchase of the screen rights to "The Great K. and A. Train Robbery," a novel by Paul Leicester Ford to be produced for release during the 1926-27 season. The cast will include Madge Bellamy, Charles Farrell and J. Farrell MacDonald. The director will be Irving Cummings and the scenarist Bradley King.

Felix Mendelssohn to Manage M-G-M Chicago Office

Metro-Goldwyn-Mayer announces the appointment of Felix Mendelssohn as manager of the Chicago distributing office, the appointment to take effect at once.

Eleven to be Started for Fox

Winfield R. Sheehan to Guide Production of "What Price Glory?" and "The Pelican"

PRODUCTION plans for the new season are being whipped into shape at the Fox West Coast studios where, within the next month, eleven pictures on the schedule for next season will be started, the greater part of this number probably being put into work during the next fortnight.

The date of filming of "What Price Glory?" has been set tentatively as April 12. Winfield R. Sheehan will maintain a guiding eye over this picture which Raoul Walsh is to direct and also "The Pelican" to be directed by Frank Borzage.

Seven pictures will be made under the supervision of Sol. M. Wurtzel, general superintendent of the local studios. These are "Going Crooked," directed by Emmett Flynn, with a cast including Hallam Cooley, Lou Tellegen, David Butler, Byron Munson and Arthur Housman. The two leads have not yet been announced. "The Return of Peter Grimm," directed by John Griffith Wray, "The Family Upstairs," taken from the current Broadway success and directed by Harry Beaumont, "The Lily," David Belasco's stage play, directed by Victor Schertzinger, "Pigs," with Janet Gaynor, directed by Irving Cummings from the stage play by Patterson McNutt, "The Devil's Master," a John Ford production, adapted from Gerald Beaumont's magazine story, "The Lord's Referee," and "Fig Leaves," now in production under the direction of Howard Hawks.

The first Western production under the supervision of Edwin C. Hill has just been completed, with Buck Jones as the star. It is "Thirty Below Zero," and was directed by Robert Kerr. "Dead Man's Gold," is the second picture to go into work under Hill's supervision. It is a starring vehicle for Tom Mix.

Kenneth Hawks will supervise production on two picures yet to be made on this season's schedule and which will go into work immediately. They are "Dangers of a Great City," featuring Edmund Lowe, Madge Bellamy, Leslie Fenton, and "Pals in Paradise," a Peter B. Kyne story. R. William Neill will direct the former and Albert Ray will handle the Kyne story.

Val Paul Now Production Head for C. Rogers

Val Paul, one time popular screen player, was recently signed by C. R. Rogers as production manager of the Harry Carey feature westerns for Pathe distribution. He has capably filled this same assignment on the Carey pictures "Driftin' Thru" and "The Seventh Bandit" the latter of which is scheduled for release on April 18th.

COMING SOON!
You'll want your bit o'
Sunshine
A Story for Millions!
Dozens of Great Stars!
Many Great Directors!
The Greatest Entertainment Ever Produced!

Fred Thomson is starred in "Hands Across the Border," soon to be released by F. B. O. These scenes are taken from the picture.

Universal Has Nine in Work

Feature Productions in Various Stages of Filming; to Start Three More Soon

PRODUCTION at Universal City is being kept at high level with nine productions now in process of filming and three more units ready to start work in the near future. Six features, on which actual filming was finished within the past two weeks, are now in the cutting rooms.

John McDermott has started work on "The Love Thief," the spectacular production of European court life in which Norman Kerry is starring with Greta Nissen playing the feminine lead. Lois Weber is in the midst of her first production under her new Universal contract. She is filming "The Star Maker," from her own adaptation of Dana Burnett's story, "Technic." Billie Dove and Francis X. Bushman are in the leading roles.

Jean Hersholt is hard at work on his first starring production, "The Old Soak," Don Marquis' stage play, and Edward Sloman is directing. House Peters started work on his latest starring role by heading for location in McCall, Idaho. The story is "Prisoners of the Storm," adapted by Charles Logue from James Oliver Curwood's novel, "The Quest of Joan." Lynn Reynolds is directing.

"Her Big Night," Laura LaPlante's first picture since Universal made her a star, is about half finished. Melville Brown is directing, from his own adaptation of the Saturday Evening Post story, "Doubling for Daphne." Einar Hansen, the Swedish film star, is playing opposite Miss LaPlante.

Edward Laemmle is on the final week of production of "The Whole Town's Talking," the stage farce by John Emerson and Anita Loos. Edward Everett Horton plays the featured role, with Virginia Lee Corbin, Trixie Friganza, Dolores Del Rio, Robert Ober, Otis Harlan, and others in support. Adaptation of the play was done by Raymond Cannon.

Hoot Gibson, and his company headed by director Cliff Smith, have returned to the studio from a short location trip, and are finishing exterior scenes for "The Phantom Bullet." The Universal troupe filming "The Ice Flood" is enroute to the studio after a month on location in Klamath Falls, Ore. Kenneth Harlan and Viola Dana are in the featured roles.

Two westerns, one starring Jack Hoxie, and one starring Fred Humes, are also in production. Hoxie's picture, "The Fighting Foundling," is being directed by Del Henderson, while Del Andrews is directing Humes in "The Yellow Back."

Four Children Chosen for "Beau Geste"

After interviewing more than 300 youngsters, Herbert Brenon, directing Paramount's "Beau Geste" has announced the four successful survivors. They are Philippe de Lacy, Mickey McBan, Maurice Murphy and Betsy Ann Hisle.

Brenon declared that though the number of children was a little over 300 it seemed to be 3000 at least.

"Why Girls Go Back Home" Completed

Another of the Warner Brothers Classics of the Screen "Why Girls Go Back Home," on the 1925–26 schedule has been completed according to announcement by Jack Warner, production head on the west coast.

Patsy Ruth Miller and Clive Brook are the featured players in this story by Catherine Brody, which was directed by James Flood. It was adapted by Walter Morosco and the scenario is by Sonya Hovey. In the supporting cast are Jane Winton, Myrna Loy, George O'Hara, Joseph Dowling, Herbert Prior, Virginia Ainsworth and Brooks Benedict.

Columbia Appoints Woman as Production Manager

Miss Dorothy Howell has been appointed by Harry Cohn, vice-president of Columbia Pictures Corporation, as assistant general manager of production. Miss Howell's appointment will take effect as soon as production activities are under way. Miss Howell formerly was Harry Cohn's secretary for several years. Prior to that she was also secretary to Irving Thalberg, when he was with Universal and to B. P. Schulberg when he was producing independently.

Pauline Frederick to Star in Political Role

F. B. O. has engaged Pauline Frederick for the title role in "Her Honor the Governor," soon to go in production at the Hollywood studios. This announcement was made by J. I. Schnitzer, vice-president in charge of production.

The story was written by Hyatt Daab and Weed Dickinson and builds up a vivid dramatization of the woman in politics.

First National List for April Announced

STARTING with the famous "Kiki," First National will release four of its strongest productions of the current season. The other three are "The Desert Healer," "Hello, New York," and "The Savage."

In the screen version of the Belasco play Miss Talmadge has the role of the Paris gamin who attains fame on the stage. She is supported by Ronald Colman under the direction of Clarence Brown.

"The Desert Healer," the first independent production of Marian Fairfax made in collaboration with Sam Rork, will be released April 11th. It is an adaptation of the famous novel by E. M. Hull, laid in Algeria. The story was directed by Maurice Tourneur with Lewis Stone, Barbara Bedford, Walter Pidgeon, Tully Marshall, Katherine MacDonald and Anne Rork in the cast.

"Hello, New York" the release for April 18th, is an adaptation of Arthur Stringer's story "The Wilderness Woman" which appeared serially in the Saturday Evening Post.

The last picture of the month, "The Savage" is to be released April 25th. It is an Earl Hudson production from an original story by Ernest Pascal.

Noted Vaudeville Writer is Signed by M-G-M

Howard Green, of the famous vaudeville firm, Hockey and Green, noted for their writing and producing of vaudeville acts with gag backgrounds, arrived last week to work as a comedy construction man at the Metro-Goldwyn-Mayer studios it was announced by Louis B. Mayer, vice president in charge of production for that organization.

Green is the second vaudeville artist to be signed in the last fortnight by M-G-M, the other being Walter deLeon, who will write an original story with a vaudeville background.

"The Galloping Cowboy" Now on Location

One of the largest and most picturesque ranches in Southern California is serving as a location this week for the production of "The Galloping Cowboy," the first of the Bill Cody features to be presented by Western Star Productions through Associated Exhibitors. There are 18,000 acres of mountainous land on the rancho and here some of the most stirring action in the drama is being staged. William J. Craft is directing Cody in the picture.

Pick Principals for "The Totem Pole Beggar"

H. C. Weaver, following his return with General James M. Ashton from Los Angeles, announced that Wanda Hawley, Anne Cornwall, Gareth Hughes, Tom Santschi and Dan Mason have been engaged for the forthcoming production of "The Totem Pole Beggar." Preparations are being rushed at the Weaver studio and actual work will be put under way as soon as supporting members of the cast are selected.

"The Flaming Forest" to be Started Soon

The script for "The Flaming Forest" will be completed shortly by Waldemar Young and the play will go into an early production. Reginald Barker will direct this Cosmopolitan picture at the Metro-Goldwyn-Mayer studios. The story is a popular one from the pen of James Oliver Curwood. Incidently this is Barker's first picture since his return to the M-G-M studios.

Janet Gaynor Added to the Cast of "Pigs"

Janet Gaynor, who has just finished her role in "The Shamrock Handicap," Peter B. Kyne's story directed by John Ford at Fox Films Studios, has been cast in the feminine lead in "Pigs" a screen version of the John Golden stage play. "Pigs" will be directed by Irving Cummings.

Schertzinger Will Direct "The Lily" for Fox

Victor Schertzinger, having completed the final cutting of "Siberia," featuring Edmund Lowe, Alma Rubens and Lou Tellegen, is preparing to go to work on "The Lily," David Belasco's stage play, at Fox Films studios.

Four Left on Warner Schedule

Quartet of Productions Remain Before Plunging in on Forthcoming Season

ONLY four productions remain on the current schedule at Warner Brothers' coast studio, according to word from Jack L. Warner, production chief. These are "The Passionate Quest," "Broken Hearts of Hollywood," "The Social Highwayman" and "The Footloose Widow." They are scheduled to go into work in the immediate future.

"The Passionate Quest" is by E. Phillips Oppenheim and will be one of the features of the Warner program. It is scheduled to go into production about April 5th under the direction of J. Stuart Blackton, whose "Hell Bent Fer Heaven" has just gone into the cutting room. The scenario for "The Passionate Quest" was prepared by Marian Constance Blackton.

Shortly following "The Passionate Quest", "The Social Highwayman" will be put into production under the direction of William Beaudine. It is described as a comedy drama with a tragic ending. The book is by Elizabeth Phipps Train.

"The Footloose Widow" was adapted from a newspaper serial. It is the work of Beatrice Burton, well and favorably known as an authoress of popular fiction. The starting date of this production has not yet been definitely announced, though Neely Edwards and Arthur Hoyt have already been assigned to the cast.

Last on the current schedule will come "Broken Hearts of Hollywood," a special feature, in which all of the Warner contract players will appear with the exception of John Barrymore and Lowell Sherman. Every player on the Warner roster will be available and a special part is being written into the script for each of them.

United Artists Sales Heads Busy on Tour

Jules Levy, special representative of the home office of United Artists Corp., is in St. Louis, where he reports exhibitors elated over the new volume distribution plan recently put into operation by President Hiram Abrams of the corporation.

Walter F. Seymour, Southern District Manager, United Artists Corp., is on a trip to Atlanta and Dallas.

Jack Von Tilzer, New York District Manager, is in Philadelphia for three weeks cooperating with the local exchange of United Artists Corp. on key city bookings and the new volume distribution plan.

H. T. Scully, Boston manager, is on a vacation at Miami, Fla., due to poor health.

You'll want your bit o'

Sunshine

Built for the Box Office!

999 Exploitation Angles!

Advertised in National Magazines!

Hundreds of Columns of Newspaper Space!

COMING SOON!

Dramatic episodes from "The Earth Woman," an Associated Exhibitors release.

Banner Six for Ginsberg-Kann

Distributing Corporation Acquires New Product in Addition to Sterling Twelve

ARRANGEMENTS have been concluded by the Ginsberg-Kann Distributing Corporation to again handle the product of the Banner company which will deliver six productions to the distributing company during the course of the year. This is in addition to the twelve Sterling productions which the firm will handle during the new season.

The Banner productions will be made from stories by Frank Adams, Vincent Starrett, Allie Lowe Miles and others and the casts will comprise a number of well known players who will be directed by such men as Edward Le Saint, Tom Forman and John Adolfi.

The six Banner pictures are: "Devil's Dice," from the novel by Frank Adams, a story of one of the after effects of the world war, "Wanted—a Coward," a mystery story by Vincent Starrett, "The Cancelled Debt" is from a story by Allie Lowe Miles, "Thumbs Down," a story by Gladys Johnson, detailing the experiences of a girl forced to leave home when her father marries again due to unbearable conditions which obtain when a step-sister becomes the favorite.

"Christine of the Big Tops," the fifth production, is a story of circus and ranch life adapted from a story recently published in a national magazine, and the sixth is "Dangerous Friends," a melodramatic story of what insincere friends can do.

Dick Talmadge Signs With Universal

RICHARD TALMADGE has signed up with Universal. Arrangements have been made between Carl Laemmle and A. Carlos, whereby Talmadge will make six action melodramas at the Universal City Lot with all the facilities of Universal City at his disposal. These pictures are scheduled for next year and the first release will be in September. They are to be sold as a Universal-Richard Talmadge production series.

The first production to be released will be from a story by Max Brand, which has a Spanish atmosphere for an American adventurer. The original under which it was published was "The Black Rider," but Universal will release it as "Here He Comes." Mr. Carlos is now on his way to the coast for the purpose of selecting the cast.

William Nigh Arrives at M-G-M Studios

William Nigh arrived last week at the Metro-Goldwyn-Mayer studios to take up his directorial duties at the M-G-M studios. Among his notable productions are "Thou Shalt Not Steal," "Shame," "Sunshine Alley," "Soul of Man," "Notoriety" and others.

An interesting coincidence is that Walter De Leon, the novelist, also came from New York to scenarize a vaudeville story at the studio. Nigh and De Leon were college mates at the University of California, and worked together there on college theatricals, which gave both their start on the stage. This is the first time they have been associated with the same organization since 1904.

"Sporting Lover" is Asher Picture Title

With the completion of the shooting of scenes for E. M. Asher's production for First National release, it is announced that the title has been changed from "Good Luck" to "The Sporting Lover." Camera work was completed at the West Coast Studios last week and the film is now being edited and titled.

"The Sporting Lover" is a Drury Lane melodrama by Seymour Hicks and Ian Day which had a successful run on the London stage last season. Conway Tearle is starred under the direction of Alan Hale. Carey Wilson wrote the scenario.

The cast in support includes Barbara Bedford, Charles McHugh, Ward Crane, Arthur Rankin, George Ovey, John Fox and Bodell Rosing.

Lubitsch Casting for Latest Production

Ernst Lubitsch is lining up his forces preparatory to starting production on "Revillon," his next directorial effort for Warner Brothers. It is an adaptation from the French farce by those masters of comedy and humorous technique, Meilhac and Halevy.

Monte Blue and Patsy Ruth Miller have been selected by Lubitsch to play the leading roles. Lilyan Tashman and Andre Beranger are others whom Lubitsch has already selected for the cast.

Harold Grieve, art director of "Lady Windemere's Fan," has been borrowed by Warners from Marshall Neilan to prepare the sets for "Revillon."

"Home Sweet Home" for Associated

Emil Offeman, west coast representative of Associated Exhibitors and general manager of the Associated Studios in Los Angeles, announces that contracts have been signed with John Gorman for the production of four special features for Associated release.

The first picture to be produced by Gorman will be a drama entitled "Home Sweet Home," suggested by Paine's immortal song classic of the same name.

Production on "Home Sweet Home" is scheduled to start at the Associated Studios about April 15th.

General Pershing Witnesses "The Flaming Frontier"

On Wednesday evening, March 17th, a private screening of the "Flaming Frontier" was held at the Walter Reed Hospital in Washington. The guest of honor was General John J. Pershing. There were also eight hundred disabled war veterans, prominent military officials and representatives of Washington and out of town papers. All were enthusiastic over the picture.

Harry Beaumont to Direct "The Family Upstairs"

Harry Beaumont, having completed work on "Sandy" at Fox Films studios, is preparing to start "The Family Upstairs," a screen version of the current Broadway success by Harry Delf.

Ginsberg - Kann Complete Announcement Book

The announcement book of the Ginsberg-Kann Distributing Corporation for the season of 1926–27 is now off the presses. It is a handsome book in gold, red and black. The cover is in solid gold with type matter in black.

The twelve Sterling Productions listed are, Reginald Wright Kaufman's "In the First Degree," Ruth D'Agostino's "A Woman's Heart," "Wolves of the Air," "Tongues of Scandal," William Wallace Cook's "Red Signals," "The Cruel Truth," "Her Next Step," "Unknown Treasure," "Closed Gates," "Men of the Night," "She's My Baby" and "Bankrupt."

The entire book was prepared under the supervision of Henry Ginsberg, president of the distributing corporation.

Clara Bow, Percy Marmont Cast for "Mantrap"

It was announced by Hector Turnbull, associate Paramount producer, that Clara Bow and Percy Marmont had been cast as two sides of the triangle in "Mantrap," Sinclair Lewis' story which is now running in Colliers' weekly. It is the first story in which the author has cast aside his penchant for satirizing the American small town and service clubs, and has turned to a love theme. The third member of the "Mantrap" triangle will be cast shortly and Victor Fleming, who has just completed "The Blind Goddess," will direct.

New Pathe Star Vehicle for Harry Carey

Coincident with the starting of work on one Jack Boyle story for Harry Carey's series of Pathe Western features, Charles R. Rogers announces the purchase of another screen story by the well-known novelist, author of "Boston Blackie" stories and other popular fiction.

The Carey Western now in the making is "Satan Town" with Edward Mortimer directing. The story just purchased is "Burning Bridges," which will be the next Carey picture.

F. N. Salesman Appointed Omaha Branch Manager

J. G. Bower, formerly salesman in the Los Angeles banch of First National Pictures, has been made branch manager in Omaha, Nebr., effective March 15th.

The promotion of Mr. Bower is in accord with the policy of First National whereby important posts are filled from within the ranks whenever it is possible to do so. Mr. Bower has been a successful salesman in First National for a number of years and his selection as branch manager is the reward of merit.

Noah Beery has Heavy Part in "Beau Geste"

The role of Sergeant Lejaune, "the bravest and most brutal soldier in the French Legion" as described by Major P. C. Wren in "Beau Geste" has been placed in the hands of Noah Beery. This is one of the finest character roles of the year.

First National Studios Rushed

Coast Plant Working at High Pressure to Clean Up Before Moving to New Home

PRODUCTION at the West Coast studios of First National are hitting on all six during this month before the various units are moved to the new plant at Burbank on which construction is being rushed. Four productions were put in work this week in addition to those nearing completion.

"Pals First," one of the new ones, is an Edwin Carewe production from a story by Francis Perry Elliott. Lloyd Hughes, Dolores Del Rio, Alec B. Francis and George Cooper comprise the cast thus far selected.

"The Duchess of Buffalo," a Constance Talmadge starring vehicle, is the second of the four. It is an original story by Hans Kraly, who is also writing the continuity. Sidney Franklin is directing.

"Don Juan's Three Nights," the third picture, is a Henry Hobart production from a story by Ludwig Biro which John Francis Dillon is directing, and the cast includes Lewis Stone, Shirley Mason, Malcolm McGregor and Myrtle Stedman. "Senor Daredevil," a Charles Rogers production starding Ken Maynard with Dorothy Devore playing opposite is the fourth vehicle.

First National's studios in the East are also hard at the grind with two pictures in the cutting room, two in production and another in active preparation for filming. "Men of Steel" and "The Savage" are at present being edited and titled.

"Puppets," starring Milton Sills with Gertrude Olmsted as leading lady, is in its fifth week of production with George Archambaud at the megaphone under the production management of Al Rockett, and filming will be started this week on "Mismates," featuring Doris Kenyon, which Charles Brabin will direct under Earl Hudson's supervision.

Shooting will commence about April 15 on "Subway Sadie," with Dorothy MacKaill, Lloyd Hughes and Jack Mulhall in the leading roles. Alfred Santell will direct and Earl Hudson will supervise.

First Fairbanks Negative Completed for Lumas

The negative of "The Mile A Minute Man" with William Fairbanks was completed by Camera Pictures, Inc. and has been shipped East to Lumas Film Corporation for distribution. Virginia Brown Fair supports Fairbanks in his first production for Lumas release and others in the cast are George Periolat, and George Chesebro. Jack Nelson directed so successfully that he was immediately signed for an ensuing production.

You'll want your bit o'

Sunshine

They'll Read About It!

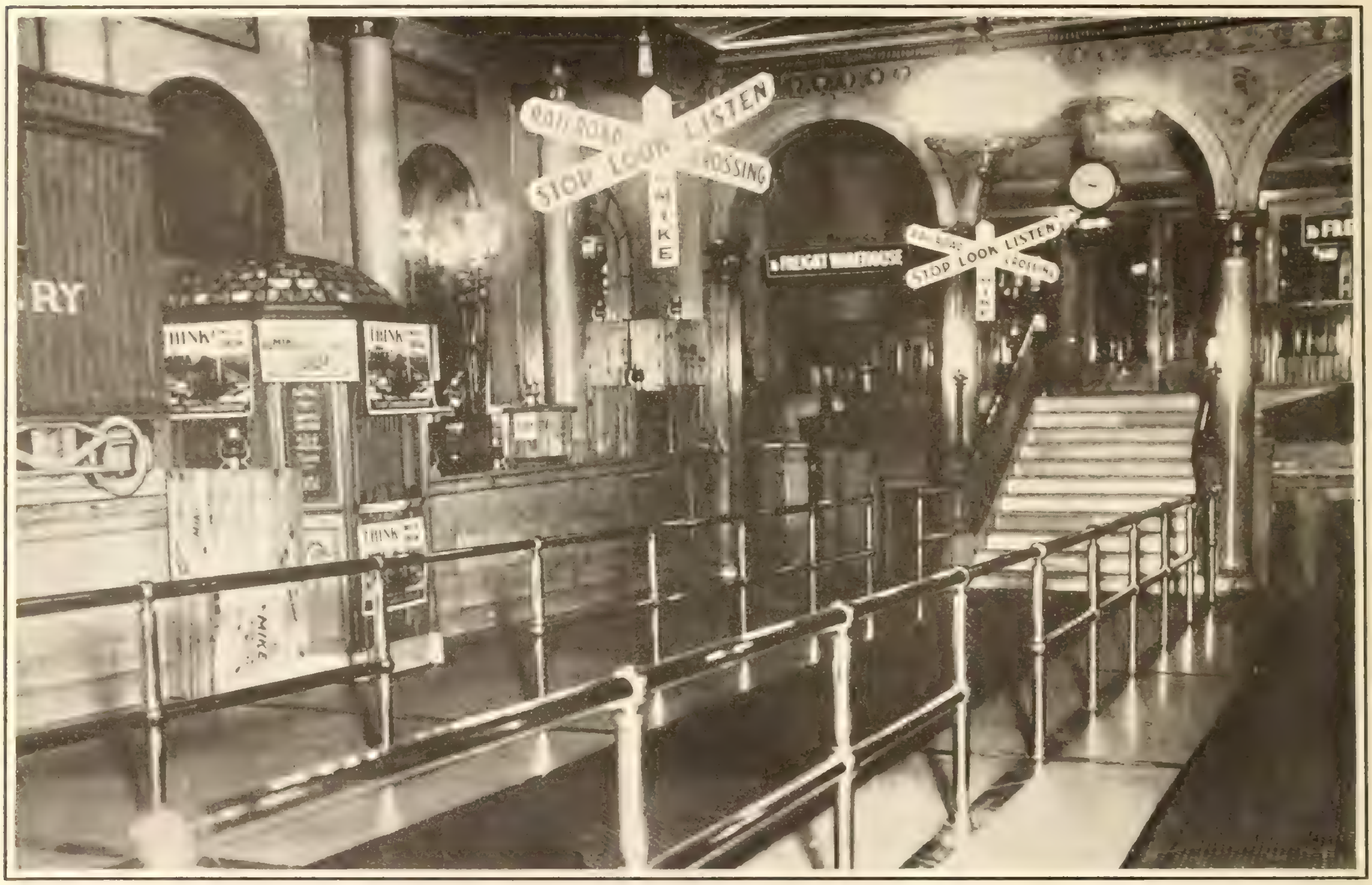
They'll Hear About It!

They'll See It Everywhere!

Everybody in the Whole Country Will Be Waiting for It!

COMING SOON!

Exhibitors Service Bureau



Elaborate lobby atmosphere for the showing of "Mike" (Metro-Goldwyn-Mayer) was a feature of the exploitation campaign conducted for this picture by the management of Loew's Palace Theatre in Washington, D. C. Photo above shows the lobby arrangement devised for this campaign.

Advisory Board and Contributing Editors, Exhibitors' Service Bureau

George J. Schade, Schade theatre, Sandusky.

Edward L. Hyman, Mark Strand theatre, Brooklyn.

Lee A. Landau, Lyceum theatre, Minneapolis.

C. C. Perry, Managing Director, Garrick theatre, Minneapolis.

E. R. Rogers, Managing Director, Tivoli theatre, Chattanooga, Tenn.

Stanley Chambers, Palace theatre, Wichita, Kan.

Willard C. Patterson, Metropolitan theatre, Atlanta.

E. V. Richards, Jr., Gen. Mgr., Saenger Amusement Co., New Orleans.

F. L. Newman, Managing Director, Publix theatres, Los Angeles.

Arthur G. Stolte, Des Moines theatre, Des Moines, Iowa.

W. C. Quimby, Managing Director, Strand Palace and Jefferson theatres, Fort Wayne, Ind.

J. A. Partington, Director of Presentations, Publix theatres, Los Angeles and San Francisco.

George E. Carpenter, Paramount-Empress theatre, Salt Lake.

Sidney Grauman, Grauman's theatres, Los Angeles.

: : THE CHECK-UP : :

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

	Poor	Fair	Good	Big	Value	Length
FAMOUS PLAYERS						
American Venus, The . . .	—	2	6	2	70	7,931 ft.
Splendid Crime, The	—	5	6	—	56	6,000 ft.
FIRST NATIONAL						
Bluebeard's Seven Wives	—	2	8	—	64	7,774 ft.
Joanna	—	1	6	4	78	7,900 ft.
Splendid Road, The	1	7	4	—	48	7,646 ft.
PROD. DIST. CORP.						
Madame Behave	1	3	3	5	71	5,417 ft.
UNIVERSAL						
His People	1	2	1	6	77	8,983 ft.

George E. Brown, Manager, Strand theatre, Birmingham, Ala.

Louis K. Sidney, Division Manager, Lowe's theatres, Pittsburgh, Pa.

Geo. Rotsky, Managing Director, Palace theatre, Montreal, Can.

Jimmie Carrier, Managing Director, Broadway-Strand theatre, Detroit.

Fred S. Myer, Managing Director, Palace theatre, Hamilton, Ohio.

Joseph Plunkett, Managing Director, Mark-Strand theatre, New York.

Ray Grombacher, Managing Director, Liberty theatre, Spokane, Wash.

Ross A. McVoy, Manager, Temple theatre, Geneva, N. Y.

W. S. McLaren, Managing Director, Capitol theatre, Jackson, Mich.

Harold B. Franklin, Vice-President, Publix Theatres Corp.

William J. Sullivan, Manager, Rialto theatre, Butte, Mont.

Ace Berry, Managing Director, Circle theatre, Indianapolis.

Laugh Insurance a Lead in "First Year" Campaign at Toledo

When the "First Year" played Manny Mandelbaum's Temple Theatre, Toledo, Ohio, he proclaimed a "Laff Week" and arranged for a "Laugh Insurance" policy with a local agent. Copies of the policy were posted about the lobby and were given editorial comment in the newspapers.

Mandelbaum also staged a "Lingerie Review," a musical extravaganza in which local girls participated. The costumes were furnished by merchants who featured in their windows copies of the garments that were displayed on the stage at the Temple.

Another feature of the campaign was a tie-up with the Army, Navy and Marine Corps Recruiting Stations, permitting the display on twenty-five of their boards of a special poster.

To a list of names obtained from the Marriage License Bureau, the theatre sent a letter containing a ticket admitting the bride free and suggesting she bring her husband along with her. Several effective tie ups were obtained. One with the Liggett Drug Stores was responsible for window displays tying up the picture with home remedies. Others were with a sewing machine company displaying their machines as important contributions to the success of a happy home life, and another was with a company dealing in perfume and toilet articles.

Macon Newsies Ballyhoo "The Last Edition"

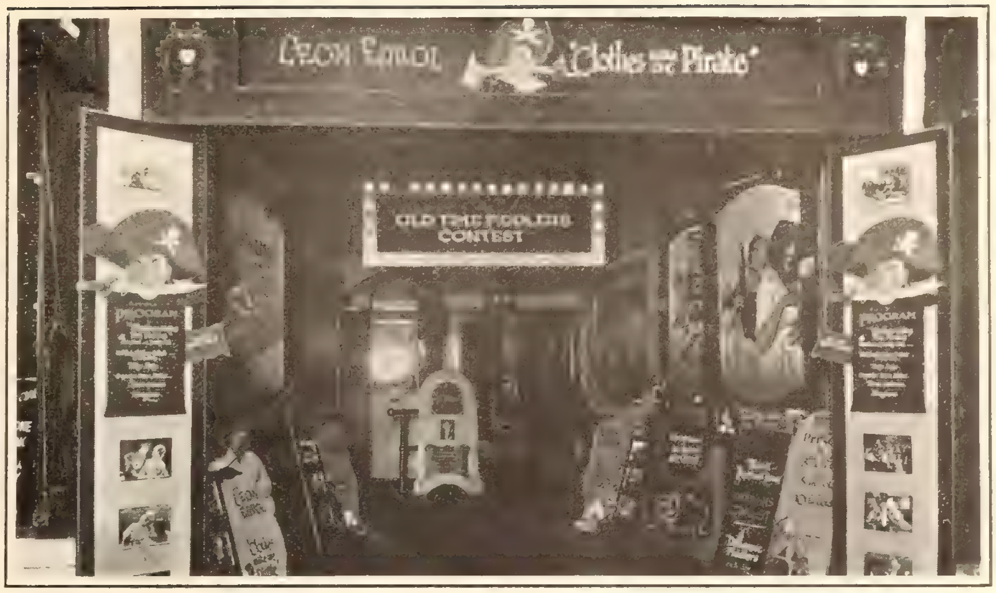
With the cooperation of the Macon News, the showing of "The Last Eedition" at the Criterion theatre was most effectively advertised. Every newsboy on the paper carried a sign on his back reading:

"The Last Edition" Criterion—Today.

Manager Percy Griffith also entertained the boys at a showing of the picture, a stunt which received special write-ups in the paper.

In addition to this, theatre had a boy dressed as a negro mamy push a baby carriage with two dolls, around the streets. Carriage bore following card:

"Last Addition" to the Criterion—Ralph Lewis in "The Last Edition."



"Clothes Make the Pirate" (First National) was exploited in colorful fashion by means of the lobby display used at the Rivoli Theatre, Portland, Ore., shown in photo above.

Dance Exploits "His People"

Mutual Benefits From Tie Up With Ballroom by Columbia, in Seattle

PUBLICITY for a period of three weeks in one of Seattle's most exclusive ballrooms was the accomplishment of a tie up with the management to stage a Big Bowery Ball in connection with the showing of "His People" at the Columbia theatre.

The settting of this picture is the lower East Side of New York in the neighborhood of the famous Bowery.

Each night the Ball and the title of the picture was announced to the crowd of dancers, who never number less than two hundred and twice that on Saturdays. The Seattle Dance News, the circulation of which is 30,000, carried front page stories and cuts. The local newspapers gave space and one used a little "art."

In front of the dance academy were two 3-sheet boards, one carrying printed matter on "His People," and the other a full set of stills. A silver trophy cup, which was to be presented to the best Bowery Waltzer, was engraved with Carl Laemmle's name, the donor, and placed in a big jewelry store window with a card calling attention to the picture and the Columbia theatre.

On the night of the Ball, before a crowd of over five hundred persons, the Bowery Waltz was held with a member of a local newspaper staff as judge.

"Real or Wax?"—Model is Display for "Blackbird"

A shadow box stunt, featuring a "human model" of Lon Chaney, seen behind a fine wire screen, proved the foremost attractor of Manager Pat McGee's campaign for the showing of "The Blackbird" at the Criterion Theatre, Oklahoma City.

The model, dressed as Chaney in his "Blackbird" character was seated at a table inside the shadow box, which featured a card reading.

"Is the Black Bird Wax or Human? If you can make him move or smile we will award you a prize of $50. Lon Chaney as the crook and again as the deformed bishop will make you gasp with surprise in The Black Bird—next Saturday."

The figure was ingeniously lighted and drew crowds of from fifty to a hundred persons all hours of the day.

Cooperative Ads Keys to Cross Word Puzzle

Though no longer an all-day occupation the cross word puzzles have survived as an occasional pastime and recently they have flashed a bit in exploitation. Possibly one of the most ingenious uses of the puzzles was that to which they were put by George H. Granat, Universal exploitation man in Toronto, in a cooperative ad between merchants of Ottawa and the B. F. Keith's Theatre. The Keys to the words were contained in the various ads tying up with the picture display.

WISCONSIN NEWS
Newsboys on their way TO SEE THE
STORMBREAKER
AT THE ALHAMBRA
WISCONSIN NEWS
Newsb
ALHAMBRA
THEATRE

A section of the crowd of 800 newsies who gathered at the Alhambra Theatre, Milwaukee, as guests of manager Harry E. Long at a special showing of Universal's "The Storm Breaker." They ballyhooed for the theatre and the picture.

Short Subjects and Serials

Lupino Lane in scenes from "Fool's Luck," a new Educational 2 reel comedy in which he is starred.

Fox Lists Remaining "Shorts"

Two "Van Bibber", Three "O. Henry" and Three "Helen and Warren" on Schedule

FOX FILMS announces the balance of releases for this season on the short subject program which constitute two of the "Van Bibber" series, three of the "Helen and Warren" and three of the "O. Henry" comedies. Also included are [illegible] Imperial comedies and eight of the Fox "Varieties."

Of the Van Bibber series there remain "The Mad Racer," to be released April 25th and "Rah, Rah, Heiderberg," June 6th. In both comedies the leading roles will be portrayed by Earle Foxe, Florence Gilbert, Frank Beal and Lynn Cowan.

The O. Henry comedies are, "From the Cabby's Seat," April 4th, "A Social Triangle," May 16th and "A Lickpenny Lover," June 27th. These will be made under the supervision of George Marshall. Benjamin Stoloff will make the first and Bunny Dull the second.

The "Helen and Warren" stories are, "Moving Day," March 28th, "Too Many Relations," May 9th and "The Family Picnic," June 20th. These will be made under George Marshall's supervision. Albert Ray will direct all three, with Kathryn Perry, Hallam Cooley and Arthur Houseman.

Five more Imperial Comedies will be released. "Two Lips in Holland," March 21st, with Arthur Houseman and Euna Marion playing the leads, directed by Lloyd Bacon; "Eight Cylinder Bull," April 18th with Jean Arthur, Harold Austin and Ralph Sipperley, directed by Jack Leys; "A 1 Society," May 2d, directed by James Gruen, with Georgie Harris and Barbara Luddy playing the leads, and "A Polar Baron," May 16th directed by Lex Neal, featuring Gladys McConnel and Gene Cameron, are the Imperial comedies.

The eight Fox Varieties remaining are "Off Shore Trails," March 21st; "The Mountain of the Law," April 4th; "Canary Islands," April 18th; "Sweden Today," May 2d; "America Today," May 16th; "Belgium Today," May 30th; "Poland, a Nation Reborn," June 13th and "Dancing Around the World," June 27th.

Error in Story of Red Seal's Buffalo Exchange

Last week, a story to the effect that Maurice A. Chase was made manager of Red Seal's newest exchange, at Buffalo, is slightly incorrect.

Max Fleischer, president of Red Seal pictures, announces that his newest exchange, at Buffalo, to be opened on April first, will be operated in association with Maurice A. Chase, who at present operates the Chase Pictures Corporation in this territory, and will continue to operate his own exchange, under his own name.

The distribution of short subjects will be handled by Chase under the name of Red Seal Film Exchange. This territory includes the state of New York, west of Poughkeepsie.

Airman to Make Series for Cranfield and Clarke

Cranfield and Clarke, Inc., have just completed a contract with Colonel Laurence La Tourney Driggs, American Airman, to produce a series of aeronautic pictures. The title of the first will be "Aces Wild." They are being completed from several million feet of film that was taken from time to time during and since the World War.

Earl Montgomery Signed to Direct for Joe Rock

Earl "Monty" Montgomery, for eight years a partner of Joe Rock in the old Vitagraph days has been signed by the latter to direct a new series of fun films which will be produced under the Rock banner this year. Until recently he has been identified as director, scenarist and gag man with other comedy studios.

Cranfield and Clarke Handle "'Fun From Press"

In future, the Literary Digest "Fun From The Press," will be released in the New York and Philadelphia territories by Cranfield and Clarke.

An entirely novel idea is being introduced.

"Wandering Willies" is a new Mack Sennett comedy for Pathe. The above stills are from the picture.

Four New Pathe Comedies are Completed

Production activity is in full swing at the Hal Roach Studios, with four new comedy pictures completed and several others in the filming stage for Pathe.

Harley M. Walker has just completed the titling and Richard Currier the film editing of the Roach comedies "Mum's The Word," starring Charley Chase, "Ukelele Shieks," starring Glenn Tryon, "Never Too Old," featuring Claude Gillingwater, and "Don Key Son of Burro," a Roach star comedy featuring Stuart Holmes and Max Davidson.

The Glenn Tryon unit is in the midst of production on a new domestic farce comedy under the direction of Fred Guiol, with Eva Novak, "Babe" Hardy and little Jackie Hanes appearing in the principal supporting roles.

Charley Chase has started work on a comedy with Martha Sleeper portraying the leading feminine part.

"Happy Hunting Grounds" Next Sportlight Film

In the latest Grantland Rice Sportlight, "Happy Hunting Grounds," distributed by Pathe, motion picture fans are given a graphical pictorial story of the greatest of outdoor sport, that of hunting big and small game. It was produced by John L. Hawkinson and is scheduled for release April 4th.

Scenes from "Wife Tamers," a Hal Roach production for Pathe in which Lionel Barrymore makes his debut as the star of a two reel comedy.

Earle Fox in scenes from "The Reporter," produced by Fox Film from the story by Richard Harding Davis.

Pathe's Schedule for April 4

List of Product Scheduled for Release Includes Two Reel Comedies from Chase and Graves

CHARLEY CHASE in "Dog Shy," a Hal Roach production, and Ralph Graves in "Hooked at the Altar," a Mack Sennett comedy, head the list of Pathe releases for the week of April fourth. Other contributions include "Songs of England," "Happy Hunting Grounds," a new chapter of "Casey of the Coast Guard," "The Merry Blacksmith," and the usual Pathe Review, Topics of the Day, and two issues of Pathe News.

Stuart Holmes, Mildred June, Josephine Crowell, and William Orlamond support Chase in "Dog Shy," which is the story of a youth, dog shy since babyhood, who is chased into a telephone booth and a romance through an error. Leo McCarey directed.

Thelma Parr appears opposite Ralph Graves in "Hooked at the Altar" and the support includes Marvin Lobach and Patsy O'Byrne. Wesley Ruggles and Arthur Ripley directed this story of an interrupted elopement.

"Happy Hunting Grounds," the Grantland Rice Sportlight produced by J. L. Hawkinson, gives a graphic pictorial story of the great outdoor sport of hunting big game and small.

"Songs of England" is another of the "Famous Melody Series" produced by James A. Fitzpatrick. Peggy Shaw is seen as the girl. Among the favorite old English folk songs and melodies in this number are "Love's Old Sweet Song," "The Lass of Richmond Hill," "Tell Me, Mary How to Woo Thee," "Drink to Me Only With Thine Eyes," "Alice, Where Art Thou," and "The Hunt Is Up," a rollicking hunting song.

"Smuggled Aliens" is the title of the eighth chapter of the Patheserial "Casey of the Coast Guard." Pathe Review No. 14 presents "A Flash of the Old Frontier," views of Harry Carey's California trading post; "An Evening At Home," presenting Joe Magee, and "The Pleasure Boat," a pictorial interpretation of the famous poem by Richard Henry Dana.

"The Merry Blacksmith" is a lively Paul Terry depiction in the Aesop's Film Fables series. Topics of the Day No. 14 presents a choice selection of humor gems and the two issues of Pathe News offer last minute world happenings.

GOERZ

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no grain

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200 Bay St., Toronto, Ont.

Christie Schedule Completed

Filming Finished on Twenty-Eight Two Reel Comedies for Educational Release

THOUGH not titled and edited as yet the Christie schedule of twenty-eight two reel comedies for Educational release on the 1925-26 program have been finished as far as the actual filming is concerned and the next two months will be devoted to editing and previewing those completed before shooting is commenced on the subjects for release next season through Educational.

Only five directors have been engaged this year in the making of a total of twenty-eight comedies, each director thus having an average of fully eight weeks' time to devote to the preparation, filming and editing of each comedy, which is reflected in the finished product. About three weeks of each period is devoted to the actual shooting of the comedy.

The Christie Comedies fully completed and delivered to Educational in the series are "A Misfit Sailor," "A Goofy Gob," and "A Salty Sap," featuring Billy Dooley; "Soup to Nuts," "My Swedie," "Run Tin Can" and "Dancing Daddy" featuring Neal Burns, Jack Duffy, Vera Stedman, Natalie Joyce, Bill Irving and others, with three more untitled to be finished.

Bobby Vernon has so far been in "Watch Out," "Slippery Feet," "Yes, Yes Babette," "Page Me," and "Broken China," and has finished his work in the last, yet without a title.

Jimmie Adams' series includes "Be Careful," "Fair But Foolish," "For Sadie's Sake" and "Whoa Emma," with two more to be completed. In the Walter Hiers' series the finished releases are "Off His Beat," "Hot Doggie," "Weak but Willing," "Wireless Lizzie" and "Fresh Faces," with but one other comedy to be titled.

F.B.O. Plans New Comedies

Film Booking Offices to Distribute New Series of Standard Red Ribbon Comedies

DURING the coming season Film Booking Offices will distribute a series of twelve two-reel comedies under the brand name of Standard Red Ribbon Comedies. The deal was made by Major H. C. S. Thompson for F. B. O. and L. G. Darmour for Standard Cinema Corporation which will make the series with Joe Rock personally supervising and directing.

Alice Ardell will be starred in the new series. Prominent in the casts will be Chester Conklin, Jimmy Aubrey, "Slim" Summerville, Lee Moran, Gail Henry, Neely Edwards, Stan Laurel, Les Saylor, Sid Smith and "Fatty" Alexander. It is probable that Joe Rock will play in some of the comedies himself.

Film Booking Offices plan to release nearly eighty short subjects during the next season as well as fifty-six feature length pictures. Arrangements are rapidly being made for the former and it is expected that the schedule will be practically completed before the F. B. O. Sales Convention which will be held in Los Angeles on April 1st, 2nd and 3rd.

Resume of Current News Weeklies

FOX NEWS CONTINUITY, VOL. 7, NO. 50: The President's father dies at the age of 80; Great racing stables prepare for spring at Belmont Park; The bottom falls out of a Kansas River; Hollywood, Cal.—A day in the life of Pal, the dog movie star; Paris, France—Art connoisseurs flock to Montmarte to view obscure painters' work shown in open-air salon; Tigers begin season's training in Georgia; New York City—The sons and daughters of Erin march up Fifth Avenue as St. Patrick's Day is celebrated by city; New Orleans, La.—Arthur J. O'Keefe is elected Mayor of City in succession to the late Martin Behrman; San Antorio—Historical trophies of a famous regiment; Boston, Mass.—Throng of 200,000 sees great parade celebrating the 150th anniversary of evacuation by the British; San Antonio—Texas celebrates first 'blue bonnet day;' Lake Geneva, Wis.—The first ice golf course in America, Miami, Fla.—Transplanting the South Sea Islands in America; Mentone, France—Helen Wills wins another tennis victory; Portland, Ore.—Police force of this city are taught the principles of jiu jitsu.

PATHE NEWS NO. 25: Plymouth, Vt.—President's father dies! Weybridge, England—Air troop ships to guard England's eastern mandate Iraq! New Haven, Conn.—Yale crews brave snowstorm in training for spring races! Here and There—Paris goes dry in two-hour strike. New York City nominate new immigration commissioner for port of New York! East Grinstead, England—Drives motorcycle full speed through sheet of plate glass! Trout Lake, Wis.—"Kings of the forest" enjoy their new home! Hudson, Ontario—Planes rush prospectors to newly-discovered Klondike! Tet-
$25,000 feature as racing season closes.
bury, England—Wales decides to try again—after his 15th fall! Geneva, Switzerland—League of Nations faces most critical test since its formation! Pensacola, Fla.—"Flying officers to command flying units!" San Antonio, Texas—Harvest acres of bluebonnets to help build museum.

PATHE NEWS NO. 26: New York City—To capture African wild animals alive! Oil City, Pa.—Hundreds made homeless as ice jam breaks, flooding city! Newport News, Va.—Launch nine vessels at South's biggest shipyards! Chatham, England—King George reviews his Royal Engineers! Fairbanks, Alaska—Wilkins Polar Exposition to "carry on" despite accidents! Plymouth, Vt.—Father of President succumbs on eve of 81st birthday, after long illness! Philadelphia, Pa.—Inspect world's longest suspension bridge! Baltimore, Md.—Quickly conquer flaming lake by use of new chemical foam! New Orleans, La.—Bagenbaggage wins Louisiana Derby! New York City—New York soprano makes debut as star at Metropolitan! Murphysboro, Ill.—Town quickly rebuilds after disastrous tornado!

KINOGRAMS NO. 5171: Washington—Congress Committee ready for Muscle Shoals bids; Beaver Falls, Pa.—Bridge falls into river, huge span is demolished on completion of new structure; Washington—Diplomats from 26 countries hold public drawing for Davis Cup matches; Ta Tung Fu, China—Cameraman Lamb discovers ancient Buddhist temples carved in rocky mountainside; Miami—Thirty thousand see Boon Companion win

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KINOGRAMS NO. 5172: Plymouth Notch, Vt.—President and Mrs. Coolidge attend funeral of Col. Coolidge, the President's father; Miami—Gar Wood wins thrilling motorboat race for Fisher-Allison trophy; Fairbanks, Alaska—Eskimo friends travel for miles to wish George Wilkins, polar flier, godspeed; Paris, France—French girls hold exciting cross-country race; Philadelphia—Mrs. C. H. Hopper wins fencing tournament and national championship; Newport News, Va.—Enormous crowds see five ships launched all at one time.

INTERNATIONAL NEWS NO. 24: Madison Barracks, N. Y.—Night war game in snow makes thrilling picture; New York City—Erin's loyal hosts honor St. Patrick; South Boston, Mass.—Boston celebrates 150th evacuation anniversary; Near Sharon Springs, Kan.—Bed of Smoky River collapses 1,000 feet, creating vast crater; New York City—Birds and fish occupy same home; Boston, Mass.—Striking fireboat display features welcome to German liner Westphalia; Cambridge, Mass.—Harvard oarsmen, eager to start training, cuts channel through river ice; Plymouth, Vt.—Intimate glimpses of Col. John Coolidge, the President's stricken father, at his Vermont home; New York City—"Dry" family arrives; New York City—Six sets of twins under one roof; Riverside, Ill.—Trolley car takes nose-dive from bridge; The Pyramids, Egypt—Desert speeders race up and down Pyramids; San Fernando, Cal.—World's largest garden in bloom for Easter; Mitchel Field, L. I.—Aerial marksmen test flexible machine guns.

INTERNATIONAL NEWS NO. 25: Newport News, Va.—Nine ships launched as thousands cheer; Philadelphia, Pa.—Great Delaware span gets final inspection; Plymouth Vt.—President's father laid to rest amid snow of his countryside; New York City—New version of "puss in boots" solves housing problem for pups; Peking, China—Wu Tschen Feng just voted champion papa in a Peking popularity contest; Santa Monica, Cal.—Baby a high flyer at age of one! New York City—Spring cleaning starts on towering skyscrapers; Cheltenham, England—National hunt classic opens steeplechase season.

F. B. O. Secures Film Rights to Witwer Series

Film Booking Offices announces that it has secured the exclusive rights to two series of short stories by H. C. Witwer, the celebrated humorist, for the season of 1925-27. These will be made into two series of twelve featurettes, the first being ready for release early in the coming season. "Bill Grim's Progress" is the title under which the first series will be released. The stories are appearing in Collier's Weekly. The second series will be called "Wisecrackers" and will be taken from a series of short stories by Mr. Witwer which are current in the Cosmopolitan Magazine.

Gertrude Short, who recently was placed under a long-term contract by Film Booking Offices, will be starred in the two series. Featured with her will be Al Cooke and Kit Guard, who gained great popularity through their work in "Fighting Blood" and "The Adventures of Mazie" in which Alberta Vaughan starred.

Cranfield and Clarke Will Issue Charleston Series

Cranfield and Clarke, Inc. have concluded arrangements to release a series of four single reel Charleston pictures, featuring Ned Wayburn and Virginia Bacon, and Ziegfeld Follies Girls.

Opinions on Current Short Subjects

" Wife Tamers "
(Pathe—Two Reels)
(Reviewed by Edw. G. Johnston)

WELL, here you are—you exhibitors—who according to reports have been shouting for a prominent star's name to hang up on the marquee. Hal Roach has given you Lionel Barrymore in his first two reel comedy release—so get out the lamp units which spell his name. There's no doubt that with Barrymore's name featured, exploitation possibilities will be far greater—and he furthermore handles his role in a first rate manner but in the opinion of this reviewer the balance of the cast are good enough to stand on their own legs at any old time. Barrymore plays the part of a misunderstood husband and Gertrude Astor is seen as his wife. Clyde Cook, another star, also figures conspicuously. Cook is Barrymore's valet and is dispatched by his master to make a date with a little girl who has become stranded in the neighborhood. Vivian Oakland has the role of the latter and it's one which she always plays well. The distressed husband has picked her out in order to excite his wife's jealousy. Jimmie Finlayson is the other member of the cast. A scene in a restaurant which brings out the crudities of the husband's new found girl-friend is the means of reuniting the estranged couple. James W. Horne directed.

The Cast

Lionel Barrymore, Clyde Cook, Gertrude Astor, Vivian Oakland and Jimmie Finlayson.

Summary—A good comedy further enhanced by the name of a prominent star. Suitable for all houses. Play up the name of Lionel Barrymore.

" Fools Luck "
(Educational—Two Reels)
(Reviewed by Edw. G. Johnston)

ANOTHER Lupino Lane comedy which will prove to be a first class attraction. The story and direction are by William Goodrich and the balance of the cast give Lane able assistance—the work of George Davis and Virginia Vance particularly standing out. While the story of an overdue hotel bill has been used many a time, it always seems to get by once more—and then, Lane's handling of it is in his own peculiar style. After leading an almost effortless life in a hotel suite where he is nursed by a faithful valet, Lane's father suddenly stops the allowance on the eve of a dinner the son is to hold in honor of his soon-to-be bride. The hotel proprietor pursues with a bill for past due rent and Lane decides it's cheaper to move. Some good aerial gags are pulled when he and the valet attempt to move the piano out of the window. This is finally accomplished and the truck leaves for an undetermined destination with Lane astride the top of the load. The valet and the truck driver become involved in a heated argument, the truck is left driverless and ends its mad whirl down a steep hill by a collision with a locomotive. The claim agent settles with Lane and all is well.

The Cast

Lupino Lane, George Davis, Virginia Vance and Jack Lloyd.

Summary—Good comedy attraction with Lupino Lane and an excellent supporting cast. Should please anywhere.

" Burkhardt's Plastic Film "
(Renown Pictures—One Reel)

HERE is one of the best screen novelties that ever went into a Motion Picture Theatre in the opinion of this writer who witnessed its showing at the Colony Theatre in New York City. It had already played at one of the Broadway houses several weeks ago and this was a return engagement. The query which the Colony asks its patrons is "are they girls or illusions" and that rather sums up the matter. A special screen made of scrim is hung in front of a background in keeping with the nature of the subject. The first part of the reel shows a celebrated dancer and there is an almost perfect illusion that she is real—and executing her steps on the theatre stage. The next two acts following are made up of a ballet corps and a troupe of acrobats and again the same illusion is created. In short, the film could be used to create the effect of a short bill of vaudeville to precede a feature. Full instructions to electricians and projectionists are furnished by the distributor who claims that no exhibitor need fear any complications as they are simple and easy enough for any to understand. R. C. Flothow is in charge of this novel film.—EDW. G. JOHNSTON.

" Whoa Emma "
(Educational-Christie—Two Reels)
(Reviewed by Edw. G. Johnston)

HERE'S an amusing and clever burlesque of a "Wild Horse" feature from the Christie Studios, featuring Jimmie Adams. At the start it would seem rather a difficult subject but the trick horse "Emma, the Vamp of the Plains" goes about her work in most convincing manner and Adams receives excellent support from Molly Malone and Hank Mann. As to the story, it has to do with the efforts of a ranch owner to bring about the capture of "Wild Emma" whose vamping qualities are creating havoc among the ranch horses. In response to a letter requesting help from a correspondence school, Jimmie arrives on the scene with his valet and on making "Emma's" acquaintance, they immediately become fast friends much to the consternation of the ranch employees. There is considerable "horse play" throughout. Robert Thornby directed.

The Cast

Jimmie Adams, Molly Malone, Hank Mann and "Emma."

Summary—An amusing burlesque of a "Wild Horse" feature. Should prove good entertainment for most audiences.

" Wandering Willies "
(Pathe—Two Reels)
(Reviewed by Edw. G. Johnston)

THERE'S a lot of good laughs right at the start of this Mack Sennett comedy when two hungry tramps whose parts are played by Billy Bevan and Andy Clyde, hit upon an ingenious but dangerous plan to ease their appetite. A cop has temporarily captured the attention of a nurse who is in charge of a baby and its carriage and the scene is near a lake. Picking up a duck which is peacefully swimming near the shore, Billy dresses it with the baby's clothes and hurls it into the water. The cop goes to the rescue only to have the object evade him. The pair then steal the carriage and with one inside and under cover, enter a restaurant. Kewpie Morgan is the proprietor and Ruth Hiatt the waitress. Billy and Andy are finally exposed during their attempts to capture a square meal. Del Lord did the directing.

The Cast

Billy Bevan, Andy Clyde, Ruth Hiatt and Kewpie Morgan.

Summary—A capable cast and some good gags introduced during the first half will put this over. Is suitable for the average house.

" Yearning for Love "
(Universal-Century—Two Reels)
(Reviewed by Chester J. Smith)

WANDA WILEY has a fairly good story in this two-reeler, which gives her all the usual opportunities for displaying her talents and taking the requisite number of falls that characterize all of these Wiley stories. She is dominated by a prim aunt, who picks for Wanda what the latter considers an impossible suitor. As Wanda has her own idea about suitors she elects to marry another, and in succeeding in doing so evokes a lot of fast comedy.

The aunt arranges for the wedding with the undesirable suitor, while the rival intercepts the minister, and disguised, serves in that capacity himself. He blackjacks the intended groom, elopes with the girl, while aunty takes advantage of the injured man's condition and marries him herself.

Summary—This is a story of the usual Wanda Wiley type. It abounds in fast action and lively comedy and should serve as a good vehicle in any but the first run houses.

"A Flivver Vacation "
(Universal-Century—Two Reels)
(Reviewed by Edw. G. Johnston)

EDDIE GORDON is featured in this two reel Century comedy which has to do with the trials and tribulations experienced by a family flivver party who are on their vacation. It's a fairly amusing brand of entertainment with the part where the burro aids the flivver in fording a stream—standing out as the best. There's a lot of slapstick, Follies beauties, some gags—in fact a conglomeration of comedy material, juggled around in a manner which should please a not too critical audience. The camping party consists of a hen-pecked husband, his strapping big wife, a delicate son-in-law and a fat son who is bad all the way through. It is this kid who causes most of the troubles before and after they are settled in camp. A series of domestic complications finally ends with father and mother tumbling over a high embankment. Noel Smith directed.

Summary—Fair brand of comedy with some pretty good gags. Will please the average house.

" Taking the Heir "
(Universal-Bluebird—One Reel)

CHARLES PUFFY is the featured player in this single reel Bluebird which concerns a series of troubles that befall this roly-poly comedian on his wedding day. A friend phones him that a bearded man will attempt to thwart his matrimonial plans. Puffy fearing a process server with whom he has had some difficulty, engages a group of friends to stop any bearded man from entering the church while the ceremony is under way. The bride's father and the minister—both bearded—are bound, gagged and thrown into separate rooms while the process-server manages to slip by. Troubles are finally ironed out. It's a very fair single reeler.—EDW. G. JOHNSTON.

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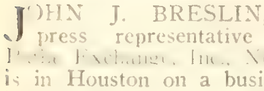
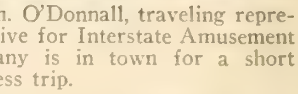


Regional News from Correspondents



Houston

JOHN J. BRESLIN, special press representative of the Pathe Exchange, Inc., New York, is in Houston on a business trip. Mr. Breslin is making a tour of the South in the interest of the "short subject" program of the moving picture theatre. He is being accompanied by Arthur Springer, who is "short subject" representative for Pathe in South Texas.

The Ritz Theatre, between Main and Travis on Preston Avenue, will be open to the public at an early date, according. Theo Polemanakos, manager, The Ritz has been under construction since last fall and when completed will be one of the finest theatres of its kind in Texas. It will have a seating capacity of 1,260, including a balcony.

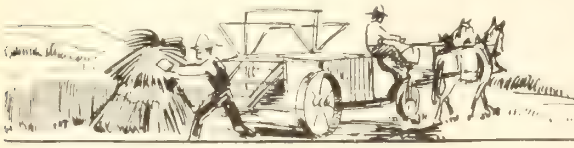
The Ritz will be equipped with an orchestra type organ and other modern equipment. The policy of the theatre has not been announced other than it will be a popular price theatre.

Elliot S. Forman who has been manager of the Palace Theatre for the past four months will leave this week for New York and Canada. Mr. Forman plans to return to Houston next fall.

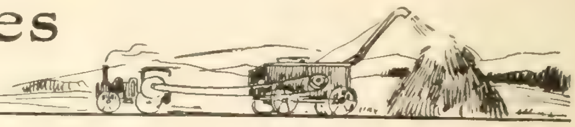
Wm. O'Donnall, traveling representative for Interstate Amusement company is in town for a short business trip.

Sam Abrams, manager of the Rialto Theatre has been out of the city for a short trip. Mr. Abrams and Louis Weiner, owners of the Rialto, reported that business had improved since the admission price was lowered.

Abe Silverberg was away from the Crown and Folly for several days last week on account of sickness.



Des Moines



AFTER an illness of fourteen weeks L. Schwidelsen, owner of the Star Theatre at Sioux City, Iowa, was back at his theatre again last week.

Lee Moore has bought the Orpheum Theatre at Centerville, J. Fogarty was the previous owner.

The Strand Theatre at Jewell has been sold by Stanley G. Fuller to John R. Foresman.

Peter Luinstra is again operating his theatre at Hull, Iowa. The theatre which is named the Legion Theatre has been closed during the winter.

L. M. Sanders of Blackton, Iowa, has bought a new machine for his house. It was installed by the Western Theatre Supply Company.

The Lyric Theatre at Walnut, Iowa, was sold by E. R. Jolley. The new owner is H. G. Schmidt.

A new addition to the sales staff of Metro Goldwyn is Manager A. E. Kennedy of St Louis. He was transferred from the St. Louis office to take charge of the southern part of Iowa.

At the Universal office old friends are welcoming Roger Peckenpaugh who years ago used to be with Universal in Des Moines. He has been out of the state and absent from the film business for some time. He will take Zone D, the territory formerly covered by McGivern.

The Exhibitors Supply Company have been busy with a run of repair jobs. About a dozen exhibitors are having their machines overhauled and repaired at this time.

Joe Jacobson, formerly with Pathe, has joined the sales force of Universal.

W. E. Banford, manager for Metro Goldwyn, has been out in the territory all the last week. He was in northeastern Iowa.

E. F. Walters who has charge of publicity for this district for Universal is now at the Des Moines office.

Ben Abrams, special representative from New York City, has been here for the past week, to aid in the Universal selling campaign

Manny Gottlieb, manager of the Universal office, and his staff of salesmen will attend the convention of Universal salesmen and managers of the United States at Chicago this week.

Little Miss Davis, the nine months' old daughter of Harold Davis, cashier for Metro Goldwyn, has been visited with an attack of measles.

Bill Treloar of Ogden and Byron Watson of the Grand at Knoxville were visitors at the Des Moines office of the Exhibitors Supply Company.

Visitors along Movie Row were Walter Carroll of the Star Theatre at Colfax, J. C. Collins of the Rex Theatre at Perry, A. C. Shuneman of the Isis Theatre at Webster City and, by no means least, Jake Cohen of the Strand Theatre at Ottumwa who is also the owner of the Lincoln Theatre, Des Moines.

A new motor generator was purchased by F. W. Peck for his theatre at Arnolds Park.

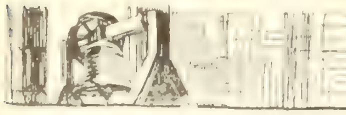
John J. Homan is operating the theatre at Alton which was formerly under the management of the Legion.

J. C. Staak of the theatre at Carroll, Iowa, has bought new Morelite low instensity lamps for his theatre.

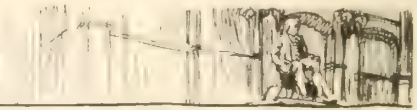
The Swan Theatre at Villisca has been equipped with a new spotlight. The You and I Theatre at Des Moines has brought a new machine and the Princess Theatre at Reinbeck has also been equipped with new light units.

Confined to his bed at his home at Waterloo, Iowa, Harry Saveride, salesman for Famous Players, has been ill for the past week with the flu.

E. P. Smith of the Strand Theatre at Newton underwent an operation last week. He is recovering splendidly and will soon be as active as ever.



Philadelphia



EDWARD J. O'KEEFE, Manager of the City Square Hotel, Atlantic City, who recently returned from a vacation in Miami, Fla., where his brother is connected with some large real estate operations, was appointed chairman of a committee on the Famous Players Motion Picture convention which opened in Atlantic City on March 23rd.

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Fire believed to have been caused by a discarded cigarette, broke out in the lobby of the Bellevue Theatre, 2212 N. Front St., Philadelphia, recently while the matinee was in progress. Manager Harry A. Goren averted a panic and extinguished the flames before they had gained much headway.

The Desmond Theatre, Kensington Avenue and Cumberland Street, will be converted into a combined motion picture and vaudeville house by the Sablosky & McGuirk interests, a subsidiary of the Stanley Company. The Desmond has a seating capacity of 2,000 and the improvements and renovations will involve an expenditure of approximately $250,000. When completed the Desmond will be one of the finest motion picture theatres in that section of the city.

Herman Reuben, who was connected with the Ad Sales Department of the Philadelphia exchange of Famous Players-Lasky Corporation, has been transferred to Wilkes-Barre and promoted to the position of manager of the Ad Sales Department there.

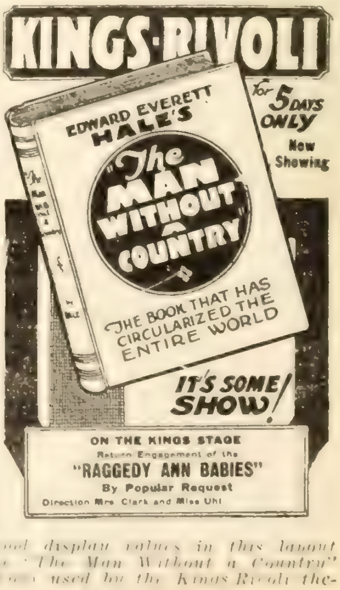
Joseph Knopf, manager of the Stanley Company's Aldine Theatre in Wilmington, Del., who is well known on Vine Street, has been seriously ill with grippe.

Green & Altman gave a special entertainment, including three acts of vaudeville and a feature picture, on Sunday evening, March 21st at the Park Theatre, Ridge Avenue and Dauphin Street, under the auspices of the Philanthropic League for Crippled Children

Daniel L. Hake, prominent in theatrical and newspaper circles here, died at his home on Chester Avenue, as a result of a stroke of apoplexy.

George Bennethum, manager of a chain of theatres in this territory, is taking the medicinal baths at Hot Springs, Ark.

Herbert Effinger, of the Strand Theatre, Philadelphia, will erect a motion picture theatre, store and apartment house on Garret Street, east of Market Street, Drexel Hill, Pa.



Good display values in this layout for "The Man Without a Country" (Fox) used by the Kings Rivoli theatres, St. Louis

Buffalo

MEMBERS of the Universal office sales force journeyed to Detroit the past week to attend the convention of the "U" hosts. Manager Charlie Goodwin and his aides returned filled with pep and enthusiasm over next season's plans. Louis Olshan, home office black signal representative, was in town last week going on to Cleveland from Buffalo. William Doyle, short subject booker and former shipper, is making good in his booking job to which he was promoted by Manager Goodwin because of his ability.

George F. Dembow, general sales manager for Robert Kane productions, was a Buffalo visitor last week end. He visited with First National manager, Frank J. A. McCarthy. Joe Lieberman, formerly with United Artists in Buffalo, is now working in the Albany territory for First National.

Ted O'Shea, Albany Metro-Goldwyn-Mayer office manager, visited his old home town last Sunday and greeted relatives and friends in film circles. Ted is meeting with real success in the capital.

Maurice Chase is soon to open a new Red Seal exchange in Buffalo. Mr. Chase has been operating Chase Pictures corporation and now has an office in the Warner building with Jim Savage as local manager. Red Seal Film Exchanges has just been granted a charter in Albany.

Gabriel Hess of the Hays organization is expected in Buffalo to address the members of Buffalo Zone, M. P. T. O. of N. Y., at the meeting in the Hotel Statler, March 30, at 1 P. M. Luncheon will be followed by a business meeting. The new uniform contract and the affiliation with the Hays body will be two topics of discussion.

Manager Marvin Kemper and his Buffalo Paramount staff are disporting in the waves at Atlantic City this week where they also are attending the big powwow. Maurice Cohen was rather disappointed that there were not making another "American Venus," in the resort while he was there.

E. J. Smith, general sales manager for Associated Exhibitors, was in Buffalo last week end, conferring with local representative John Sitterly. Leo Murphy of the A. E. sales staff is ill again but Al Teschmacher, booker, is back on the job following an attack of sore throat.

Manager Keorge Keating of the Jubilee theatre in north Buffalo, put on a special show for the Dunlop plant workers the other evening.

Title to the Dellinger theatre property, 105 and 107 Main street, Batavia, has passed from William F. Haitz, owner of the life use of the property, and the heirs of John Dellinger, to Harry Kreiger and Joseph R. Rosenbloom as tenants in common. The deed has been filed in the county clerk's office and was executed by William J. Darch, referee, and William F. Haitz. The amount paid for the theatre, according to the terms set forth in the deed and the revenue stamps attached, was $70,000. While no announcement has been made by the new owners, it is understood the Dellinger will be remodeled and soon opened as a motion picture theatre. It is believed that the building will be altered to comply with the state building code and the theatre will be conducted either by Mr. Rosenbloom or Mr. Kreiger.

Albany

HAVING had his fill of Florida real estate, Ben Apple, one of the old time exhibitors of Troy, is back in town, much lighter in weight.

Uly S. Hill has decided to use one of his biggest pictures for Holy Week at his houses in Troy and Albany, despite the fact that the week is a poor one from a business standpoint.

Miss Mary Fogarty, cashier at the Central Theatre in Albany, is back on the job after a week's illness from the grippe.

George Roberts, district manager for Fox, was up from New York during the week in connection with the changes in the local exchange.

Julius Berinstein, owner of theatres in Troy and Albany, is once more looking his old time chipper self, following many days at the dentist.

Sidney Katz, from the New York F. B. O. office, is in Albany for two or three weeks, until such time as a manager may be named for the local exchange.

Herman Stern, local manager for F. B. O., who recently resigned, plans to make his future home in Brooklyn.

Margaret Sullivan, is now the only woman in this immediate vicinity who is booking pictures for a motion picture theatre. She does all the booking for the San-Souci, which is owned and operated by her brother.

Sam Burns, manager for the Bond Photoplay Company in this city, is spending the entire week along the Canadian line.

Claude Fish; of the American in Schenectady, left this week for Toledo, to bowl in the big national tournament.

Ted O'Shea, manager for Metro-Goldwyn here, was in Buffalo during the past week. When he returned to town, he found his family ill in bed with the grippe, and on the day following Mr. O'Shea was stricken.

P. T. Gordon, of Keeseville, and Charles Marshall, of Ausable Forks, were in town last week on their way back from New York City.

R. J. Meigs, a salesman in the Pathe exchange, had a narrow escape from injury last week, when his automobile was nearly overturned just after it had crossed a railroad track ahead of a train.

Miss Renee Craven of the First National exchange, is confined at her home in Albany, with an attack of the measles.

Henry Uhlein, of Lake Placid, plans to erect a 1,000-seat house, in the well known resort, during the coming spring and summer.

Four exchanges will pick up their goods and move on May 1 to the new film exchange building on the outskirts of Albany. The quartet includes Universal, Warner Brothers, Metro-Goldwyn and First National.

Morris Silverman, who had previously announced his intention of erecting a new theatre in Schenectady, stated this week that business does not warrant another house, and will continue to operate the Pearl and Happy Hour Theatres.

Alex Herman, local manager for First National, was called to New York City during the past week on account of the illness of his mother.

H. C. Bissell, Ray Smith, Fred Duffy and Leon Herman, all connected with the local Universal exchange, came back the first of this week, from New York City, where they had been attending a sales convention.

Through the resignation of Mike Thomas, salesman of Warner Brothers, Maurice Caplon is now covering the northern territory, while Ben Smith is working the southern tier.

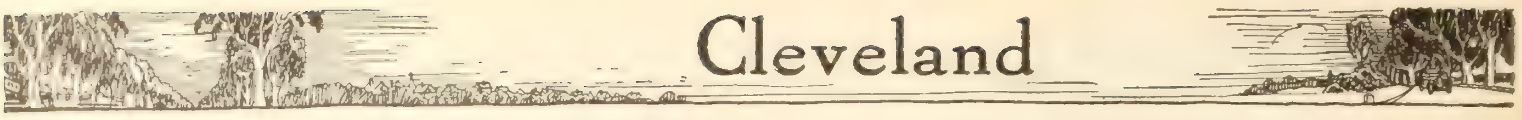
C. H. Buckley, owner of the Clinton Square and Leland Theatres in Albany, is once more back in his home from the hospital.

H. E. Elder, district manager for Warner Brothers, was in town during the week.

Wait!

Coming Soon

Universal's Greater Movie List



Cleveland

THE Opera House, Farmington, O., has changed hands. While it formerly belonged to G. Shetler, it is now the property of W. C. Arndt.

C. A. Faust is the new proprietor of the Opera House, Butler, having recently purchased the house from W. H. [illegible].

D. W. Dowell has entered the exhibition field as owner and manager of the Lincoln theatre at Waynesburg. The house formerly belonged to Thomas [illegible].

The [illegible] theatre in Ashland has passed from the ownership of H. Carl to that of Rudolph Skirboll. Skirboll is a brother of W. N. and H. R. Skirboll who operate the local Educational Film exchange and distribute Red Seal productions.

W. C. Walters, who recently sold his Royal theatre in Oak Harbor is back in the field again. He has purchased the Rialto theatre, Bellevue, from R. McIntosh and will personally manage it.

It is reported that the Strand theatre, Weston, O., is closed permanently. David Stover owns it.

Sam Bullock, former field representative for the M. P. T. O. of Ohio is recovering from his recent attack of congestion of the lungs. Bullock is out of bed now, and is glad to have his friends call on him.

B. F. Keith's new theatre in Akron opened last week. It is showing a combination vaudeville and picture program, with split week attractions.

Sam Jenkins, who runs the Grand theatre in East Liverpool, has taken over the Liberty theatre as well.

Mrs. Goldie Greenwald, wife of Frank Greenwald, of the Greenwald-Griffith exchange, died last week of scarlet fever. Mrs. Greenwald was well known and popular in her field of endeavor as "Greenie" is in his. His host of friends send their sympathy through this column.

Tom North, special two-reel comedy exploiteer for Pathe, has just finished a two-week campaign in this territory. R. S. Schrader, central division manager for Pathe, was in town also.

Charles Howard, a brother of W. K. Howard, motion picture director, has promoted the building of an open air amusement park in St. Marys, Ohio. Howard was formerly an exchange manager in Minneapolis.

Ned Depinet, First National sales manager for the southern division was in town last Monday for a conference with local branch manager, Cradwell L. Sears.

George Moore, for eleven years connected with the Cleveland Vitagraph exchange as cashier, has been appointed cashier for the Indianapolis P. D. C. office.

Jack Osserman, who has operated both branch offices and motion picture theatres with equal success has a new job. Last week he entered into a life partnership agreement with a young lady of Warren, Ohio. Jack met his bride while managing a house in Warren.

Jack Bates, veteran film salesman in this territory, is back in the hospital again, following an automobile accident. He was run into by a suburban bus.

The central states Universal convention will be held in Detroit, March 22, 23 and 24, instead of in Cleveland, as at first announced. This convention covers the Cleveland, Pittsburgh, Detroit, Cincinnati, Buffalo and Charleston, West Virginia, offices.

Norman Moray, recently installed local Warner Brothers branch manager, is busy supervising the entire reconstruction of the office.

Mrs. Leo Dwyer, wife of Leo Dwyer, who heads the Theatre Supply Company of Cleveland, is back at her desk again after having undergone a throat operation.

The new Harding Junior High School in Steubenville, just completed, is equipped with Powers Projectors and G. E. Mazda equipment, and a Master Glass Bead Screen.

Mr. and Mrs. Frank Yoerns of the Bedford theatre, Bedford, have installed a pair of new Motiograph DeLuxe projectors with DeLuxe reflector arc lamps.

The Film Board of Trade of Ohio now meets every Monday at noon instead of every other Monday in the evening.

Denver

H. A. GOODRIDGE, manager of the Ogden Theatre, Denver's largest suburban house, has returned from a visit to the International Amusement Company's theatre in Leadville, Colorado, after an absence of two weeks. Mr. Goodridge is planning extensive improvements for his theatre.

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C. J. Sonin, representing the advertising accessories department of the Metro-Goldwyn-Mayer home office, arrived in Denver from Salt Lake City last Tuesday morning.

"Vivian Louise, born March 14, weight eight pounds," read the announcement cards received by exchange managers last week, from I. C. Floersheim, the veteran exhibitor who operates the Pastime Theatre of Springer, New Mexico. All Film Row extends their congratulations.

Thomas Kirby and his son arrived in Denver Friday morning on a combined business and pleasure visit. Mr. Kirby owns and operates the Gem Theatre of Sheridan, Wyoming. He announces he has closed the theatre down for a short period, but has arranged to re-open bigger and better in the near future.

Exhibitors and managers are extending their sympathy to Jack Krum, manager of United Artists, on account of the death of his father-in-law, Dr. O. G. Place of Boulder, Colorado, who died last Thursday.

A. H. Stewart, owner and manager of the Rex and America Theatres of Casper, Wyoming, spent several days in Denver last week arranging for future service.

M. [illegible] Merl of the Midway Theatre, Burlington, Colorado, was also a visitor seen doing business in Film Row.

The K & I Amusement Company, operating theatres in Ft. Collins, Trinidad and La Junta, all Colorado towns and in Las Vegas, New Mexico, were ably represented in Denver last week when Gus Kohm, Max Kohn and Frank Fairchild descended en masse upon the various exchange managers.

Other visitors seen along Film Row were M. C. Gerhart, Empress Theatre, Ft. Collins, Colorado; P. H. Hoppen, America Theatre, Longmont, Colorado; W. M. McFarland, Gem Theatre, Golden, Colorado and R. W. Pruess of the Arvada Theatre, Arvada, Colorado.

Tom Sullivan, one of the old timers, who operates the Sullivan Theatre of Englewood, Colorado, a suburb of Denver, has returned from a trip to California.

The Safety Committee of the Denver Film Boarad of Trade and Deputy Fire Chief, J. J. Moses, made one of the most thorough inspections of exchanges last Thursday that has been made for several months.

Hugh W. Braly, manager of Paramount, left Saturday for Atlantic City, New Jersey, to attend a sales convention. He was accompanied by eight employees.

Ned Marin, general sales manager for First National and L. O. Lukin, district manager, are in Denver holding a conference with the sales representatives of the local First National office.

Charles R. Gilmour, Warner Bros. manager, is out on an extensive sales trip through the Wyoming territory.

Announcement has just been made by A. P. Archer, manager of the Denver branch of Educational, that one of Educational's three regional conventions will be held in Denver, on April 19 and 20. Representatives from Los Angeles, San Francisco, Seattle, Salt Lake City, Dallas and Oklahoma City will attend.

Seattle

FOLLOWING the conclusion of negotiations in Portland, Oregon, between the Jensen-VanHerberg circuit and the Motion Picture Capital Corporation, in which the former organization was absorbed by the latter, the stockholders of the Jensen-VonHerberg group have returned to their home cities. Among those from Seattle were Fred Fisher, Joe Gottstein, Jake Gottstein, Al Rosenberg of the DeLuxe Feature Film Company, and Mike Rosenberg. Other stockholders from this territory included Fred Mercy from Yakima, H. T. Moore and Louis Perunko from Tacoma, E. A. Zabel from Olympia, J. Rowe from Butte, and a representative of the Jensen-Von-Herberg interests in Wenatchee.

A. J. Kennedy, director of publicity and exploitation for Manager James Reilly's Universal Exchange, last week announced his resignation.

Information received last week from Great Falls, Montana, indicated that the Rainbow Theatre in that city will be ready for opening the latter part of March. The house, formerly the Palace Theatre, is a 1,200-seat structure and will be operated by Walter White.

Ned Marin, Western sales director for First National; L. O. Lukan, assistant to Mr. Marin, and Fred G. Sliter, manager of the local exchange, returned to this city last week after a brief trip into the Oregon territory.

Illness on Film Row has kept many of the well-known boys and girls away from work lately. Among those on the sick-list were Al Raleigh, First National's live-wire exploitation specialist; Clarence Hill, manager of the Metro-Goldwyn-Mayer exchange; Miss Fitzgerald, cashier of the Educational offices; and Clyde, Walker, editor and publisher of the *Motion Picture Record*.

Charles Code has recently announced his connection with the sales staff of Manager Hal Vaughn's Associated Exhibitors' exchange in Portland.

Mrs. E. J. Potter of the Moreland Theatre in Portland, Oregon, spent a few days on Film Row last week.

Joe Danz, owner and manager of a string of several small downtown second run houses in this city, last week announced that he has obtained the lease on a new motion picture house under construction at Third Avenue and Union Street in this city, recognized as one of the foremost traffic corners in Seattle. Present plans indicate a seating capacity of less than one thousand.

Offices on the second and third floors and stores in the street entrance to the building are included in the improvements to the Mack Theatre in Port Angeles, now being prepared by Ed Halberg, the new owner of the house.

A reunion of the Rosenberg family, almost complete, was held by the Rosenberg brothers last week in this territory. It included Al Rosenberg, manager of the DeLuxe Feature Film Company of Seattle; Lou Rosenberg, representative of the same company in Portland and the Oregon territory; and Mike Rosenberg, representative of one of the large California producing studios. The one missing member was Jack Rosenberg, now connected with Loew's State Theatre in Los Angeles.

Ed Halberg, of the Mack Theatre in Port Angeles, on a recent visit to Seattle announced plans for the opening of his Lincoln Theatre in Mount Vernon, Washington, probably about April first.

Salt Lake City

A DELEGATION from the local exchange of Famous players-Lasky Corporation, has departed for Atlantic City, New Jersey, to attend the annual convention of the Department of Distribution of Famouse Players-Lasky Corporation.

Included in the party were L. J. McGinley, manager; F. H. Smith, booking manager; A. K. Shepherd, manager of Ad Sales Department, and the following salesmen: Charles G. Epperson, E. M. Loy, F. S. Gulbransen, Jos. A. English and F. J. Murphy, manager of the Butte Sub-office.

Jack Connors has associated himself with the Exhibitors' News, a local publication.

C. F. Montgomery, manager of the American Theatre of this city, just closed a lease for a big theatre for F. Dahnken & Company, Inc., owners of the American. They will commense construction of this theatre which is in Boise, Idaho, as soon as the plan can be approved by Dahnken. The house is expected to be completed some time this summer.

Clyde H. Messinger, manager of the local Educational exchange, is still in the Yellowstone Branch of Idaho.

L. A. Davis, F. B. O. branch manager here, is getting ready to leave for California in the near future.

W. T. Withers and Joe K. Soloman, F. B. O. sales representatives, were both in for a sales conference.

H. Bradley Fish, local manager for Fox, has left for Boise, Idaho.

W. A. Calkins, Southern Utah sales representative for Preferred Pictures here, is in from his first trip into Southern Utah.

Walter S. Rand, sales manager here for United Artists, has returned from a trip in the neighborhood of Boise. Milton Cohn has embarked on a trip into Idaho as far as Yellowstone.

Al O'Keefe, who manages the local Producers Distributing Corporation exchange, recently returned from Montana.

Mrs. G. B. Dickinson, who with Mr. Dickinson, owns the Rex and Gray Theatres at St. Anthony, Idaho, is in this city lining up new business for their houses.

J. A. Epperson has taken over his new managerial duties at the local Pathe office.

James R. Keitz, local manager for Greater Features, has returned from a trip into Western Wyoming and Northern Nevada.

Mathew Aparton, local manager for Universal, is still in Southern Utah with Salesman Tony Hartford. C. W. Peck, Jr., cashier for Universal, reports that April 1st will mark his tenth anniversary with the Universal exchange.

Ned Marin, General Sales Manager for Associated First National, and L. O. Lukan, Western Division Manager, will be in this city soon on their regular inspection of the western exchanges.

The entire Associated First National personnel is working hard getting everything straightened up for the national sales convention which will be held in Los Angeles May 6th.

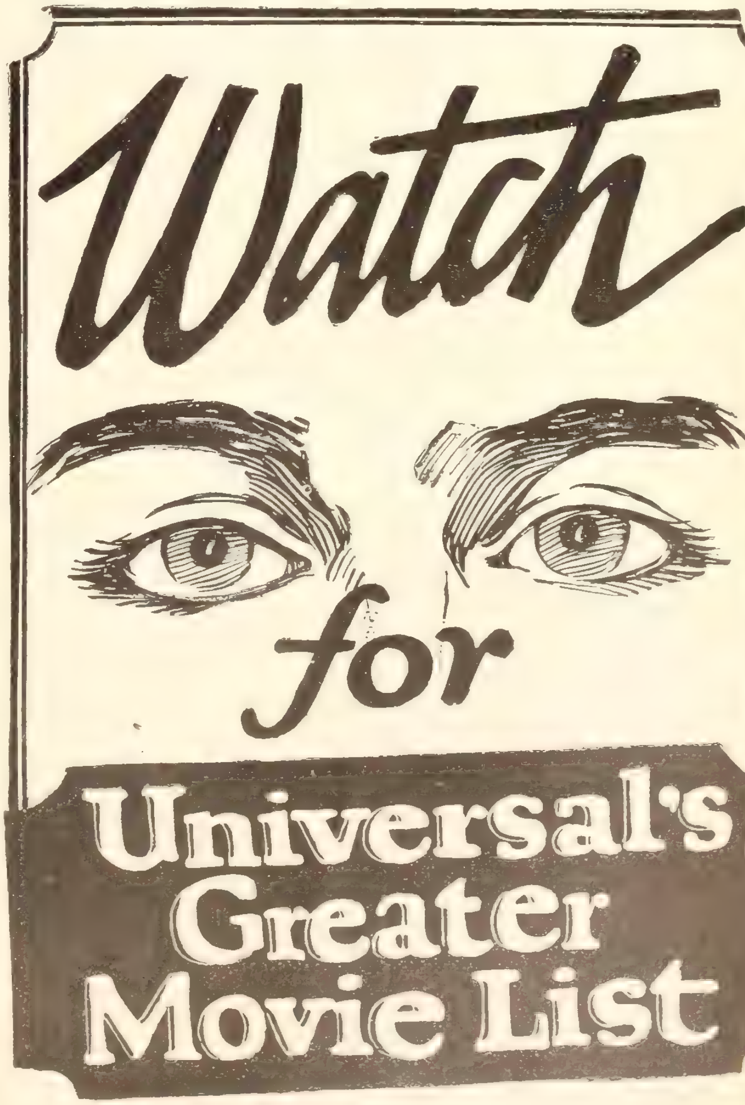
R. D. Boomer, manager of the local Associated Exhibitors exchange, came in from the Idaho branch to meet the new West Coast Division Manager, Frank Hopkins.

C. L. Dillerd, office manager here for Metro-Goldwyn-Mayer, is to be married this week to Miss Helen Van Dyne, organist at the Orpheum Theatre in Butte, Montana.

Seth Perkins; District Manager for Metro-Goldwyn-Mayer, is leaving this office for Denver within a few days.

C. F. Parr and C. M. Stern, Metro-Goldwyn-Mayer salesman, are traveling together over Idaho.

C. J. Sonin, purchasing Agent for all of the Loew enterprises, has left here for Denver.



New York and New Jersey

HARRY DUTTON, President of The Exhibitors Supply Company of Chicago, was a recent visitor along New York City's film row.

Another important theatre opening occurred last week when Hy Gainsboro presented the citizens of Flushing with a brand new playhouse named the Roosevelt. Mr. Gainsboro made the opening address and among the prominent exhibitors and exchange men present were John Mannheimer, William Brandt, Lee Ochs, B. Globe, Louis Blumenthal, Sam Sonin, Otto Lederer, William Raynor, Abe Blumenstein, Marty Solomon, Rudy Saunders, Charles Moses and M. H. Hoffman. The Roosevelt is an 1800-seat house and thoroughly modern in every respect. Austin Wall has been chosen as manager.

Complications which have arisen in the past concerning the sign over Charlie Sambaugh's office in the Pathe Exchange have been eliminated according to a recent statement made by this popular Jersey branch manager. The old name "Newark" has been done away with and in the future Mr. Stombaugh's department will be known as the "New Jersey Branch," thus putting an end to a certain amount of confusion it caused in the past.

Another item of news concerning Mayer & Schneider's Hollywood, is that David J. Lustig has resigned from his post as manager of that theatre.

The employees of the Big U film exchange recently held a meeting for the purpose of organizing an association to be known as the "Big U Employees Association," the object of which is both social and beneficial. The officers who were elected are Jacob Hartman, President; Chae. Fallis, Vice President; Olgo Kornfield, Recording Secretary; Etta Skillowitz, Financial Secretary; Harry Tissot, Treasurer and Walter Bernard, Collector. The Board of Directors, Entertainment Committee and Committee on By-Laws, will be made up of other members of the Universal exchange.

Last week marked the official opening of B. S. Moss' Tillyou Theatre at Surf Avenue and Sixteenth Street, Coney Island, with a program of Keith-Albee vaudeville and Motion Pictures. There were the usual interesting inaugural ceremonies and the attendance of prominent officials and residents of Coney Island which included Mayor Walker, Borough President Joseph M. Guider, Supreme Court Justice Edward Riegelmann and a representative gathering from the theatrical and Motion Picture industries. The premiere of the Tillyou is one of the important events of recent years to occur in Coney Island and the policy will be that of a split week neighborhood house, changing programs each Monday and Thursday. There will be five acts of vaudeville with a feature picture and other films presented each half week. The new house seats 2,500 people.

There are five other local theatres to be opened during the next few weeks. Sam Berman's Senate in Brooklyn, which was scheduled to hold its opening night last week, will throw open its doors on Thursday of this week.

Paramount's New Morristown Theatre will hold its first performance on the 28th day of April and Charlie O'Reilly expects to have his new house at Avenue A and 14th Street, ready during the first week in April.

Grobe and Nobel's Jackson Heights Theatre and Jos. Stern's New Ritz at Newark are both scheduled for the first part of April.

The Green Street Arcade, in the Greenpoint section of Brooklyn, has reopened after being entirely remodeled and redecorated. This house has been closed since last December.

Another April theatre opening scheduled for the 15th of the month is that of Bratter & Pollack's Orient at Hackensack, N. J.

The rumor concerning the sale of Roth Brother's interest in the Broadway and Orpheum Theatres at Yonkers, has materialized with the news that Harold Eldridge has taken over that share and will be a new partner of the Matthew Chrystmos' Theatre holdings.

Some recent installations of new equipment reported by Joe Hornstein of Howell's Cine Equipment Company include Grobe and Nobel's Jackson Heights Theatre, the remodeled Green Street Arcade Theatre, and Paramount's New Morristown Theatre, Morristown, N. J.

Carolyn Goodman, who made such a fine record while associated with the Albany M. P. T. O. as that organization's secretary, is now filling the same position in Chas. W. Stombaugh's New Jersey Pathe office at 1600 Broadway. And by the way—although a few of the boys are spofing Chas. W. in reference to a recent sight-seeing trip to Philadelphia—Mr. Stombaugh states that they don't know half of the sights one can see down there.

Frank Lovejoy, a Pathe Jersey salesman, is another victim of the grippe.

Jimmie Thoms is the new manager of the M. & S. Hollywood, succeeding Dave Lustig, who recently resigned. Mr. Thoms was formerly with the Kenney Enterprises and other local theatre circuits.

John Coudert, a former two-reel comedy salesman for Pathe, will in the future handle non-theatrical films in and about the Albany, New Haven and New Jersey zones.

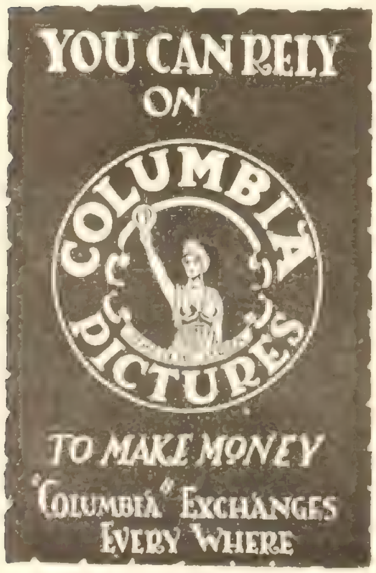
The Daytona Theatre at Amsterdam Avenue and 165th Street, has reopened after being entirely remodeled. This house was formerly called the Drury Lane. Messrs. Goldrich and Hausman are the proprietors.

Yeggs made a haul of $600 from the safe of the Empire Theatre at Rahway, N. J., last Sunday night. Rednor and Levine are the present owners of the Empire and Louis Heiman—former owner—is the manager.

Leo Brecher has leased the Harlem Opera House to the fast growing M. & S. circuit.

Southwest

A. B. MOMAND of Shawnee, who recently purchased the Rex Theatre at Wewaka, now announces that he will build another theatre in Wewaka to be finished about July 1. The theatre will be built on the site occupied by the theatre that was burned some time ago and will seat over 800.



C. E. Truitt, former owner of Juanah Theatre, at Commanche, has purchased a theatre at McLean, Texas.

Mr. and Mrs. R. B. Ctafford, former owners of Lyric Theatre, at Pawnee, are reported to be moving to Colorado.

Jack Johnson, who has the Mecca and Melba Theatres at Enid, is reported to have sold his Melba Theatre to C. A. Chatham. Mr. Chatham, the new owner, is manager of the Frank Silverman Orchestra, which is playing the better theatres in this territory.

H. A. Gilliland is reported to be remodeling his Crescent Theatre at Pampa, Texas.

It is rumored down film row that T. A. Connors from Texas, is contemplating building a theatre at Waurika and also one at Marlow, Okla.

Mr. and Mrs. Fred S. Oliver, owners of Liberty Theatre at Shamrock, Tex., and their competitor, B. E. Walker, were in Oklahoma City this week.

J. J. Spettle of the Postal Theatre, Colvin, Oklahoma, was on film row this week.

A. F. Prouty was in town this week selecting machines and chairs for his new theatre in Hennessey. The New Electric, which has been built to take the place of the old one, was scheduled to open Thursday of this week. Mr. Prouty is also remodeling his Electric Theatre at Marshall.

Ben Terry, who recently purchased the Nushe at Woodward, from D. Tucker, has bought the Pastime Theatre from Leachman Bros. This gives Mr. Terry an exclusive on theatres in Woodward.

G. A. Peterson, who has the Cozy and Folly at Hollis, announced the building of a new theatre at Cordell to seat 600. It is expected to open about April 15th, and will be called the Folly.

Jack Pendleton, formerly salesman for Fox is now out in the territory for Warner Bros.

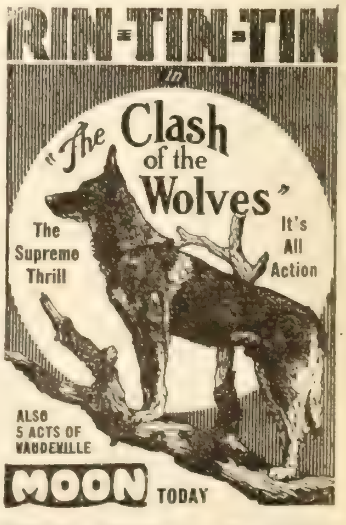
H. D. Hern, district manager for Associated Exhibitors, was in town visiting with Manager Brainard.

The Pastime Theatre at Higgins, Texas, has been purchased by Oscar Conn and renamed the Queen.

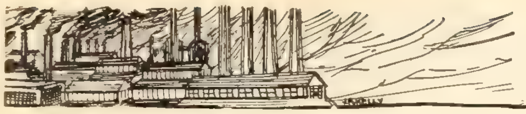
E. A. Weaver, formerly of Shidler but now owner of Lyric Theatre at Pawnee, was in town this week getting ready for the opening of his recently acquired theatre. The Lyric has been closed two weeks, being remodeled and refurnished, but will reopen the latter part of this week.

J. W. Conn has sold the Victory Theatre at Olustee to M. C. Upchurch, who is from Eldorado, Okla.

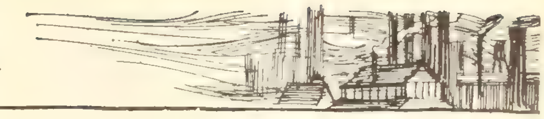
The Martin Theatre at Bronken, Okla., has been closed.



Effective treatment of pictorial values in art layout for Warner Bros. "The Clash of the Wolves" used by the Moon theatre, Omaha.



Central Penn



ARTHUR LICHTENTHAELER announces a definite closing of the Family theatre, Lebanon, which was a combination vaudeville and picture house. Mr. Lichenthaeler operates other theatre enterprises in both Lebanon and Mt. Gretna.

George A Wagman and August G. Wagman, who control Wagman Brothers' motion picture theatre in Dallastown, York county, Pa., have been appointed members of the building committee for the erection of a new home.

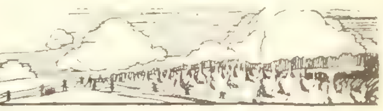
Paul Wentzel, employed for more than a decade as motion picture projectionist in various theatres in Reading, is dead following an operation for apnendicitis. He was 33 years old.

Manager Charles Newbaker, of the Strand theatre, Steelton, recently entertained more than 150 boy and girl pupils.

Herman Reuben has been transferred from Philadelphia by the Famous Players-Lasky Corporation to the Wilkes-Barre exchange and promoted to the post of manager of the Ad Sales Department.

The death occurred recently of H. Nessinger, of the Central theatre, Ephrata, Lancaster county, one of the pioneer motion picture operators and showmen of that section of Pennsylvania.

Minneapolis



THIRTEEN men are going from the Minneapolis Paramount office to the New York convention of the organization this week. They are A. W. Nicolls, district manager; A. B. Leak. branch manager; Al Anderson, booking manager; E. J. Frace, ad sales manager; Dean Nash, assistant booker; L. L. Putnam, exploiteer, and six salesmen, Fred Benno, national champion Paramount salesman; O. M. Cobb, another 100 per cent man; Frank Thayer. J. E. Lovelett, Charles Jackson and T. M. Eckert

J. B. Clinton, of Clinton & Meyers Amusement Company, Duluth, paid another visit to Minneapolis during the week. He has the Lyceum theater here with Hugh Andress, manager.

The Gem theater at Little Fork, Minn.. has been remodeled by R. H. Foster, owner.

H. J. Longaker, of the Howard theater at Alexandria, Minn, is also redecorating his house.

B. J. Benfield, of the Morris Strand, the Graceville Grand and the Hancock at Hancock, all Minnesota theaters. visited exchanges last Wednesday

J. D. Shearer is pretty well booked up in his Park Rapids and New York Mills theaters in Minnesota after a recent visit to the Twin Cities.

E. M. Saunders, sales manager, and Paul Burger, assistant sales manager of Metro Goldwyn, are in Minneapolis looking over the Minneapolis situation and conferring with A. H. Fischer, manager.

Morris Abrams, Metro exploiteer, is doing his stuff in Duluth this week.

Sydney E. Abell. new Minneapolis manager for Fox Film Corporation, is taking hold of his work easily. The Minneapolis office has a good standing in the Fox organization. Mr. Gomersall left last week for Indianapolis where he will handle the Fox business.

J. H. Wenzel of Prescott, Wis., was in Minneapolis recently booking for his theater.

George W. Johnson of Red Wing was in town. He handles the Auditorium, one of Minnesota's few municipal theaters.

H. N. Davies, former Sioux Falls manager for Film Booking Offices, paid a visit to the Minneapolis headquarters of that company, the other day. He is now an exhibtor at Spencer, Ia.

Mrs. C. M. Stuckel of Triumph, Minn., has taken over the Star from A. G. Mathewson.

Eph Rosen, Minneapolis F. B. O. manager, is on another visit to the territory.

A. Berger of Hopkins visited the Fox office recently in Minneapolis.

C. F. Schnee, Litchfield exhibitor, was seen in the Twin Cities Thursday.

Ed Probst, who handles the Comet theater at Delano, Minn., was another visitor.

George Benson of Minneota. Minn., did his booking for the Community theater in Minneapolis recently.

Cecil Mayberry, division manager for Producers Distributing corporation, with headquarters in Chicago, came up for the opening of Finkelstein & Ruben's new Fargo theater at Fargo. N. D. He was accompanied to Fargo by Jack O'Toole, Minneapolis 'district manager, Charles McCarthy and William Gould.

Mr. Mayberry and Mr. O'Toole went on to the key centers in North Dakota together. They were to return this week.

Louis Rubenstein of the New Arion theater, Minneapolis, is passing the cigars to celebrate the birth of a baby girl.

Harry Kirchgessner of New York Producers Distributing Corporation offices is going to Oklahoma City from Minneapolis. He is head auditor of the P. D. C.

Dr. D. R. Hague of the Willows theater at Linton, N. D., was in town Saturday and booked his theater three months ahead.

Charles Sawyer of Sioux Falls, S. D., came to Minneapolis last week to look over the product.

Milton E. Montgomery, assistant manager for Warner Brothers in Minneapolis, is doing a little road work in Michigan this week.

T. A. Burke, manager of Warner Brothers office, is visiting the Key centers of North Dakota.

Reno Wilk has come on from the west coast to join the sales force of Warner Brothers in Minneapolis.

H. J. Bailey, manager of the Minneapolis Pathe exchange, left recently on a little trip to Chicago.

H. J. Chapman, manager of Universal at Sioux Falls, wrote his brother Dave, new Pathe booker, that he was about to drive his new Nash to the Twin Cities. Mrs. Chapman is already here.

E. J. Brandau, Sparta showman, has taken over a theater at Kendall, Wis.

J. M. Ryburn has taken the Star theater at Alexandria, S. D., from C. F. Knoll.

John De Marce's purchase of the Dreamland theater at Bronson, Minn., closes competition there, since he also owns the Viking.

L. J. Voteck is now operating the Elk Horn theater at Elk Horn, Ia.

Max Drefke reopened the Rialto theater at Cherokee, Ia., Sunday.

The Princess theater at Goldfield, Ia., has been closed by E. E. Morris of Eagle Grove.

Mrs. W. T. Waugh, wife of the manager of the King at Albia, Ia., is now managing the Empress at Grundy Center, Ia.

Burrus Amusement Company has opened the new Isis at Crete, Neb.

John Esterly will build a new Rex theater at Park Falls, Wis. He has purchased a site near the old Rex.

St. Joseph's church, [illegible], Wis., will open a 600-seat theater soon.

Mrs. Jack Hickey, wife of the owner of the Opera House and Mermac theater at New London, Wis., died last week.

Hold off!
Wait for
Universal's Greater Movie List

Chicago

DIVISIONAL MANAGER CLEVE ADAMS and Chicago Manager Jack Sampson are scheduled to leave Sunday night for Los Angeles, where they will attend the annual sales convention of F. B. O. Mr. Sampson will be accompanied by his wife. Vice-president Colvin W. Brown, Sales Manager Lee Marcus, Assistant Sales Manager Sidney Katz, and other executives of F. B. O. are expected to travel west on the same train as the Chicago officials.

The South Bend Theatre Corporation plans to open its new nine hundred seat theatre some time during May, with L. Coehoyen in charge. Another house which is being pushed to completion in South end is National Theatres Corporation's new movie theatre which is being erected at 1125 S. Michigan Avenue. It is a fifteen hundred seat house. National Theatres Corporation operate the Rivoli Theatre at Mishawaka.

Howard S. Hummel has resigned from Fox's Chicago sales staff to become manager of Associated First National's Pittsburgh exchange. Mr. Hummel plans to leave Chicago this week to assume his new duties.

Jack Hellman is the latest addition to Fox's sales staff and has been assigned to cover Indiana territory while Mr. Van Gelder is abroad.

Ralph Bradford, formerly connected with First National is now selling for Universal, and Manager Brumberg has assigned him to the west side territory. William aker of this company, has been reassigned to suburban territory, and Sid Schuster goes to Northern Indiana, where he will cover the territory in conjunction with Salesman Funk.

The Opera House at Plano is again in charge of the original owner, Gus Huth, who has recently taken over the property from George Nickels.

Billy Link has sold his Bandbox Theatre at Plymouth to William Glaub. Mr. Link is now enjoying a well earned vacation in California, and has not set any definite date for his return.

Simon Simansky of Simansky & Miller, has returned from a month's vacation at Hot Springs, Arkansas, looking the picture of health.

Ludwig Siegel, secretary of the Exhibitors' Association of Chicago, and owner of the Prairie Theatre, has been confined to his home for the past few days with an attack of the flu.

Postal cards just received from Fred Schaefer of Jones, Linick & Schaefer, announce his safe arrival in Buenos Aires, Argentine.

Fred Kriesler of Kentland, Indiana, has sold his motion picture theatre to Manager Saunders of Culver, Indiana, who will take possession on April 1st.

Special Representative Max Roth of Fox Film Corporation, stopped off in Chicago for a brief visit, en route to Omaha from New York City.

Henri Ellman, who has been in Hollywood for several weeks, is again at his headquarters at the Capitol exchange.

A sales convention of Universal's Midwest and Canadian divisions was to be held at the Drake Hotel, Chicago, from Thursday to Saturday of this week. Sales Directors Metzger, Williams of the Southern Division, Kramer of the Eastern Division and Roy Alexander, as well as the managers of fifteen exchanges were to attend.

Paramount Exchange had the appearance of a deserted village this week owing to the departure of the sales staff, headed by Manager Agnew, for Famous Players-Lasky's big convention at Atlantic City.

R. Ulbrich has sold his Auditorium Theatre, 367 Calumet Avenue to J. A. Karmilowcz, who is a newcomer in the motion picture field.

Canada

P. C. TAYLOR, general manager of F. B. O. announces the following changes in the Canadian organizationp: W. E. Allan, who has been branch manager at Montreal for the past two years, has been appointed branch manager at Toronto. He will have complete supervision of the company's business in Toronto and the Province of Ontario. Harry Decker, formerly branch manager at St. John, has been transferred to succeed Mr. Allan at Montreal. Alfred L. Gaudet succeeds Mr. Decker as branch manager at St. John. Mr. Gaudet has for some years been connected in a managerial capacity with the F. G. Spencer Theatrical Enterprises of the Maritime Provinces, who operate a large circuit of theatres in the East, and is well acquainted with the exhibitors in the territory, over which he will now have jurisdiction for F. B. O.

The above changes became effective March 15th.

George Nicholas, managing director of United Amusements, Limited, Montreal, has announced that his company is erecting its 10th theatre in Montreal at the corner of St. Denis and Belanger streets. The new house will be known as the Rivoli and it will have a seating capacity of 1,800. The policy will be to present pictures and vaudeville. United Amusement, Limited, confines its activities to the city of Montreal and immediate vicinity.

The city of Calgary, Alberta, has owned a moving picture theatre, the Princess, which has been more or less a white elephant. Various managers have tried to do something with it in past years and now the local authorities are considering a proposal to lease the structure to the school board as a public school.

H. M. Thomas of Winnipeg, Manitoba, Western Division Manager for Famous Players Canadian Corp., and personal director of the Capitol Theatre, Winnipeg, has been making a tour of Eastern cities, taking in the Paramount managers convention at Atlantic City during the week of March 22. His tour covers Chicago, New York, Philadelphia, Atlantic City and Montreal. He was formerly manager of the Capitol Theatre in Montreal.

Manager James Lynch of the Capitol Theatre, Regina, Sask., cooperated with the management of the Regina Leader, newspaper, in conducting a special performance at the theatre Saturday morning, March 13, for the young members of the Birthday Club which is sponsored by the paper.

George Morrell, manager of the College Theatre, Toronto, a neat neighborhood house, has been pleased by the arrival of a baby daughter in his household.

New England

WITHIN a fortnight excavating will start for the new B. F. Keith Memorial Theatre, extending from Washington street through to Mason street, Boston, occupying the site of the old Boston Theatre.

Max Levine has joined Warner Brothers' sales force in New England.

Harry Snow, assistant booker at the Pathe exchange, Boston, has resigned to enter business with his brother in another line.

The film bookers of all New England are to hold a dance in Loew's State ballroom, Boston, [illegible] April 3.

Joseph Sully, projection operator for Pathe, fell on the ice near the Boston exchange and fractured his wrist.

F. W. Fullerton of the Premier Theatre, Meredith, N. H., was a visitor to Boston's film row during the week.

M. P. Cavanaugh, assistant branch manager of the Fox exchange, Boston, has resigned to enter the insurance business.

George M. A. Fecke, head of the Motion Picture Corporation offices, Boston, was in New York on business during the week.

Henry T. Scully, manager of United Artists exchange, Boston, and president of the New England Film Board, is spending several weeks in Florida on a vacation.

Jacob Golden, well known among the Albany exchanges, is confined to the Beth Israel Hospital in Boston by serious illness. He was formerly a New England salesman before going to Albany.

Plans are being prepared for a new theatre to be erected in Whitman square, Whitman, Mass. Ownership is not divulged at this time.

A new theatre is to be erected in Dedham, Mass., to be known as the Dedham Community Theatre. It is understood it is to be erected by the Goetschell interests.

Harry Day of New York City, sales manager for Kinograms, was a guest of Manager J. J. Scully of Educational's Boston exchange during the week.

Fire did about $1,000 damage to the Orient Gardens Theatre in East Boston, Mass., recently, while some 400 patrons of the house filed out in an orderly manner.

Joseph H. Brennan, manager of Loew's Orpheum Theatre, Boston, has been made chairman of the entertainment committee of the newly organized Massachusetts Variety society. Joseph A. DiPesa, publicity man of several Boston playhouses, heads the committee on publicity.

The Russell Amusement Co., at Gardiner, Me., recently entertained the veterans of three wars at their theatre.

Empire Laboratories Inc.

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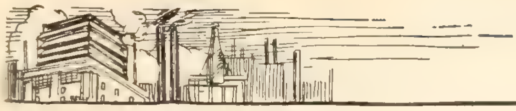
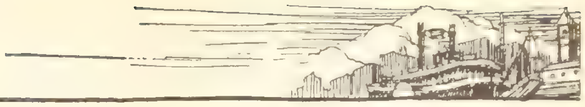


St. Louis



MRS. A. HALL has opened her new Capitol Theatre, Waterloo, Ill. The new house seats 450 persons. On off nights it will be used as an auditorium for the Odd Fellows lodge in Waterloo.

Mrs. I. W. Rodgers of Cairo, Ill., plans to open her new house at Carbondale, Ill., within the next several weeks. She also has the Barth Theatre there.

G. E. McKean, local manager for Fox, has gone to Buffton, Ind., to visit his father who is critically ill.

Mable Miller of the Madison Theatre, Madison, Ill., will leave shortly for a visit to Florida.

The wife and children of Chris Efthim, owner of the Star Theatre, St. Louis, Mo., have gone to Europe for a visit with relatives. Chris had a unique experience incident to the trip. He was in long distance telephone conversation with his wife while she was on the boat and he heard all of the preparations as the big liner prepared to leave its dock. So suddenly was their conversation cut off they didn't have a chance to say good bye, but a radio message did that for them.

Visitors of the past week included F. L. Fair, general manager of Universal's theatre department and F. A. Flader, assistant manager.

Sidney Baker, who was at one time manager of the local First National office, has deserted the film business for candy.

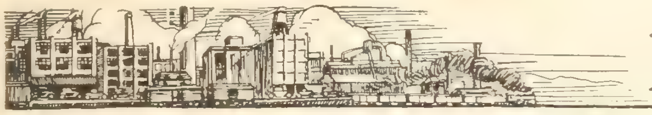
G. .E. McKean, manager, and Robert (Bob) Werth, city salesman, will attend the Fox Film Corporation's big sales convention in Los Angeles, Cal., commencing on April 12. The convention trip is a reward to Werth for his good work during Jimmy Grainger Month.

Tom McKean, St. Louis manager for F. B. O., will be present at F. B. O. sales conference and convention in Los Angeles April 1, 2 and 3.

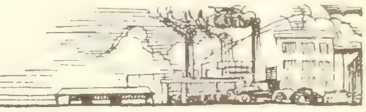
Mid-West Film Distributors have announced the opening of their new Kennedy Theatre at Kirksville, Mo., for the night of March 26. Jack Moore is the manager.

The most unusual event of its kind ever held in the Central West was enacted at the Coronado Hotel, Spring Avenue and Lindell Boulevard, St. Louis, at noon Thursday, March 18, when about sixty of the leading exhibitors of St. Louis gathered to pay their respects to L. E. (Nicky) Goldhammer, who recently was named manager for Universal Pictures Corporation in the St. Louis district.

Joseph Mogler, President of the St. Louis Motion Pictures Exhibitors League, acted as toastmaster of the gathering, and on behalf of his fellow exhibitors presented Goldhammer with a beautiful gold fountain pen and pencil.



Detroit



AT the last meeting of the Film Board of Trade, the resolution for the adoption of the new rules and regulations relating to arbitration referred to in the Standard Exhibition Contract was laid on the table until the next regular meeting on April 4th in order that National Distributor members could secure definite instructions from their home office in regard to these by-laws and in regard to their adoption of the Standard Exhibition Contract.

The Ritz theatre in Detroit, which Bill London operated, has been closed and is very likely never to open again as a theatre. The widening of Michigan Ave., where this theatre was located, makes it practically impossible, having affected the depth of the lot.

Harry Brown, who covered part of Michigan for Metro-Goldwyn, has left this connection to go to Chicago.

Don Glenn is back again, this time as booker for United Artists.

Lou Wisper, one of the proprietors of the Gratiot theatre, Detroit, has just purchased a Cadillac coupe, with custom body. Now Lou is going to give up his Florida trip.

Nat Barach, the new district manager for Warner Bros., was in Detroit last week for a conference with James V. Allen, the new branch manager, and Jack Young, who has just been appointed special sales representative in this territory.

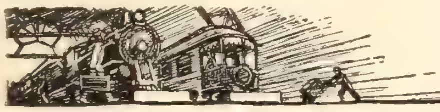
Stanley Fischer, for several years identified with Detroit Independent exchanges, is a new salesman on Associated Exhibitors staff, taking the place of Harry Lloyd, who has joined Pathe in Des Moines.

Arthur D. Baehr, general manager of the Crystal theatre, who, with his associates are building a new theatre at Michigan Ave., near Cicotte, is offering $25.00 in gold for a name for the new house.

George Olson of Grayling, Mich., is spending a month or so at Miami Beach, Fla.

Various members of the Paramount office force here received letters and cards from Miss Edith Candler, Otto Bolle's former secretary, who is now in Europe.

Associated Exhibitors, Inc., Detroit branch, last week joined the Detroit Film Board of Trade.



Kansas City

ROBBERS obtained $225 in cash and stamps valued at $95, Monday night from a vault in the office of the United Film Ad Service Company, Kansas City.

Among new theaters and changes in management in the Kansas City territory announced this week are: New theater to be built in Coffeyville, Kas., by Josephson & Finklestein of Kansas City; Waverly theater, Waverly, Mo., closed indefinitely; Beaufort theater, Kansas City, purchased by Martin Emery; St. John theater, Kansas City, purchased by Louis Martin; Lyric theater, Holten, Mo., purchased by J. W. Davis from R. R. Gaddish; Muriel theater, a new house being constructed at Hays, Kas., by M, G. Kirkman, will be opened April 1.

Among the out-of-town exhibitors in the Kansas City film market this week were: "Curley" Wilson, Casino theater, Excelsior Springs, Mo.; Walter Wallace, Orpheum, Leavenworth, Kas.; C. M. Pattee, Pattee theater, Lawrence, Kas.; S. E. Wilhoit, Jefferson. Springfield. Mo.; Ben Levy, Hippodrome, Joplin, Mo.; G. L. Hooper. Orpheum, Topeka, Kas.

C. R. Gregg, who recently sold his Central theater in Kansas City, now is in the theater brokerage business in Kansas City.

New Simplex projectors and Peerless low intensity equipment have been installed in the Electric theater, Springfield, Mo.

Again business was brisk along Kansas City movie row this week. Lloyd Lillis, special home representative for Warner Bros., was a Kansas City visitor.

J. G. Howe, fromerly with First National and Paramount, has been added to the Warner Bros. sales force, according to Joe Levy, branch manager.

Earl Cunningham, district Paramount exploiteer, was in for a few days after a busy campaign in the territory.

Friends of Ensley Barbour, film veteran, bestowed their sympathy to him in the death of his mother.

C. A. Schultz, P. D. C. branch manager, returned from a trip through the Kansas key towns.

Branch manager C. E. Gregory of Metro-Goldwyn called in all salesmen for a conference.

J. S. Wolf, home office auditor for P. D. C., finished his work on the Kansas City books and left for St. Louis.

R. S. Balantyne, district Pathe manager, departed on an extended tour of the southern offices. Bob Gary, Universal exploiteer, is busy on several campaigns.

Harry Shumar, former Associated Exhibitors branch manager in Milwaukee, has been appointed to succeed Sam Goldflam as Arrow Branch manager, according to Floyd Lewis, district Arrow manager.

The Molly Mays! The Molly Mays!
In these Violet Mersereau frolics and plays.
Not a dull second! Assured of your praise,
The Molly Mays! The Molly Mays!

Arthur J. Lamb Productions

Sole Direction of Joseph Levering

Distributed by Cranfield & Clarke (Inc.)

729 7th Avenue New York City

Pre-release Reviews of Features

The Blind Goddess

(Paramount—7249 Feet)

(Reviewed by Frank Elliott)

HERE is a powerful dramatic romance which should enjoy an even greater success at the box office than that which attended "Manslaughter." We recall few, if any pictures which smash home the unreliability of circumstantial evidence with the force that is pictured here. The story, by Arthur Train, is packed with meat; there is not a draggy moment in it. However, it is the acting that stands out and impresses one here. And the honors go to Louise Dresser, Ernest Torrence, Esther Ralston and Jack Holt. Miss Dresser in the pathetic role of the aged, friendless mother, gives a portrayal that clutches at the heart. It is one more personal triumph for this sterling actress. The trial scene is a masterpiece of suspense and the climax with its last minute evidence of the mother's innocence is going to send the folks home talking about this one. The third degree sequence is also well done.

THEME. Modern drama dealing with weakness of circumstantial evidence, and young lawyer forced to choose between duty and the girl he loves.

PRODUCTION HIGHLIGHTS. The fight between Kelling and Devens and the shooting of the latter. The third degree. The trial scene. The last minute acquittal. Reunion of mother and daughter.

EXPLOITATION ANGLES. Put on screening for local judges, lawyers, police and press. Use comments in ads. Tie-up with dictaphone dealer. Play up principals.

DRAWING POWER. O. K. for any house, large or small.

SUMMARY. A real relief from the flood of mushy jazz tales and society stories. Off the beaten path of screen production and not just another picture.

THE CAST

Hugh Dillon	Jack Holt
Big Bill Devens	Ernest Torrence
Moira Devens	Esther Ralston
Mrs. Aileen Clayton	Louise Dresser
Henry Kelling	Richard Tucker
Tracy Remond	Ward Crane
Butler	Louis Payne

Author, Arthur Train. Directed by Victor Fleming. Photographed by Alfred Gilks.

SYNOPSIS: Moira Devens falls in love with Hugh Dillon, young attorney. Father—powerful politician, gets Hugh post in district attorney's office. One night, father murdered. Mrs. Aileen Clayton, last one seen entering home by daughter, who does not know she is own mother. Kelling, Devens' partner, shot Big Bill with gun left by Mrs. Clayton. Dillon resigns post, acts as attorney for defense, discovers dictagraph record with Devens' dying words: "Kelling Killed Me!" Dillon gets Moira.

The Barrier

(Metro-Goldwyn-Mayer—6480 Feet)

(Reviewed by George T. Pardy)

ONE can always expect lots of excitement and melodramatic wallops from a Rex Beach yarn and "The Barrier" runs true to form in these respects. It's chuckful of the rough stuff, exploded against Alaskan gold-strike backgrounds, starts off with a terrific gale at sea, and plunges into one stormy physical action-episode after another, terminating with the hero and heroine's escape from a ship being crushed by giant icebergs. This last scene is remarkably well filmed and a real thrill-knockout. Lionel Barrymore is a sinister hit as the scoundrel skipper, a sure-enough human brute, and there's a peach of a scrap between him and Norman Kerry, as the hero, the latter registering as a very gallant, debonair sort of chap. Henry Walthal is fine as the lovable old mariner, and Marceline Day wistfully attractive as the pretty half-breed girl. Photography first-class.

THEME. Melodrama. Half-Indian girl, brought up as white, taken from brutal father, is claimed by him again, but rescued by loyal lover who weds her.

PRODUCTION HIGHLIGHTS. Good work by Lionel Barrymore and remainder of cast. Opening storm scene. Sustained fast action and melodramatic punches. Colorful atmosphere, impressive settings.

EXPLOITATION ANGLES. Cast contains several well-known names, play them up. Bill as red-blood melo of the Alaskan gold days.

DRAWING POWER. O. K. wherever old-fashioned, strenuous melo is in favor.

SUMMARY. Has mass appeal. A Rex Beach story of Alaskan gold-rush days, with colorful backgrounds, great photography, physical action in plenty, romantic lure. Lionel Barrymore immense in brutal villain role.

THE CAST

Meade Burrell	Norman Kerry
Gale	Henry Walthall
Stark Bennett	Lionel Barrymore
Necia	Marceline Day
Poleon	Mario Carillo
Sergeant Murphy	George Cooper
Alluna	Princess Neola

Author, Rex Beach. Director, George Hill.

SYNOPSIS. A baby girl is rescued from a brutal father by a kindly seaman, when her mother, a full-blooded Indian, dies aboard ship. She is brought up unaware of her half-Indian parentage until about to wed an American Army officer. The discovery determines her to return to her father. She does so, and this time is saved from her worthless parent by her lover, whose loyalty finally induces her to marry him.

Jack Holt stars in "The Blind Goddess" a Paramount production.

The Blind Goddess (Paramount)

PRESS NOTICE

"THE BLIND GODDESS," based on the widely read Arthur Train novel of the same name, comes to the ——— Theatre, commencing ———, bringing to this city a heart gripping, human interest drama and murder mystery that ranks as one of the outstanding productions of the season.

While the picture was made primarily to entertain, it also seeks to emphasize in a spectacular way the injustice of convicting anyone solely on circumstantial evidence. Romance, politics, mother love and a tense murder trial are some of the ingredients of the throbbing plot. The locale is New York. Fifth avenue.

Jack Holt, Esther Ralston, Ernest Torrence and Louise Dresser are the principal stars.

CATCH LINES

A smashing dramatic romance painted against a background of New York's criminal courts by one who knows!

Lionel Barrymore featured in "The Barrier," a Metro-Goldwyn-Mayer production.

The Barrier (Metro-Goldwyn-Mayer)

PRESS NOTICE

AROUSING, red-blood melodrama of early Alaskan days, "The Barrier" adapted from Rex Beach's well-known novel, will be given its local premiere at the ——— Theatre on ———.

This is a vivid, rugged love story, outlined against spectacular backgrounds, dealing with a girl of half-Indian blood, brought up in ignorance of her parentage, the discovery of which nearly results in total separation between her and the Army officer to whom she is betrothed.

Norman Kerry, Henry Walthall, Lionel Barrymore, Marceline Day are featured. A brilliant supporting cast is in evidence, including George Cooper, Bert Woodruff, Princess Neola, Mario Carillo, Pat Harmon, Shannon Day, and several other

CATCH LINES

The film fight of the century between Lionel Barrymore and Norman Kerry in "The Barrier!"

Other Women's Husbands

(Warner Brothers—Seven Reels)

(Reviewed by Frank Elliott)

THE popularity of the stars may help this one at the box office, but it is just another program picture with a familiar plot—the one in which the husband falls for the flapper while the wife learning just what the various "business engagements," are, steps out with the other man, in this case a divorce attorney who is in love with her, tries to persuade her to get a separation from friend husband. In the end, however, the couple decide they still love each other and divorce fails and flapper is abandoned. Monte Blue is not called on for much acting and Marie Prevost has nothing much more to do than look pretty. She does this at all times. Huntley Gordon completes the triangle, while Phyllis Haver is a convincing flapper. There are a few interesting moments such as the discovery by the wife of a diamond bracelet destined for "the other woman"; discovery by hero that pal is paying attention to the wife, scene at masque ball.

THEME. Modern comedy drama, with wife, finding her huband infatuated with other woman steps out herself with another man and soon cures hubby.

PRODUCTION HIGHLIGHTS. The discovery of the diamond bracelet and the efforts of husband to hide it. The episode at the masque ball. The divorce trial. The climax in which hero beats up lawyer.

EXPLOITATION ANGLES. Play up the names of Monte Blue, Marie Prevost, Phyllis Haver and Huntley Gordon. Boost it as a merry melange of marital mixups.

DRAWING POWER. Suitable for program houses, community theatres and towns.

SUMMARY: Your best selling argument on this one is to advertise stars because plot is hackneyed and acting only fair. The settings are rather artificial and suspense is conspicuous by its absence.

THE CAST

Dick Lambert	Monte Blue
Kay, his wife	Marie Prevost
Jack Harding	Huntley Gordon
Roxana	Phyllis Haver
Roxana's friend	Marjorie Gay
Dick's chum	John Patrick

Author, E. T. Lowe, Jr. Directed by Earle C. Kenton. Photographed by Charles Van Enger.

SYNOPSIS: When Kay, his wife goes away from town on visit, Dick Lambert consents to attend party arranged by old college chum, Jack Harding. At party, Dick meets Roxana, for whom Dick falls hard. Kay, learning it's another woman consents to Harding's attentions. At a masked ball, Kay is mistaken by husband for Roxana and he makes love to her. Kay starts divorce at Harding's suggestion. Dick tires of Roxana. Divorce case is flivver. Dick beats up Jack. Husband and wife reunited.

Monte Blue, featured in "Other Women's Husbands" a Warner Bros. release.

Other Women's Husbands (Warner Bros.)

PRESS NOTICE

MONTE BLUE and Marie Prevost are co-starred in "Other Women's Husbands," the attraction on the silver sheet at the ——— Theatre, commencing ———. The plot deals with a young married couple, husband meets Roxana, a flapper who made a business of playing.

Then the wife turns the tables and steps out with hubby's friend, an attorney who urges her to start divorce proceedings, hoping to win her for himself. But hubby tires of flapper and the wife finds she still loves hubby, so the divorce proceedings are dropped and it all ends with a delightful climax. Mr. Blue and Miss Prevost are supported by Huntley Gordon, Phyllis Haver, Marojrie Gay, John Patrick and others.

CATCH LINES

A fast-moving, fascinating tale that ends with several surprises. What's sauce for the goose is sauce for the gander said the wife—and then hubby forgot "the other woman!"

The Escape

(Universal—4500 Feet)

(Reviewed by George T. Pardy)

NOT up to the standard of previous releases featuring Pete Morrison: The latter rides and battles as well as ever, wearing his usual alluring smile, and is, generally speaking, a wholesome and pleasing personality, but they've handicapped him with a singularly inane yarn on this occasion. There's lots of action of an aimless kind, sort of lost motion, as it were, folks gyrating all over the landscape, with the customary Western accompaniment of whistling bullets and galloping steeds, but they never seem to accomplish anything definite. Even the comedy gags are frightfully ragged and vaguely mirthful. The whole picture has an air suggesting that the director was shooting at random and satisfied so long as he kept the players chasing around. Admirers of Westerners aren't usually particular about plot values, but they want something more coherent than this. It may get by in the daily change houses, or as half of a double bill.

THEME. Western melo. Johnny Bowers of Rocking P. ranch, has a love rival in a chap who is secretly a bandit leader. Johnny finishes him off and wins the lady.

PRODUCTION HIGHLIGHTS. Pete Morrison's riding and fighting stuff, camera work, which includes a number of very fine outdoor views of mountain and plain; the quick action, comedy shots, fight on cliff where villain is killed.

EXPLOITATION ANGLES. Feature Pete Morrison. Bill as Westerner with lots of riding, scrapping, romance, but don't promise much as to story.

DRAWING POWER. For small houses, where daily change or double bills prevail.

SUMMARY. Western melo. Moves fast enough, but has singularly weak story even for a picture of the kind, where you don't expect anything very original in plot. Pete Morrison good in lead, riding and battling may get film by in small houses.

THE CAST

Johnny Bowers	Pete Morrison
Evelyn Grant	Barbara Starr
Jeremiah Grant	Frank Norcross
Howard Breen	Bruce Gordon
Silas Peele	E. S. Dewey
Flossie Lane	Jane Arden
Manuel Estrada	Tex Young

Author, Frank Beresford. Director, Melbourne Morante.

SYNOPSIS. Johnny Bowers and Howard Breen are rival suitors for Evelyn Grant, daughter of town's bank owner. Breen is secret head of a bandit gang and plans robbery of stage bringing money to bank. Johnny and his men are jailed on a false charge, but escape, halt the stage, take the money to the bank. The gang holds up the bank, posse pursues, Breen is killed Johnny gets Evelyn.

Pete Morrison, star of "The Escape," a Universal production.

The Escape (Universal)

PRESS NOTICE

PETE MORRISON in "The Escape," a lively Western picture, will be the main attraction at the ——— Theatre on ———.

The star is seen in the role of Johnny Bowers of the Rocking P ranch, in love with Evelyn Grant, daughter of the owner of the town bank, with a rival named Breen, who is secretly the leader of a bandit gang. How Johnny upsets his rival's schemes to make a getaway with the bank funds, and incidentally, the girl, is outlined in a series of events that bristle with thrills and crackle with comedy.

Barbara Starr wins dramatic honors in the heroine role, supported by Frank Norcross, Bruce Gordon, E. S. Dewey, and other favorites.

CATCH LINES

Pete Morrison as a dashing, hard-riding, fighting hero, who wins the girl he loves in the face of big odds!

Thrills, laughter, romance, a whirlwind action melodrama of the breezy West!

Bride of the Storm

(Warner Brothers—Seven Reels)

(Reviewed by Frank Elliott)

THE genius and understanding of J. Stuart Blackton plus the beauty and ability of Dolores Costello and a supporting cast of uniform excellence have combined here to give the screen one of the most gripping as well as colorful sea stories it has ever reflected. We feel sure that audiences everywhere are going to find 100 per cent entertainment in the remarkable characterizations registered not only by the star but by Tyrone Power, Sheldon Lewis and Otto Matieson, the trio of crafty Dutchmen, grandfather, father and son, the latter an idiot. Here are three rare character portraits; primeval passions painted in picturesque colors. The plot is not woven from intricate fabric. It is a plain, simple tale, but it carries a punch in every scene and holds one in a vise-like grip. The climax in which the young American naval officer figures is about as powerful an ending as we've seen on the shadow stage in many moons.

THEME. Melodrama. Youthful officer saves an American girl from villains who seek to gain her fortune by marrying her to idiot.

PRODUCTION HIGHLIGHTS. The rescue of mother and daughter following shipwreck. The first visit of Wayne to lighthouse. Wayne's second visit and battle just as girl is to be married to idiot. The fights. Fire and falling of the lighthouse.

EXPLOITATION ANGLES. Play up Dolores Costello as beautiful heroine of "The Sea Beast." Use names of fine cast. Build maritime atmosphere into lobby.

DRAWING POWER. O. K. for audiences everywhere and in houses of all classes.

SUMMARY. A picture that stands out for excellence of its cast, story, acting and direction. Has enough thrills for several features. Beautifully photographed and mounted. One of the best sea stories of any season. A screen treat.

THE CAST

Faith Fitzhugh	Dolores Costello
Dick Wayne	John Harron
Hans Kroom	Otto Matieson
Piet Kroom	Sheldon Lewis
Jacob Kroom	Tyrone Power
Faith's Mother	Julia Swayne Gordon
Faith at 8	Evon Pelletier

From novel, "Maryland, My Maryland," by James Francis Dwyer. Directed by J. Stuart Blackton. Photographed by Nick Musuraca and Bill Adams.

SYNOPSIS. Saved from wreck of American ship off Dutch East Indies, Faith Fitzhugh is left to the mercy of three villainous keepers of a Dutch lighthouse. Greedy for her wealth the two elder plan to marry her to idiot son. Dick Wayne, member of crew of U. S. ship repairing cable off lighthouse, who formerly has seen girl, comes to rescue and saves her after terrific battle with trio.

Dolores Costello, star of "Bride of the a Warner Brothers production.

Bride of the Storm (Warner Bros.)

PRESS NOTICE

DOLORES COSTELLO, is the star of "Bride of the Storm," which comes to the ——— Theatre, commencing ———. This is the film version of the thrilling story, "Maryland, My Maryland," written by James Francis Dwyer and directed by J. Stuart Blackton.

The picture takes its title from the stormy quarrels and scheming battles of three crafty Dutchmen to win the fortune of a lovely orphaned girl by marrying her to the youngest of their family, Hans, an idiot. The girl is saved from a miserable fate by an adventurous naval officer who rescues her.

CATCH LINES

The glorious heroine of "The Sea Beast," in another thundering melodrama of the sea!

A drama of thrilling love in an ocean of cruelty and terror!

The Arizona Streak

(F. B. O.—4540 Feet)

(Reviewed by George T. Pardy)

TOM TYLER lives up to the reputation he attained as a fine athlete and bold, daring rider in previous releases. He is kept going at top speed all the way through this feature, which, while it offers nothing unusual in the plot line, has enough melodramatic punches and comedy gags to hold the interest and will pass muster as an attraction warranted to please the many admirers of strenuous Westerners. Most of the fun centers around the grouchy old cook of the ranch, Smiling Morn, an amusing character sketch contributed by Al Hewston that is rich in humorous appeal. The role of Dandy Darrell, cowboy and joyous gambler, fits Tyler like the proverbial glove, and Ada Mae Vaughn wins instant favor as the pert and pretty heroine, Ruth Castleman. There are numerous thrill situations, some good scraps and a red-hot seance when the escape from the burning bunk house is filmed. Photography excellent, support O. K.

THEME. Cowboy Darrell wins the Bar C ranch in a gambling game. Afterwards he saves the rightful heiress from a designing villain and weds her.

PRODUCTION HIGHLIGHTS. Tom Tyler's athletic and riding stunts and clean-cut portrayal of hero Darrell. Al Hewston's comedy hits. Frankie Darro's good work in kid role. The fast action, melodramatic and romantic interest.

EXPLOITATION ANGLES. Bill as typical Tyler Westerner, play up leading man's riding and battling feats. Stress furious action, thrills and comedy.

DRAWING POWER. Will fill the bill wherever rapid Westerners please 'em.

SUMMARY. Tom Tyler cuts out a lively pace in this one, his riding and fighting stuff keeping the action buzzing along in whirlwind style. Is well supported, comedy shots pleasing. A good average Westerner.

THE CAST

Dandy Darrell	Tom Tyler
Smiling Morn	Al Hewston
Ruth Castleman	Ada Mae Vaughn
Mike	Frankie Darro
Denver	Dave Ward
Velvet Hamilton	LeRoy Mason
Jim	Ed Smith

Author, F. A. E. Pine. Director, Bob De Lacey.

SYNOPSIS. In a gambling game Dandy Darrell wins the Bar C ranch from Rufus Castleman, who dies. Dandy whips Black Duff, drunken foreman of the ranch. Ruth Castleman returns and Dandy, infatuated with the girl, does not let her know the property is now his. Duff tells her Dandy caused her father's death. She fires Dandy, but latter spoils Duff's plans to steal cattle, saves Ruth from him and wins her.

Tom Tyler, star of "The Arizona Streak" an F. B. O. production

The Arizona Streak (F. B. O.)

PRESS NOTICE

TOM TYLER in a rattling Western melodrama entitled "The Arizona Streak," will be the big screen attraction at the ——— Theatre on ———. This is a picture in which pungent thrills, delightful romance and slashing action are neatly balanced by comedy, with the athletic star at his best in a role that demands startling feats of activity, daring horsemanship and ability to fight like a second Dempsey. Tom plays the part of Dandy Darrell, who wins a ranch in a gambling game, conceals the fact from the rightful heiress, a girl he loves, and evens matters up finally by wedding her.

CATCH LINES

A ringing story of adventure in the West with a gambling hero who plays a straight game for a girl—and wins!

Tom Tyler in a rattling tale of love, romance and heroic endeavor!

The Fighting Cheat

(Artclass Pictures Corp.—5000 Feet)

(Reviewed by George T. Pardy)

THE fifth of a series of acrobatic stunt-thrillers with Western environment, this picture is every bit as lively a proposition as any of its predecessors, and comes out considerably in the lead so far as plot values are concerned, for the story possesses quite a little pathos and heart appeal, as well as physical punches. Wally Wales distinguishes himself by an extraordinary display of agility and nerve that will astonish those who have not seen his tricks before, and win him many new admirers. Moreover, he is no slouch of an actor, and gets away with some good emotional stuff in his scenes with the blind mother and the girl. The latter is daintily portrayed by Jean Arthur, who registers as a very sweet and wining heroine. Charles Whitaker throws a lot of pep into the villain role and the support is smoothly balanced. Clear, distinct photography, fine views.

THEME. Cowboy Kenyon aids a wounded bandit, falls in love with latter's sister, passes through a medley of adventures, wins girl, whose brother reforms.

PRODUCTION HIGHLIGHTS. Developments of romance and mother-love lure. Scenes where Wally finds Ruth's wounded brother. Abduction of Ruth. Wally on trail. Running fight with outlaws through mountains. Wales startling acrobatic stunts.

EXPLOITATION ANGLES. You can safely promise patrons a zippy melodramatic romance. Boost as strenuous Westerner. Play up Wally Wale's riding and acrobatic feats.

DRAWING POWER. Will please wherever the red-blood Westerners bring 'em in.

SUMMARY. Skips along at express speed. Is probably best so far of series of acrobatic stunt thrillers starring Wally Wales, who pulls great stuff in this one. Western atmosphere and continuous thrills, heart interest, will hold average fan.

THE CAST

Wally Kenyon	Wally Wales
Ruth Wells	Jean Arthur
Lafe Wells	Ted Rackerby
Mrs. Wells	Fanny Midgley
Jud Nolan	Charles Whitaker
Doctor	V. L. Barnes
Cook	Al Taylor

Author, Betty Burbridge. Director, Richard Thorpe.

SYNOPSIS. Lafe Wells, member of a bandit gang, is shot and left alone in the plains. Wally Kenyon finds him and agrees to his request to take his money to his mother Lafe supposing that he is dying. Wally accomplishes his mission and falls in love with Lafe's sister Ruth. Lafe recovers and later, when Ruth and Wally are ambushed by the outlaws, he brings the sheriff's men to their aid. The lovers are united.

Wally Wales, star of "The Fighting Cheat," an Artclass release.

The Fighting Cheat (Artclass Pic.)

PRESS NOTICE

AN acrobatic stunt thriller of the finest, a Westerner that will keep your nerves on the jump with daredevil feats and thundering action, is "The Fighting Cheat," starring Wally Wales, and scheduled to be shown on the screen of the ——— Theatre on ———.

The star appears as Kenyon, who aids a wounded bandit, supposed to be dying, falls in love with the latter's sister, and eventually wins her after undergoing an amazing amount of adventures. Action all the way, Wally Wales fighting like a demon, riding and performing wonderful stunts.

Pretty Jean Arthur as heroine Ruth, and a dandy supporting cast. Charles Whitaker scoring a big hit in villain role.

CATCH LINES

Watch for Wally Wale's leap from his horse to a speeding train, and other mad feats of daring!

The Blackguard

(Lee-Bradford—6937 Feet)

(Reviewed by George T. Pardy)

A TRIFLE slow in getting started, but once this picture strikes its gait it maintains fast action to the finish and provides virile entertainment. The early sequences are devoted to showing the formation of the young hero's character and the influence upon him of a hallucination caused by an injury to his head, whereby he is dominated by a vision of a music-god, Maliol, who promises him success as a violinist, so long as he confines his affections to his art. He really wins through hard work, but the Maliol idea rules him so sternly that the woman he loves, Princess Marie, is led to share his belief. The big thrills come during the revolution, when he risks all to save Marie, and the mob scenes, the fight with Levenski and escape from the burning palace are staged with tremendous spectacular effect. Jane Novak and Walter Rilla do excellent work in the leading roles and are well supported. Photography A-1.

THEME. Melodrama. Young violinist saves woman he loves in Russian revolution. Badly injured, he sacrifices his art but finds his reward in her affection.

PRODUCTION HIGHLIGHTS. The spectacular mob scenes, burning of the palace, hero's fight with Levenski, his escape from flames. Sustained melodramatic action, romance development. Work of leads and support. Episode where lovers are reunited.

DRAWING POWER. Suitable for neighborhood, smaller houses and towns.

SUMMARY. Has general audience appeal. Puts over some big melo punches. Settings attractive, mob scenes in Russian revolution remarkably well handled. Piles up pathos and heart interest. Well directed and acted.

THE CAST

Princess Idourska	Jane Novak
Michael Caviol	Walter Rilla
Adrian Levenski Maliol	Bernhardt Goetzke
Pomponard	Frank Stanmore

Author, Raymond Patton. Director, Graham Cutts.

SYNOPSIS. Michael Caviol, violinist, sees visions in which he is dominated by a god-like creature, Maliol, who promises him success so long as he loves nothing but his art. He becomes famous but shuns the love of woman until he loses his heart to Russian princess Marie Idourska. The Revolution breaks. Michael finds the leader to be Adrian Levenski, his former music master. He obtains two passports from Levenski and effects Marie's escape. Levenski and Michael fight and latter is thrown into flaming building, escaping badly burned. While praying in a church Marie enters and kneels beside him, no longer a princess but his love.

Jane Novak, appearing in "The Blackguard," a Lee-Bradford release.

The Blackguard (Lee-Bradford)

PRESS NOTICE

"THE BLACKGUARD" a spectacular melodrama of compellling heart interest, starring Jane Novak, is scheduled to be shown at the ——— Theatre on ———.

This film deals with the days of the Red Terror in Russia at the outbreak of the revolution. The hero is a young violinist who has won world-wide fame and the love of the Princess Idourska. When the latter is threatened with death her lover comes to her aid, risks his life and is terribly injured effecting her escape, but afterwards rejoins her in safety.

Jane Novak scores one of the biggest hits of her career in the leading role and is supported by a brilliant cast.

CATCH LINES

They called him "The Blackguard," yet he was willing to sacrifice renown and his life for the woman he loved! The Red Revolution!

Win, Lose or Draw

(Artclass Pictures, Corp.—5000 Feet)

(Reviewed by George T. Pardy)

PUTS over a double fan appeal, animal lovers as well as admirers of regulation fast riding, gunplay Westerners, should be thoroughly pleased with this one, and juvenile patrons are sure to get wildly enthusiastic over the work of Senator, the well-trained and peculiarly sagacious horse, and his no less intelligent canine pal, Bullet. These two pull off a great stunt when their master is trapped in the mine shaft behind a locked door. Senator blithely kicks the door away from its hinges, while Bullet drops down a lariat up which the imprisoned man climbs to freedom, just in time to save the heroine from her thug assailants, whom he batters into submission. Leo Maloney plays a dual role with lots of dash and ginger, Josephine Hill is an attractive heroine and the support is adequate. The photography throughout is excellent, offering a number of beautiful outdoor views, and unusually effective double exposures.

THEME. Conspirators plot to get possession of ranch owned by Fayette and daughter, on which gold has been found. Hero defeats their schemes, wins girl.

PRODUCTION HIGHLIGHTS. Zippy action, melodramatic punches, love interest, good photography. Tricks of trained horse and dog, scene where they rescue her from mine shaft. Maloney's clever dual portrayals. Fight at finish.

EXPLOITATION ANGLES. Bill as snappy Westerner with good romantic interest. Play up Leo Maloney's riding, fighting stunts, also trained horse and dog.

DRAWING POWER. Good card wherever live Westerners are popular.

SUMMARY. Has lots of go and fun. Star busy all the time, gets some cracking stunt work across. Animal lovers will like the trained horse and dog stuff, which has also strong juvenile appeal. A likely Westerner.

THE CAST

Ward Austin	Leo Maloney
Ben Austin	Leo Maloney
U. S. Marshal	Roy Watson
Pierre Fayette	Whitehorse
Heloise Fayette	Josephine Hill
Fred Holt	Leonard Clapham
Barney Sims	Bud Osborne

Author, Ford Beebe. Director, Leo Maloney.

SYNOPSIS. Pierre Fayette and daughter Heloise find gold on their ranch. Holt and Sims throw suspicion on Pierre as a former bandit. Deputy marshal Ben Austin investigates and is wounded from ambush. His brother Ward takes his place as deputy and wins Heloise's confidence. Ward falls down the mine shaft. He is released by his horse and dog in time to intervene when Holt and Sims attack the Fayettes. Ward subdues the villains and wins Heloise.

Leo Maloney, star of "Win, Lose or Draw," an Artclass release

Win, Lose or Draw (Artclass Pictures)

PRESS NOTICE

A STIRRING melodrama of the West, "Win, Lose or Draw," starring Leo Maloney, will be the leading screen attraction at the ——— Theatre on ———. This picture presents Leo Maloney in a dual role, assisted by a horse and dog of wondrous sagacity and deals with the attempts of a couple of conspirators to annex a ranch on which gold has been found, the property of Pierre Fayette and daughter Heloise. The hero takes his brother's place as deputy marshal, after the latter has been wounded, exposes the conspiracy, arrests the plotters and wins Heloise. Josephine Hill plays the heroine role supported by Roy Watson, Leonard Clapham, Bud Osborne and Whitehorse.

CATCH LINES

A rousing Westerner with action galore, a daring hero, lovely heroine, a dog and horse that do everything but speak!

Ladies of Leisure

(Columbia Pictures—5257 Feet)

(Reviewed by George T. Pardy)

RATHER loosely constructed, and only mildly interesting entertainment! The director hadn't a particularly strong line of material to weave into form, and his manner of handling it didn't improve the film's chances as a box office asset. There are several queer gaps in the continuity, such as when a jealous suitor takes a shot at heroine Mamie and you can't tell whether she has been exterminated or not, and are left wondering why a player-piano jumps right into view with keys rattling off the Wedding March. Elaine Hammerstein is unable to get much out of the Mamie Taylor role, but is good to look at and does as well as could be expected with a feeble part. The story doesn't grip at any time, it's too far-fetched to be convincing, and tiresome as a whole, although the comedy gags get a laugh here and there. Support fair, photography O. K.

THEME. Drama. Girl in love with man whose sister she acts as companion to, disappears when her shady past threatens. Is eventually cleared and weds him.

PRODUCTION HIGHLGHTS. Good work by T. Roy Barnes in comedy situations. Scene where Lannigan terrifies Mamie during hero's birthday party. Episode where Van Norden prevents her from committing suicide; surprise twist at end.

EXPLOITATION ANGLES. The title has pulling possibilities, although it hasn't got much to do with tale. Bill has heart interest drama. Big cast is worth featuring.

DRAWING POWER. Suitable for daily change houses, or half of double bill.

SUMMARY. Offers weak story that suffers from poor direction. There is some agreeable comedy relief, but the pathos is strained and ineffective, the plot as a whole being unconvincing and continuity ragged. May pass in cheap houses.

THE CAST

Mamie Taylor	Elaine Hammerstein
Eric Van Norden	T. Roy Barnes
Jack Forrest	Robert Ellis
Marian Forrest	Gertrude Short
Wadleigh	Thomas Ricketts
Eddie Lannigan	James Mason
Detective	Joseph W. Girard

Author, Albert Lewin. Director, Thomas Buckingham. Photographed by Dewey Wrigley.

SYNOPSIS. Mamie Taylor, companion to Marian Forrest, is in love with latter's brother Jack. Mamie's affections are fixed on Van Norden, wealthy bachelor. Eddie Lannigan, crook, threatens to expose Mamie's past. She runs away, is stopped from committing suicide by Van Norden, who takes her to his residence. Jack trails Mamie, accuses Van Norden of disloyalty. Mamie exits by rear door and Marian suddenly appears, informing Jack she and Van Norden are married. Jack and Mamie are united.

Elaine Hammerstein, star of "Ladies of Leisure," a Columbia production.

Ladies of Leisure (Columbia Picture)

PRESS NOTICE

ELAINE HAMMERSTEIN plays the feminine lead in "Ladies of Leisure," a picture of tremendous heart appeal, with society and underworld atmosphere, which comes to the ——— Theatre on ———.

She is seen as Mamie Taylor, in love with Jack Forrest, brother of Marian a girl to whom Mamie is hired companion, and trusted friend. A crook blackmailer threatens to expose Mamie's past and though innocent of wrong-doing she runs away. A series of odd events lead up to a most astonishing climax with Mamie finally cleared and happy with the man she loves.

CATCH LINES

Her dark past threatened. Would the man she loved forgive? See how fate solved this problem for the heroine in "Ladies of Leisure!"

When disaster hovered over her, she sought oblivion among the shifting masses and shadows of the great city!

Red Dice

(Prod. Dist. Corp.—Six Reels)

(Reviewed by George T. Pardy)

HAS all the earmarks of a successful box office draw! It's a thoroughly up-to-date plot built around the activities of rum-runners, combining melodramatic power with brilliant comedy, well acted and directed and registering as first-chop entertainment. There are a variety of complications to the story, which winds in and out through a maze of unexpected situations, but not the least of the picture's good qualities is the fact that its continuity is preserved intact from start to finish. Underworld atmosphere not infrequently suffers from absurd exaggeration on the screen, in this instance it is developed with remarkable accuracy of detail and carries conviction. Much of this realism is due to the excellent work of the cast, Rod LeRoque, always an accomplished artist, making a great impression in the hero role and Marguerite De La Motte winning stellar honors as the girl. Support adequate. Photography O. K.

THEME. Melodrama. Hero and heroine fall in clutches of bootlegger king, but finally extricate themselves after passing through a medley of adventures.

PRODUCTION HIGHLIGHTS. Killing of Conroy. Scene where Alan throws dice for suicide date. Underworld atmosphere, recurrent thrills, comedy flashes. Rod La Roque's work in lead. Big punch episode where bootleggers are trapped.

EXPLOITATION ANGLES. Stress story's romantic and melodramatic sweep and comedy relief. Play up as thrilling underworld yarn. Feature principals.

DRAWING POWER. Good card for any house, will please masses.

SUMMARY. Has universal audience appeal, moves swiftly, slams over melo punches with great effect, interpolates pleasing comedy. Rod La Roque and Marguerite De La Motte score big hits in leading roles. Good modern melo with humorous angles.

THE CAST

Alan Beckwith	Rod La Roque
Beverly Vane	Marguerite De La Motte
Johnny Vane	Ray Hallor
Andrew North	Gustave Von Seyffertitz
Squint Scroggins	George Cooper
Nick Webb	Walter Long
Mrs. Garrison	Edythe York

Author, Adapted from Octavus Roy Cohen's novel, "The Iron Chance." Director, William K. Howard. Photographed by Lucian Andriot.

SYNOPSIS. Alan Beckwith, broke, insures his life for bootleg king North, agreeing to commit suicide later. He weds a woman of North's choosing, Beverly Vane, whose brother Johnny is in North's power. Alan and Beverly fall in love. He and Johnny plot to seize one of North's rum cargoes. They are trapped by North and his men, but Beverly appears with revenue officers. The North gang is arrested. Beverly and Alan face happy future together.

Rod La Roque, star of "Red Dice" a Producers Distributing Corporation production.

Red Dice (Prod. Dis. Corp.)

PRESS NOTICE

MELODRAMA, mystery and mirth amid the shadows of the underworld are set forth in the spectacular plot of "Red Dice," the big picture which will be given its local premiere at the ——— Theatre on ———.

Rod La Roque plays the leading role in this romantic expose of the criminal bootlegging industry in which, as Alan Beckwith, he is enmeshed in a net of intrigue and perils, schemes against the king of the liquor-smugglers, shakes dice for his life, loses, but wins out in the end through the intervention of the girl he loves.

Marguerite De La Motte is seen in the feminine lead, with Ray Hallor, and Gustave Von Seyffertitz in important roles.

CATCH LINES

A story of two lives in the grip of the devil-chief of the liquor smugglers!

He accepted his fate on the throw of the Red Dice, but love intervened and saved him!

Sky High Corral

(Universal—4871 Feet)

(Reviewed by George T. Pardy)

A FOREST ranger romance filmed amid extremely colorful surroundings, this Westerner is well directed, continuity compactly knit together, offers a pleasing love interest yarn, as well as perpetually fast action and stands on a level with the best features in which Art Acord has been featured. Four footed players are common enough these days, but for all that Acord's canine and equine assistants deserve a word of praise. Rex, the dog, is as foxy as they make 'em and Johnny-on-the-spot, wherever the exigencies of the tale demand his services, and Raven, the horse, does some real acting that fully entitles him to the closeups he gets. A good screen combination this talented trio. Marguerite Clayton, always a competent little actress, makes an alluring impression as heroine Shasta Hayden, while Duke R. Lee registers as a sufficiently eminent scoundrel in the part of Durk.

THEME. Western melo. Attempt by Whitney Durk to embroil rancher Hayden and daughter with Government officers is halted by ranger McCabe, who defeats Durk, weds girl.

PRODUCTON HIGHLIGHTS. Good atmosphere, melodramatic realism, gingery action. McCabe's meeting with Shasta. Scene where Whitney Durk and pals drive off Hayden's cattle. The fights. Capture of the gang. Acord's work. Climax.

EXPLOITATION ANGLES. Bill as snappy-action picture of the wild outdoors, with strong romantic and melodramatic appeal. Play up Acord and trained horse and dog.

DRAWING POWER. Will appeal to Western fans anywhere.

SUMMARY. Slams over lots of exciting situations, no letup to action whirl, has love interest values, colorful scenic views. Art Acord, his horse and dog. busy all the time. Acting good, on the whole an entertaining Western melodrama.

THE CAST

Jack McCabe	Art Acord
Shasta Hayden	Marguerite Clayton
Whitey Durk	Duke R. Lee
Burns	Jack Mower
Bill Hayden	Tom Lingham
Gregg	Blackie Thompson
Slim	Missouri Royer

Author, Ralph Cummings. Director, Cliff Smith. Photographed by Eddie Linden.

SYNOPSIS. Government having declared a certain tract of land a game preserve, rancher Bill Hayden and his daughter Shasta are about to be evicted. Forest ranger Jack McCabe falls in love with Shasta. Hayden's secret enemy, Durk, steals Hayden's cattle and tells him the rangers are responsible. Jack saves both Hayden and the girl from Durk's men. The criminals are finally rounded up and game preserve law repealed. Shasta confesses her love for McCabe.

Art Acord, star of "Sky High Coral," a Universal production.

Sky High Corral (Universal)

PRESS NOTICE

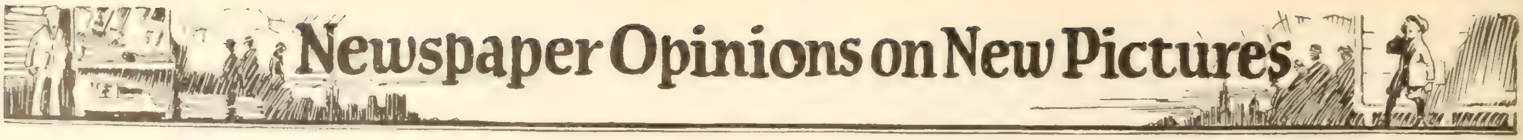
A RATTLING Ranger romance, a cyclonic melodrama of the West, with Art Acord as the dashing hero; entitled "Sky High Corral," is billed as the big screen attraction at the ——— Theatre on ———.

Acord's admirers will find much to enthuse over in their favorite's latest production. He takes the part of a forest ranger, in love with a daughter of a rancher who faces eviction through a Government ruling. A false friend of the rancher's tricks him and endeavors to carry off the girl, but is foiled by Art.

The support consists of Marguerite Clayton, Duke Lee, Jack Mower, Tom Lingham, Floyd Shackelford, Blackie Thompson and Missouri Rover.

CATCH LINES

Uncle Sam's Forest Rangers, rivals of the Northwest Mounted and Texas Rangers—in a rip-roaring action drama!



Newspaper Opinions on New Pictures

"Ibanez' Torrent"—Capitol, N. Y.

American: "Perhaps it is not fair to slight the rest of a fine picture by talking at length about its star. Monta Bell directed 'Ibanez' Torrent,' which boasts a carefully chosen cast and sensitive direction. This simple tale of a singer who tires everything but the simple love she longs for, has been beautifully and effectively filmed. It is a tender picture, with a tragic but inevitable ending. Ibanez's novel has evidently been closely adhered to. There is no strained effort to insert melodrama where it does not belong; the picture always rings true. Greta Garbo is young, slim, with strange, haunting eyes, her beauty is foreign and sophisticated, and she is sure to prove more of a sensation than Pola Negri did on her first appearance in this country."

Sun: "A most enjoyable film. Greta Garbo is a personable, wistful and intensely feminine young woman, who at odd moments suggests every member of such a widely assorted, variegated flotilla of American womanhood as ZaSu Pitts, Alma Rubens, Norma Talmadge, Lillian Gish and Carol Dempster, and exhibited the best features of each. Her debut is a successful one, she has individuality, and character, and her moving photographs do not resemble an animated magazine cover. Which is a grade A relief."

World: "The production is beautifully conceived and executed. The characters are real people. Greta Garbo plays highly emotional scenes with restraint and sincerity. Monta Bell proves his right to be placed near the top on the list of great directors. Ricardo Cortez is more pleasing than he has been in any other picture. Gertrude Olmsted, Tully Marshall, Mack Swain, Lucien Littlefield, Martha Mattox and Arthur Edmund Carewe were all effective in roles of importance."

Herald-Tribune: "'Ibanez Torrent' is an interesting picture. Pictorially it is lavish, tasteful and always beautiful. Dramatically it is effective, and succeeds to a remarkable degree in capturing a romantic spirit."

Daily News: "The film at the Capitol is a pictorial treat."

Journal: "The combination of star, story, and director is an excellent one."

Evening Post: "Miss Garbo is dark, foreign and exhilarating to look upon. She is a separate and distinct personality, like no one else on earth."

"Ibanez' Torrent," M-G-M., Loew's State, L. A.

Illustrated Daily News: "A great human document. It brings Greta Garbo into prominence in a film that will be long remembered."

Examiner: "The film provided excellent entertainment, it is an unusual story with a deft and unexpected turn for its finale."

The Times: "A Gorgeous production struck through with shafts of golden Spanish sunlight, touched with the picturesqueness of the native costumes, motivated with the strongest of human emotions, and containing more good acting than it is usual for any one film to have."

Record: "Monta Bell's best feature."

Citizen: "In many respects this film is more enthralling than Ibanez's 'The Four Horsemen,' and more daring in sensational lovemaking than 'Blood and Sand.' It scored a real triumph, and is all that those who have praised it say about it and more."

"Antinoe Rescue"—International Newsreel, Rialto, N. Y.

World: "By all odds, the most exciting thing moving upon the screen at the Rialto this week is the International Newsreel showing the Steamship 'Roosevelt' rescuing the crew of the British freighter 'Antinoe' . . . There isn't, of course, a Hollywood film show in the town which presents so truly thrilling and dramatic a five minute episode as is that of the 'Roosevelt.'"

American: "The allure of the silver screen has never been so vivid or appealing as today. . . . While New York is applauding to their faces, the gallant officers and men who rescued the crew of the 'Antinoe,' in thousands of theatres throughout our continent the International Newsreel's exclusive pictures are flashing a marvelous reproduction of the scenes attending the rescue. . . ."

"The Bat"—United Artists, the Strand, N. Y.

Times: "People in the theatre yesterday were distinctly affected by the spine-chilling episodes, and they were relieved by the comedy interludes."

Telegraph: "It gives so much that the play could only suggest that it is twice as absorbing and twice as smooth as the stage version."

Mirror: "The audience jumped nervously only to shout with laughter that verged close to hysteria. If you want a thrill-a-second, don't miss this crackerjack comedy mystery drama. Yea, verily, it's a wow!"

Tribune: "The people who sat behind us approved the picture audibly and constantly. They thought everybody was much better than the people playing the same parts in the original version. They especially applauded Louise Fazenda, but the one we liked best was Tullio Carminati, who plays Moletti."

Daily News: "It's a knockout. It's wonderful. Thrills. Mystery. Comedy. You'll be tempted to clutch the fellow in the next seat and scream if anybody says 'Boo!' It's really great fun, and if you don't see 'The Bat' you'll be depriving yourself of excellent entertainment."

Telegram: "We doubt if the stage version could have been more intense and petrifying than this motion picture reincarnation of this epic of murder and mystery, of suspense and suspicion, of horror and hilarity."

Post: "A weird, creepy, tittery camera study in black and white. Quite as engrossing and nearly as jumpy as the stage version, the film thriller goes a good deal beyond the mere stage mechanics and makes tremendously effective use of photographic medium to achieve its purpose."

American: "For all with strong hearts and a taste for whooping good mystery stories, let me recommend at once the Mark Strand feature picture."

Journal: "For gorgeous entertainment, the kind that keeps you in suspense and thrills, and makes you look askance at the people sitting next to you, go see 'The Bat'."

"Black Pirate"—United Artists, Tivoli, London

Daily Telegraph: "The art of the screen makes a notable step forward."

Chronicle: "Douglas Fairbanks, the greatest picture maker in the world, has introduced something new of such a standard that all subsequent films will be measured by it."

Daily Mail: "'The Black Pirate' sweeps one in the wake of great adventure. Even the story pales before the smooth, vigorous construction and beautiful photography."

Daily Mirror: "America has sent us another screen masterpiece. The pirate ship with its picturesque crew looks like one of Turner's sea pictures come to life."

Express: "The screen has never seen such shimmering opulence of beauty as in this cascade of wonderful sea pictures. The screen has no greater asset than this clean living, high thinking, intensely virile player whose work sets a standard to the world."

Graphic: "It must be rated as America's most ambitious contribution to the world's screen art."

Daily News: "One of the best films America has sent us for a long time."

"Black Pirate"—United Artists, Selwyn, N. Y.

World: "An object of sovereign beauty is Douglas Fairbanks' new cinema, 'The Black Pirate.' With quite as much ingenuity in dramatic restraint, we find a tale of daring heroism, acted by that gallant, adventuring fellow, Fairbanks, and acted with all the terrific pace which he has always lent to his works. It seems to me that Mr. Fairbanks and Mr. Parker, in this poem of piracy which they now present, advance in the field of natural colors for films from what it has been up to this time, a purely experimental and highly hazardous position, into one of demonstrated fact."

Herald-Tribune: "The press agent, if he desires to do so, has my permission to quote me as saying that 'The Black Pirate' is a better picture than 'Don Q.' Some of the scenes achieve a striking beauty, much in the manner of a Maxfield Parrish pirate painting come to life."

Times: "This is a production which marks another forward stride for the screen, one that the boy and his mother will enjoy and one that is a healthy entertainment for men of all ages. There is no sudden fringing or sparking of colors, the outlines being always clearly defined without a single instance of the dreaded trembling 'rainbow' impinging itself upon the picture. For the most part modulated shades are employed, such as sepia, the dominating tone, which is far more effective than a scattering of reds and greens."

Evening World: "Standing room was at a premium and the audience grew more enthusiastic with each reel. There is not a thing to mar a highly enjoyable evening of Douglas Fairbanks at his best, a pirate story of salty savor, and color photography at its best yet. 'The Black Pirate' is recommended without reservation."

Sun: "It is a movie in accepted Fairbanks tradition—which means that is presents its entertaining star in his customary dashing screen character and as an evening's diversion can be recommended to the American legion of Fairbanks admirers."

Daily News: "A thrilling, exquisitely photographed film with Douglas Fairbanks, in the role of the Black Pirate himself, giving one of the best performances of his long stardom."

Praphic: "'The Black Pirate' is Doug Fairbanks as you like to see him."

Mirror: "A splendid achievement and should be a box office magnet."

Journal: "Fairbanks, agile as ever, fights duels, flashes his teeth, saves the damsel in distress, hoists himself up and down ropes, and does a neat bit of acrobatics by taking a ship single-handed, and swinging himself down the sails, slashing them on his way down."

"The Cave Man" — Warners, Rialto, N. Y.

Times: "'The Cave Man' is the highlight on the Rialto program this week. Here is a mile of mirth filled with unusually clever situations that have been handled most adroitly by Lewis Milestone. Mr. Moore's portrayal of the good natured brute, dominated by a young lady, is immense."

World: "A right good performance by Mr. Moore, who has been doing remarkably well over the last year."

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THEATRE MANAGEMENT
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The Box Office Angle of "Presentations"

Supplying Demand for Supporting Acts With Aid of Local Talent

By RUSSELL F. BROWN
MacDonald Theatre, Eugene, Ore.

THE effect of presentations on the box office is a subject of general discussion. Our experience here at the MacDonald Theatre is that the public is attracted first, last and most of the time by the caliber of the film feature. If the prologue or presentation is unusually big, both in talent and that much abused term, showmanship, it should unquestionably be a box office angle. But the "gross" entertainment is the big doin's. Put on a big picture, a good presentation, novel shorts and the best musical accompaniment to all, and don't try to "lead pipe" them at the front gate, rather work on the well known Henry Ford "volume" plan, and it ought not to be necessary to cross the street when the local banker is sighted ahead. A big presentation and fairly good picture may click to good business, but don't contract for a new car on the strength of it before hand, especially if you try to make the first ten customers pay for the whole works.

Our first endeavor in the presentation field dates back to the release of "The Sheik." Up until that time we had been using a soloist and organ specialties, but realizing the possibility of combining those two, adding a stage setting in keeping with the atmosphere of the picture, with a bit of continuity connecting the songs and musical numbers, we termed the results "prologues," and began sitting up nights planning out the next one. At times we varied the idea by introducing the theme song with the soloist in a neutral setting,te rming these "Vocalogues" or, in event the organist was featured, "Thematic introductions."

Forming the Stock Company

With that as a basis, we began adding new talent, always local, until we had established a "stock company" of vocal, instrumental and dancing entertainers. If the presentation was to be in the nature of a prologue, we used only the general Atmosphere of the picture for our setting and theme, never attempting to "borrow" a scene or situation from the film and attempt to duplicate it on the stage, thus spoiling the picture and trying to compete with the studios in elaborate settings.

We believe presentations in keeping with the atmosphere of the feature picture are usually the more successful, as far as the audience appreciation is concerned. This belief is based on the reaction of our patrons, both in demonstrations of applause and comment outside the theatre. This we believe is due to the frame of mind in which the audience is attracted to each particular type of picture. The audience is already "sold" on the general type by reason of the film advertised, and are therefore more generous in accepting the stage production.

Building Stage Settings

We are firm believers in subordinating the setting in favor of the musical entertainment of the presentation. We have developed the use of rosin paper in making stage settings and lobby displays until the cost of an entire setting for any presentation is practically negligible. By the use of such settings, effectively lighted, and employing local talent, painstakingly developed, any theatre in any sized city or town can produce prologues and presentations that should compare favorably with the efforts of the metropolitans. A fair understanding of what your particular public likes in the way of musical entertainment, a good musician at the console, a bit of originality and respect for harmony in paint-slinging and lighting, and the trick is done.

Local talent is quite readily developed, and if properly schooled can be made to pay big dividends. The schooling however, should be done before the show opens. Our stock company idea has been to graduate such talent from minor to leading roles. A few appearances in a "bit" give a world of confidence to the beginners, and those capable of feature parts are quickly spotted. If too slow in developing, we devise some way of running out of parts for them. It isn't a bad idea to remember the family and friends each aspiring performer has and in dismissing the undesirables, never run the chance of offending from two to twenty prospective customers.

Working Up the "Idea"

With your talent catalogued and the picture in mind, consider your stage possibilities and pocket-book limitations and scratch deeply for an original idea. If the latter isn't forthcoming, begin with a possible song that is suitable. There are a wealth of novel ideas associated with songs. Many a successful presentation has been

(Continued on next page)

Equipment Organization

By P. M. ABBOTT

IT appears that a new organization will be formed this next summer. Equipment manufacturers who attended the recent meeting of their division of the National Supply Dealers' Association were of one accord in expressing their belief that they should have their own independent organization.

It is understood that a special manufacturers' committee has been appointed to study and make recommendations for a basis for the foundation of this association.

PROVIDING this proposed manufacturers' organization is organized and functions along proper lines there is no question but what every member will benefit. But the good that can be derived from such an organization does not end there; theatres, studios, laboratories, equipment distributors and the industry in general likewise can benefit.

A better understanding among manufacturers will inspire confidence and confidence makes for progress.

Progress that instigates the development of new and better equipment is to be welcomed in this field. For this is the day of elaborate and individualistic theatres and equipment is playing a very important role.

SO while it may be startling to claim that the proposed equipment manufacturers' association can make its influence felt all the way down the line to the public, yet there appears no reason why this can not be so. In fact, in other fields, similar far reaching effects are now being obtained.

The success of the proposed manufacturers' organization really rests with the attitude of the members themselves. Their association can do big things or simply take its place with other similar organizations that have a reason for existing but are valueless. But knowing many of the prospective members of this organization, we predict a brilliant future for it.

Producing Presentations For Profit

Local Talent, Simple Settings And "Ideas" A Workable Formula

(Continued from preceding page)

based on a setting or situation suggested by a song or instrumental number. But be sure your song is right! Don't try to introduce a new one unless your available talent can put the song over in spite of what the audience may think of it. Check up on the popular hits at the music stores, phonograph record counters, and, that new medium, the radio. A lot of possibilities can be cornered through the latter.

With the idea, talent and musical numbers in mind, the setting should be pretty well established. Stick to simplicity, but strive for novelty. With moderate lighting facilities numerous effects can be worked out. Soft, subdued lights for the general setting, picking out the characters with spots from front or sides; silhouette effects; overhead spots and short range face spots are but a few. Keep your lighting effects moving; by planning a change of lights for each musical number, unless not in keeping with the trend of the presentation, gives variety and holds the interest of the audience.

A lot of rehearsing, then a lot more rehearsing is about the next thing in line. Preliminary rehearsals with the musical director, then others to rough in the stage business, and finally others with the stage setting and light plot working.

Strand Theatre in Seattle Cuts Admission Prices

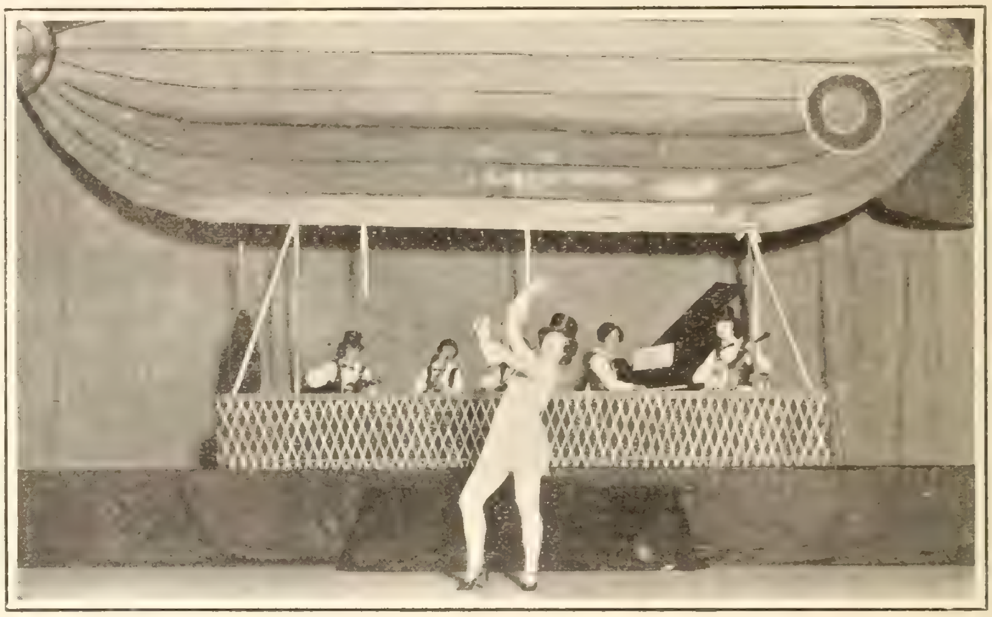
Admission prices at the Strand theatre in Seattle, were reduced last week to twenty five cents at any time, with children's admissions always ten cents. This move was made by Manager Al Finkelstein less than one week after the house, one of the Jensen Von Herberg chain, was purchased by the Motion Picture Capital Corporation. A perceptible difference in gross attendance was quite noticeable at the house.

300 Contestants in "Old Time Dance" Stunt

The Finkelstein & Ruben-Daily Star old time dance contest which has brought out nearly 300 dancers of jigs, reels, quadrilles, three and gazotskys not to mention many Scandinavian folk dances has been such a tremendous success at the Garrick Theatre, Minneapolis that it has had to be continued into a second week. So far as is known this is the first contest of the kind since the advent of the old time dance craze.

Crowds Storm Bath Theatre for Fiddlers' Contest

The Opera House, Bath, Mass., was obliged to turn away several hundred people each night during the recent Fiddlers' Contest and on the final night police were required to hold the crowds in check that stormed the building. Charles Brooks, aged 71, of North Edgecomb was awarded the Sagadahoc County championship in the finals.



A MACDONALD PRESENTATION

The photo above shows a scene in the presentation staged by Russell F. Brown at the MacDonald, Eugene, Ore., in conjunction with First National's "We Moderns." A description of the act follows:

Setting—Plush opens on dark stage, black scrim hung front, with cloud effect playing across it from behind. Cloud effect swings to bag of airship, playing across bag to give forward motion. Blue borders dim up half. Girls' band seated in basket of ship, playing popular medley, softly at opening, louder as lights come up. Propeller on front of basket revolves. Moon, hung back of and just below bottom of bag, glides across from left to right, also giving forward movement. Near end first medley, cloud effect changes to upward motion, moon and front scrim are also drawn up slowly, all giving downward motion to stationary ship.

Action—End medley, foots come up slowly, pink spot from booth catching girl dancer, who trips to front of basket at first note of introduction of "Yes Sir That's My Baby," pushing open small double gates in front side of basket and running down invisible steps (covered with black drapes across full width of stage from bottom of basket to floor and so lighted as not to show) and going into "mild" Charleston. Dancer exits right at finish. Following dance, girls' band plays another popular medley, singing "Crooning" as an interlude, ending with "hot" jazz version. Band opens up with CHARLESTON, dancer reappearing from right and going into "hot" Charleston to encore. End encore, plush closes, then parts, showing dancer on side of basket, all other girls standing, waving high hats, cloud effect working and propeller again in motion as plush closes, then parts on "We Moderns."

Fire Drill For House Staff Proves Its Worth At Detroit Theatre

By C. W. NEBEL

ONE of the most noted examples of fire prevention precautions took place in Detroit last week, and was so unusually successful that it is of interest to every exhibitor in the country.

For ten years James C. Ritter of the Rialto theatre, Detroit, has been holding fire drills. During the last three years, once a month, and oftener if new ushers were added to the staff, the ushers were assembled in the theatre and a fire drill—a real fire drill was gone over. During this drill, the situation of what to do in case of fire was discussed.

Some of the ushers had the idea that in case of a fire breaking out when they were not at their station at the head of the aisle thought they should run back to their position. Others suggested that they ran and open the exit doors. But the plan finally agreed upon was that in case of a fire they should stand where they are and in a calm, but forceful manner carry out their part of the work.

It is probable that there were times when these drills were called that they appeared unnecessary. Last Wednesday night, however, they paid their dividend.

At 7:30 with the house well filled, a fire broke out on one of the machines that had just been used, and while the other machine was running the feature. Either something had been propped in the port hole or the fire shutter failed to work, the operator did not know which, but flames shot out of the one port hole 12 feet, a fast, hot sheet of flame.

Immediately everyone in the theatre got up and made ready to rush out. But, standing in the aisles were the eight ushers who in a calm voice held their ground and repeated carefully, "Keep your seats, there is no danger." "Do not attempt to leave your seats. There is no danger." The orchestra, also schooled in its part, kept right on playing as if nothing had happened.

Finally the shutter dropped, cutting off the flames, and within twenty minutes the show was continued, without a single person leaving the theatre.

It was a most signal example of what preparedness meant in case of fire. The audience, seeing that the young men had made no move to leave their places, felt their must be no danger, and sat down.

Commenting on the incident, Mr. Ritter said, "We have been preparing for just such an emergency for ten years and whatever trouble or expense it was amply paid Wednesday night."

Presentations Rivalry in Seattle

Extra Attractions Feature Programs At Many Theatres

SEATTLE, Washington, motion picture theatres within recent months have been offering more and more presentation and musical specialties as part of their regular programs, and last week's bills saw the greatest assembly of added attractions that have ever appeared in the city simultaneously before.

At the Coliseum Theatre, Manager Frank Steffy offered a twenty-five minute musical novelty featuring the entire orchestra and cast of entertainers from Club Lido, one of the city's most popular night clubs. The ten musical numbers and two encores were contributed by Jackie Souders and His Club Lido Serenaders, a nine-piece orchestra; Jack Stern, song-writer and proprietor of the Club Lido; Miss Grace Hamilton, vocal soloist; Charlotte Ramonde, danseuse; and Jack Medford, popular singer and dancer.

At the Columbia Theatre, Manager Robert W. Bender presented the Portia Mansfield Dancers, a group of ten talented classical dancers who have recently finished an extended concert tour, and who put on a dance revue including several elaborate and lengthy numbers.

At the Blue Mouse Theatre, Manager John Hamrick offered the Deacon Jones Harmony Four, a professional male quartet whose appearance in Seattle is always the occasion of extensive advertising and publicity. Despite the fact that the Blue Mouse is a strict twenty-five cent admission theatre, this added attraction was offered along with the regular film program.

At the Liberty Theatre, Manager Leroy V. Johnson has been offering some attractive and elaborate musical novelties, arranged by Oliver G. Wallace, concert organist, and featuring both organ and vocal specialties.

Roemheld Presentations Chief at Alhambra

Heinz Roemheld, musical director of the Alhambra, Universal's Milwaukee theatre, is now in charge of the production of stage presentations in that theatre. His first productions are being staged this week and are going over successfully.

Earl Smith, singer and banjo player, made his debut at the Strand theatre last week where he appeared with Lichter's band in a presentation which was staged with the showing of "Sea Horses."

Downey Star of Stage Bill at Grand Central

Morton Downey, tenor, pleased his many St. Louis admirers by his singing the week of March 13 at the Grand Central Theatre, St. Louis.

The Sixteen Missouri Rockets dressed in the very latest silk modes formed a very colorful background for Downey's efforts. The orchestral and organ numbers were up to the usual high Grand Central standard. On the screen was "The Girl from Montmarte."

Publix Presentation for Paris Theatre

WILLIAM MORRIS has announced receipt of a cable from M. Davon of the Champs Elysee theatre in Paris, requesting that John Murray Anderson's revue, "The Bughouse Cabaret," be secured for Paris for June, for a period of six weeks.

M. Davon and his representative were in New York last month and attended a performance of "The Bughouse Cabaret," which played the Rivoli the week of February 7th, and was much impressed by "The Bughouse Cabaret" and feels that it is the type of production which will appeal strongly to his Parisian audiences.

Giersdorfs at Loew's State St. Louis Last Week

Giersdorf Sisters and their band were the chief stage attraction at Loew's State Theatre, St. Louis, Mo., the week of March 13.

The two elder sisters confined their activities to their musical instruments, but the youngest girl also put on some dance steps very well.

Roy Bulger and his very springy legs was another popular attraction of the week. "Songs of Ireland" was Don Albert's contribution to the St. Patricks Day season.

Jack Sidney put on a novelty that was somewhat different in his presentation. Bill Hart in "Tumbleweeds" was the chief attraction.

Bathing Beauty Review is Offered at Branford

At a presentation feature with "The American Venus" at the Branford Theatre, Newark, last week, the program offered a revue featuring twenty-five Atlantic City bathing beauties. The act was arranged by Elsa Greenwood and had "Miss Newark," Helen Corcoran, as the central attraction. A special setting showed the boardwalk at Atlantic City, with "Atlantic City Life Guard Trio" supplying the musical feature.

Combination Programs at Fox Washington, Detroit

The Fox Washington theatre in Detroit, is now offering a combination picture and high class vaudeville program. There will be five acts of vaudeville offered with feature pictures, the acts being booked direct out of Chicago by W. H. Shafer, managing director. The admission prices remain the same. Approximately $3500 has been spent on new stage equipment.

Single Setting for Rialto Acts

The dance and music novelties at the Rialto, New York, this week are condensed in a special setting and offered as "Musical Moments and Dance Divertissements." Dorothy Berke is assisted by Jack Triesalt and Senor Guerrere in the dancing numbers and Berenb's Eight Banjo Kings are co-featured. The photoplay attraction is "Desert Gold."

Musical and Dance Features With "The Barrier" at Capitol

Several musical features and a ballet arrangement by Chester Hale of Rubinstein's "Valse Caprice," by the Capitol Ballet Corps, support the feature picture, Rex Beach's "The Barrier" at the Capitol theatre in New York this week.

The Dixie Jubilee Singers return to sing another group of Negro spirituals and folk songs. These are "Goin' to See My Sarah;" "Water Boy;" "I Got Two Wings," and "Goin' Home," from Dvorak's New World Symphony.

The ballet number called "Nymphs and Fawn," marks the appearance for the first time as a principal dancer, of Connie Polsley, a graduate of the Capitol Ballet School.

"In a Cottage Small" is sung in duet form by Marjorie Harcum and William Robyn against a special setting. Doris Niles gives a solo interpretation of the "Dance of the Dervish," to the music of the "Polovetzian Dance" from "Prince Igor." The Capitol Grand Orchestra, under David Mendoza, plays Tchaikovskys' "1812" Overture.

Stanley Bill Headed by Waring's Pennsylvanians

Waring's Pennsylvanians headed the program of stage presentations offered last week at the Stanley Theatre, Philadelphia. The act scored a popular hit, repeating the success which this aggregation registered during their previous engagement at the Stanley. The program featured "Three Faces East" on the screen.

Publix Presentations Now Play Palace, Dallas

The Palace theatre, Dallas, last week inaugurated its policy as a "Publix Theatre," with the presentation of "The Melting Pot," the John Murray Anderson revue, in conjunction with the screen features. "Irene" was the leading photoplay attraction. No increase in admission prices accompanied the introduction of the new enlarged type of program.

Publix Shows in Memphis

Loew's Palace in Memphis this week was added to the string of Publix Theatres showing the presentations produced by John Murray Anderson and others. "The Melting Pot" is the current attraction, offered on the bill with "Irene." This is the twelfth house in the string now presenting these shows.

Barr Twins on Capitol Program

The Barr Twins assisted by Billie Griffith at the piano were the stars of the stage presentation offered at the Capitol, Des Moines, last week. Their act was programmed as "A Cycle of Song and Dance." "Irene" was the photoplay feature.

Strand Bill in Second Week

"The Bat" is being held for a second consecutive week at the Strand, New York, and Joseph Plunkett's new Mark Strand Frolic will be unchanged as the feature of the surrounding program.

Minstrel Sues Delmonte Managers

Campbell Claims He Was Given only $25 Of $2250 Guarantee

THE "I Don't Care" philosophy of Eva Tanguay is not shared by William Campbell of the Rusco-Hockwald Famous Georgia Minstrels, which entertained small audiences at the Delmonte Theatre, St. Louis, Mo., during fourteen performances (twice a day) beginning on February 6.

This lack of the Tanguay spirit accounts for suit for $2,225 filed in the St. Louis Circuit Court March 10 by Campbell against Jack Weil and Ray Miller, operators of the Delmonte which closed its doors February 26. Campbell alleges that Weil and Miller agreed to pay $2,250 for his act, but that at the end of the engagement but $25 was forthcoming. He is now seeking the rest.

Eva was called upon to make good on her "I Don't Care" creed on February 26 when she received but $300 of $2,000 she was to be paid for a week's run at the Delmonte.

Her contract called for $2,000 the week of February 20 but has since declined to press her claim for the balance. "The boys who operated the theatre need the money more than I do. 'I don't care,'" she said upon departing from St. Louis.

It is reported along the Rialto that Fred L. Cornwell plans to re-open the Delmonte. He had the house prior to leasing it to Weil and Miller for a ten year period.

Cash Reports Success With "Charleston" in Cleveland

Lowell Cash, manager of the New Kinsman theatre, Cleveland, states that the Broadway Circuit theatres, of which the New Broadway is one, have been tremendously successful with putting on Charleston contests. In each of the houses operated by this circuit, one night a week, for four weeks, is offering its stage to Charleston contestants. The winner of each week's exhibition is given a money prize. At the conclusion of the four weeks, the four winners will contest for a grand prize. The houses affected by this stunt are the New Broadway, Kinsman, Detroit and Homestead. Cash says that the houses are packed on Charleston nights, and business reflects a boost all the rest of the week by reason of stimulating interest in the theatres.

Weekly Charleston Number at Houston Theatre

Colored Charleston dancers have been added to the program at the Cozy theatre, Houston, Tex., for a special one night attraction. It is a Charleston Contest dance and is staged at the night performances only. Charlie Camp manager of the theatre reports that business has shown a big increase since this attraction was added to his program. It is his plan to feature this contest for several weeks.

Stock Shows at Capitol, Albany

The Capitol Theatre in Albany will be devoted to stock this summer, which means that Harmanus-Bleecker Hall, former home of stock during the summer months, will continue as a straight picture house.

RECENT EASTMAN PRESENTATION

Scene from "A Night at the Inn", an original presentation produced at the Eastman Theatre, Rochester, N. Y. The organization is considering plans to circuit stage numbers created there.

Eastman Stage Productions May be Presented in Other Cities

THE Eastman Theatre, Rochester, N. Y. is one of the great motion picture theatres of the country that is devoting particular attention to the creation of original stage productions for inclusion in its regular presentations. Equipped with unusual facilities for the production of attractive acts through its close association with the Eastman School of Music with its wealth of talent, it has already turned out many pretentious stage offerings, some of which are considered especially suitable for use in de luxe houses everywhere.

"Our plan" says Managing Director Eric Clarke "is gradually to prepare for the presentation of some of our stage creations in other cities. Our chief difficulty at the present time is in releasing our professional personnel from rehearsal appearances in our own acts for periods long enough to make a tour of other theatres. Later we hope to have a sufficiently large number of talented singers and dancers to perhaps be able to make a special comedy for touring purposes in the event that we find a demand for these acts in other parts of the country."

The production of Eastman Theatre acts is in the hands of Stage Director Rouben Mamoulian, who had a wide European experience in theatrical production before coming to America to join the Eastman staff.

Among the most successful of the recent Eastman presentations were "A Night at the Inn" with a Doughboy Chorus, offered on the same bill as "Behind the Front," and "The Grand Duke's Ball," a musical comedy tabloid presented with Adolphe Menjou in "The King on Main Street." The setting for the former was a French inn behind the lines with the Doughboys singing the old favorite war songs. "The Grand Duke's Ball" was a singing and dancing spectacle with nine song numbers.

The Eastman Theatre has its own scenic and costume departments under direction of Norman Edwards, with every facility for the making of complete productions.

The MANAGER'S OFFICE

HAROLD SHADBOLT has been made general manager of the Loew motion picture theatre interests in the city of Reading. He succeeds Hal Neldis who was manager of Loew's Colonial in Reading, and who has returned to his home in Los Angeles.

AL KVOOL, long with the Minneapolis State theatre of Finkelstein & Ruben and later manager of the Loring for the same company, has been made manager of the State at Mankato recently taken over by the organization.

GEORGE KRUGER from the Rialto in Minneapolis has been made manager of the Loring.

CHARLES MURRAY has gone from the Lyndale to the Rialto as manager for Finkelstein & Ruben.

DAVE WELLS, former assistant manager at the Garrick theatre, Minneapolis, has been promoted to manager of the Lyndale.

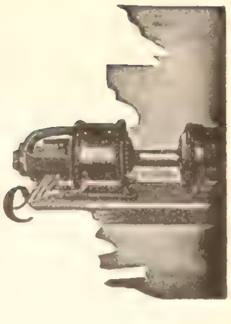
THOMAS MONAGHAN has been made manager of the Capitol Theatre, Lebanon, controlled by the Carr & Schad Inc., chain which has its headquarters in Reading.

Discovery Nights Regular Feature in St. Louis

Future Stars Discovery Night was ushered in by the Grand Opera House, St. Louis, on Friday, March 5 and will be a regular weekly feature of the house. It is intended to discover amateurs with professional stage ability.

Projection

Optics, Electricity, Practical Ideas & advice



Inquiries and Comments

Flickering Ghosts

D. R. GOLDIE, owner and manager of the American Theatre, Cherokee, Iowa, is having troubles. Not one trouble, mind you, but many; the most serious of which have to do with a cantankerous shutter, which, for reasons of its own, refuses to "stay put," thus giving use to annoying "travel ghosts," and the presence of objectionable flicker on the screen.

Mr. Goldie informs us that, try as he might, he has been so far unable to overcome these sleep-disturbing errors in his otherwise satisfactory projection system.

In his letter to us asking assistance in solving his problems, he leads off with the statement that he has followed the department for many years but has never yet resorted to plying it with questions so that he feels free to ask our aid in this instance.

There is nothing very commendable about that—this laying off on the question and answer stuff—thinking thereby, no doubt, to spare our tender feelings from being forced to wrestle with other peoples' problems.

Our Purpose

One of the principal purposes of this department is to answer just such questions, not only for the sake of rendering a personal service, but because other projectionists also are undoubtedly benefited thereby.

So, in future, you shy and bashful swains of the silver sheet, be not at all hesitant about pouring forth complaints concerning the aches and pains of your projection systems, for wherein lies the good of having a doctor if he is not called upon to administer to stuttering arcs, bleary-eyed lenses, creeping shutters, staggering projectors, pictures afflicted with the Dance of St. Vitus, and what not?

What is it we started to talk about?

Oh, yes! Friend Goldie of Cherokee, Iowa, sent us a letter.

Well, he it is.

A Peculiar Situation

"I have followed MOTION PICTURE NEWS for many years but have never yet taken the liberty to send in a question to the department so I feel free to now, as I have a peculiar situation here in my theatre.

I have two Powers 6B projectors equipped with Morelite reflecting arcs which are supplied with power from a direct current generator. A Dalite screen is used on a throw of 90 ft., the auditorium being 47 ft. wide, 30 ft. high and the picture being 11 ft. 6 in. by 13 ft. 6 in.

Two things trouble me which I have never before run up against with projectors of this make; they are the very latest I could buy.

Shutter Travels

The first is that I cannot keep the shutter set rigidly in its proper position with the set screws as tight as it is possible to get them—so tight that the shutter cannot be turned with the fingers on the setting device—the shutter gains in the course of a day or two so that it becomes decidedly off. Each time this happens, then results a "down-ghost." The bottom line on a fairly full screen (Full of reading matter?—Ed.) seems to have a slight ghost both up and down, although the rest of the titles are perfect.

Flicker

My second trouble has to do with flicker. The decorations are gray and old rose with gold panels on pilasters and gold lines around quite large panels on side walls.

The screen is set in an entirely black border, eleven feet from the front of the stage.

I usually employ about 15 amperes on the lamps, and have tried all different amounts of current, but the flicker does not seem to change to any great extent. Subjects like Pathe News, or comedies, where there is considerable white background, are very bad, it seems to me.

I have tried a regular shutter that is furnished with the standard equipment; in years gone by I have tried dozens of different shutters on projectors, but the Powers shutter seems to be as good as any.

I have also tried setting the screen at different angles, but found that the one first figured out for the angle of tilt of the projectors is as good as any, namely, to have the bottom of the screen out about 20 inches.

If you can give me any suggestions as to the remedy for these troubles, I will be grateful."

Not So Easy

Well, Friend Goldie, concerning the item of travel ghosts, we should say that the remedy here was quite simple. The only thing required here, to prevent the shutter from creeping, is a new shutter hub. It is quite apparent that the present hubs are worn and no matter if you do tighten them sufficiently at first, they will later work loose and creep, as you describe.

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The manner of the particular ghosts you describe is quite natural and what one would expect from this trouble.

In an arc system, particularly of the low amperage kind, such as you have, you must remember that the entire objective lens is not effective in supplying light to the entire picture area; local lens areas will supply various local screen areas, as, for instance, the *top* points on the lens will form the *bottom* picture points on the screen, etc.

As for the flicker, however, that is another matter altogether. The causes of flicker, contrary to the belief of many persons, are many, not few. It depends upon such things as color and size of screen, intensity of screen illumination, the number of revolutions per second of the shutter, the constancy of screen illumination, the auditorium illumination, if any is used during the show, the rigidity of the projector foundation, etc.

No Information

You see, you have supplied us with no information on any of these essential points, whereas for a true analysis of the problem we should have it on all the points involved.

In view of this the only thing we can do it to feel around in the dark and hope that a solution to your trouble may by accident, be found.

First, you say you have varied the amperage of the arc with no beneficial results in the way of flicker reductions. Have you tried *decreasing* the amperage materially to see whether or not this helps? Increasing the amperage will only make the flicker worse if your system is such as to use this increased amperage.

Then, too, have you tried speeding up the projector, or its equivalent, the use of a three wing shutter in place of the two wing type you are now probably using? The solution of your problem may easily rest in this one item alone.

Flicker Problems Simple

This subject of flicker is not at all a difficult thing to correct if once understood. It should be remembered that a flicker frequency of 66 cycles per second (66 cut-offs per second) is all that is required to make the worst possible flicker disappear. This does not apply to AC arc systems.

In other words, a three wing shutter traveling at 22 shutter revolutions per second, should make your flicker vanish entirely. We do not recommend, of course, running the projector at this speed always, but for purposes of test it would be quite all right to find where the trouble lies.

After that it would be a simple matter to ascertain the correct projector speed to make the flicker disappear.

Brandt's Carlton a Neighborhood Palace

Brandt Brothers New Brooklyn House Strikes Novel Note in Design and Equipment

"NOTHING too Good for Carlton Patrons" is the slogan which William and Harry Brandt have adopted for their handsome new Brooklyn playhouse located at Flatbush and Seventh Avenues—recently completed at a reported cost of over $750,000 and after following the enthusiastic Harry Brandt throughout the house—this writer can assure anyone there is plenty of evidence at every corner to support that particular slogan. Surely, not a particle of expense has been spared where principles of construction, perfect harmony and general comfort is concerned.

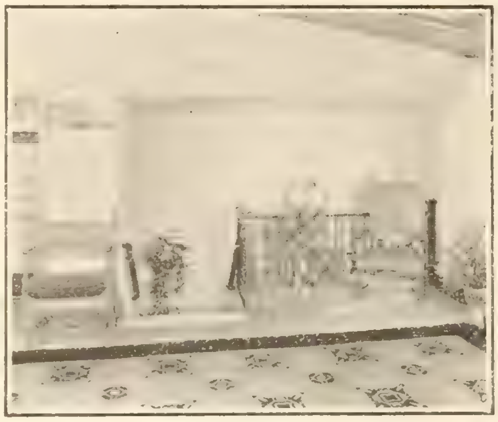
To those familiar with the old theatre which stood on this site, the new playhouse must be a veritable revelation. There isn't a vestige left of the old Carlton. As a matter of fact the present foyer or reception room occupies practically all the space taken up by the auditorium of the old house.

One other impression which stands out is that the very difficulties presented in the building of this theatre have made it one of the most novel and attractive ever constructed.

So, let us enter thru a spacious lobby where one of the special ticket booths and an automatic ticket register is installed and then on to kind of sub foyer which contains something new in the way of display frames by the Libman Spanjer Co. As in other parts of the house the side walls are of Travantine marble and these are mortised to house the dull finished walnut frames with a background of blue plush. These are used instead of the conventional gilded equipment and they are indicative of the thoroughly excellent taste displayed throughout by architect Harrison G. Wiseman.

Foyer a Masterpiece

The huge foyer or reception room which adjoins the sub foyer is really a masterpiece of construction. There are no impressive marble stairways or other imposing objects but for warmth, color and a general feeling of being "at home," it spells the last word. Primarily, the main idea Brandt Bros. had in mind in connection with this room was to provide plenty of space for those patrons who arrive ahead or on the tail end of a performance. Instead of being forced to stand in the usually crowded small space in the rear of the average theatre, they could take their choice of strolling around a pleasant room or sitting in one of the easy settees. The dimensions of this room are unusual. It measures 100 x 37 and in order to secure a rug of sufficient size, twelve smaller ones were sewn together. The color of the rug is old rose with a black border rose being the predominant color of the entire room. On a pedestal in the centre of the foyer stands a very fine piece of statutary. French mirrors adorn the side walls between the several entrances to the main auditorium and below these are concealed radiators covered with guard rails of hand wrought iron. The ceiling decorations of the foyer are in accord with the general good taste in evidence everywhere—simple, yet extremely attractive with tints which blend with the general color scheme. Four chandeliers are used—two in the centre and one at each end. Side wall fixtures and floor lamps contribute to the effectiveness of the lighting. There are two alcoves, one of them particularly adding to the room's attractions and another instance where the matter of expense was ignored. This one contains a fire place with an exquisitely carved marble mantle and is further adorned by two miniature chandeliers and a model of one of Columbus' old Spanish galleons. Hand wrought and-irons and other fixtures make up the rest of this equipment. Appropriate pieces of furniture have been placed around this alcove as well as in the other which leads to the rest room and lounge where a matron and male attendant are always on duty during performances. In the centre of this room is a large library table. The floor is finished in black and white squares of Italian marble.


One of the Two Alcoves in the Foyer of Brandt's New Carlton Theatre, Brooklyn, N. Y. This one leads to the Lounge and the Ladies and Men's Rest Room.

On the way through the foyer to the theatre proper there is one more interesting fact in connection with the construction of this huge reception room and that is the absence of any wire glass doors leading from the main auditorium to the several exits and usually specified by the board of fire underwriters. Owing to its peculiar construction, the offensive looking wire glass has been entirely dispensed with.

An Innovation Claimed

Brandt Brothers claim that the design of a so-called double stadium effect in the rear of the main auditorium, is another innovation in theatre construction. Instead of the usual obstruction of a middle entrance in the rear aisle, entrance to the stadium is made on either side and the short overhang which would first appear to be a balcony, is the loge of the stadium. Altogether, there are 1700 seats and these were installed by the American Seating Co. Those in the loge are covered with tapestry and smoking is permitted in this section. In the centre of the ceiling of the auditorium hangs a chandelier sixteen and one-half feet in height. This is surrounded by sixteen others, each measuring five and one-half feet. They were supplied by Chas. Weinstein through Black and Boyd and it will not be hard to visualize the fine lighting effected by this equipment. The stage of the theatre is completely equipped and the two handsome curtains furnished by Roth Brothers are operated by double curtain controls from the projection room. A sixteen piece orchestra and a huge Wurlitzer organ furnish the music for Carlton patrons. Attilio Marchetti, a former associate conductor of Hugo Reisenfeld at the Rivoli and Rialto Theatres in New York City, is in charge of this department and Brandt Brothers have contributed to his efficiency by providing a special office which contains files for the different scores of music and a desk and telephone for the one in charge. There is also a page in the weekly program devoted to this department. The staff of ushers is unusually large—consisting of fourteen men and with the exception of the staff at the Capitol Theatre in New York City, is said to be the largest in this locality.

A thoroughly modern cooling and ventilating system has been installed by the Typhoon Fan Co.

In the matter of keeping in mind the welfare of their employees, Brandt Brothers have installed a house gymnasium where the men can keep themselves fit by the use of a hand-ball court, showers and other gymnasium equipment.

The projection room in charge of Joseph Alter is equipped with four Simplex projectors, four Peerless lamps and two Hertner generators. These were supplied by Joe Hornstein of the Howells Cine Equipment Co. There are also two Gold Fibre screens; one for the main auditorium and one for the roof garden which we will now attempt to describe although it has not had its finishing touches.

Complete Roof Equipment

The roof garden is reached by an elevator which has a capacity of forty people. Patrons may also walk the short distance if they so desire. Here is another completely equipped theatre—from projection room to the dressing rooms of the stage and with this additional equipment, Brandt Brothers plan to make the Carlton and attraction for the entire year. The floor and stage are constructed of concrete and all wood seats will be provided. The attractiveness of the roof will be further enhanced by an Italian garden effect on either side. Seats will be provided to accommodate 1300 people.

Brandt Brothers have long been associated among prominent local exhibitors, William Brandt having founded and organized the Theatre Owners Chamber of Commerce in New York and in addition to serving as President of that organization for two years, also held the post as chief executive of the Brooklyn M. P. T. O. and the M. P. T. O. of America. At present Brandt Theatre Enterprises operate six theatres and have three others under construction. Other members of the organization in addition to William and Harry Brandt, are Louis Brandt who is the General Manager of the circuit, "Bingo" Brandt, in charge of advertising and Miss Eugenie Schwartz, the efficient office manager, William Schaeffer is the manager of the New Carlton and comes to that house from the Rivoli-Rialto and Criterion Theatres, New York City.

View of the Beautiful and Spacious Foyer in Brandt's New Carlton Theatre, Brooklyn, N. Y. Note the unusual size which measures 100 x 37 feet. Entrance to the Auditorium is on the left. The Color Scheme is Old Rose.

Accuracy in Manufacture of Projectors of Greatest Importance

By W. E. Green, International Projector Corp., Simplex Division

SOMETIMES it seems to me that the manufacturers of motion picture projectors should not be so modest regarding the precision which is so essential in the manufacture of the parts for motion picture machines. Manufacturers of automobiles with their vast opportunities for securing attention through advertising and articles in various national publications have kept the reading public fairly well posted regarding the precautions they take to insure accuracy. Hollywood and the making of pictures have monopolized public interest in the motion picture field and it is easy to understand why so little is generally known about putting the picture on the screen. But those connected with the motion picture industry have less excuse for this lack of knowledge and it seems to me should be better informed regarding the men, method and materials which enter into the manufacture of projection equipment. The better theatres throughout the country, and these frequently include the small houses as well as the de luxe theatres, now recognize the importance of projection and spare neither time nor money to make it as fine as possible. Many theatres, too many, are still indifferent to the money making possibilities of good projection and do not give their projection equipment the care it deserves. Even a good projectionist striving in every possible way to secure excellent screen results can do little with inferior equipment, and when it is kept in a poor state of repair there is little inducement for the projectionist to take real pride in his work. Successful exhibitors now realize that a poorly lighted, unsteady picture is objectionable to an audience, even though not actually objected to, and are much more ready to support projectionists in their requests for good equipment kept in proper repair.

I ask your indulgence in referring to a few articles and advertisements in the *Saturday Evenings Post* so we may see just what manufacturers in other lines call precision. Here are a few lines from an article in the February 6th issue of the *Saturday Evening Post.* "The task goes to a man at a precision machine out in the shop— a machine guaranteed by its makers to be accurate within two-tenths of a thousandth * * *."

City of York, Pa. Adopts Simons' Composition

"MARCH CONTINENTAL," a composition by Walter C. Simon, was formally adopted as the official march of the City of York by council during the meeting yesterday. Mr. Simon was present and presented a manuscript copy of the march, which he has dedicated to York, to the members of the council. The march will be played on all occasions dealing with the city.

The Lincoln Motor Company in the same publication carries an advertisement reading as follows: "The remarkably smooth operation of the eight cylinder, 60 degree Lincoln motor is to a large measure due to its precision, workmanship [illegible]."

And General Motors, also in the *Saturday Evening Post*, carries an advertisement explaining what they consider precision methods. We quote briefly from this advertisement: "Craftmanship a creed and accuracy a law."

These quoted references provide a fairly good idea of what some noted authorities call precision. I have been associated with the Precision Machine Company for some years and I confess that the word "precision" did not always convey its full meaning

Sign Flashing Light Control

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Flashers

are the reliable method wherever light control is needed—in electric signs, flood lighting, spectacular lighting effects. Leaders for 20 years.

REYNOLDS ELECTRIC COMPANY

2628 W. Congress St.,
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Write for valuable bulletin.

Makers of Reynolds Motors, Reco Color Hoods, Show Window Flashers, Traffic Controls, etc.

RADIO-MAT
PATENTED

TALK from your screen
WITH your quickly
TYPEWRITTEN MESSAGES.

WHITE, AMBER or GREEN.

Accept no substitute.

RADIO-MAT SLIDE CO.
NEW YORK

IS THE STATIONERY OF THE SCREEN

REACH THE THEATRE BY MAIL THRU OUR
UP-TO-DATE MAILING LIST SERVICE
18138 U. S. THEATRES SHOWING PICTURES

Under 250 seats, 30%; under 500, 70%; under 800, 85%; over 800, 15%.
The most economical method of reaching theatres is our ADDRESSING SERVICE. $4.00 PER M UP. Lists if desired. 30 to 50% saved in postage, etc., through elimination of dead and duplicate theatres usually listed. Lists of Producers, Distributors and Supply Dealers

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Long Distance Eyes for
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Box Office Control right from Your Desk

Profit in Every Click

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Automatic Ticket Register Corp
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MFG. GOLD SEAL TICKET REGISTERS

VALLEN CURTAIN MACHINES AND NOISELESS TRACKS ARE SUPREME

Now is the time to "VALLENIZE"

E. J. VALLEN ELECTRICAL CO.
AKRON, OHIO.

"You'll find it
FIRST
in the
NEWS"

to me. I now know, however, after years of contact in the manufacture of motion picture projectors and parts that "precision" in the industry carries a promise which is only surpassed in the manufacture of high grade scientific instruments. Under the circumstances I cannot very well blame others for not knowing how carefully we work in this field. Let me, therefore, present a few facts to indicate the accuracy of the parts which are used in Simplex Projectors. The liquid guage stands as a sentinel and no parts are allowed to pass which have not met our rigid standards of measurement. Many parts, of course, in the Simplex Projector are made to measurements of one thousandth but others are manufactured with a tolerance of one ten thousandth part of an inch plus or minus. By this we mean, of course, that such parts must not be more than one ten thousandth part of an inch less or more than the fixed measurement established in our factory for that particular part. If it fails to meet the exact tests made by the liquid gauge the part is defective and out it goes.

Such methods, of course, add to the cost of manufacturing but the exhibitor will avoid unnecessary trouble by only purchasing parts which bear the mark of the manufacturer of the projector for which they are purchased. The reasons for these exact measurements and precautions are generally known but not always given the consideration by exhibitors which they deserve. A defective or worn part will cause the picture to jump and this unsteadiness will soon become disagreeably evident to the audience. The intermittent movement of a motion picture projector stops and starts millions of times in the course of a year and this is a tremendous strain upon the mechanism. All parts of the motion picture projector, should, therefore, be made with great accuracy and of the best possible materials. A defective mechanism can do tremendous damage to the film and upon this subject it may be appropriate to quote a few lines from the Film Prayer by A. P. Hollis. "I am celluloid, not steel; O God of the machine, have mercy. I am a delicate ribbon of celluloid misuse me and I disappoint thousands, cherish me and I delight and instruct the world."

As we state in our booklet for Better Projection under the head The Importance of Good Projection success in the motion picture theatre business a few years ago was simply a matter of selecting good pictures. "Movie" patrons shopped around from one theatre to another knowing that the amount of entertainment they got depended entirely on the quality of the pictures they chose to see.

But a new element has entered into the business now. People do not "shop" around for pictures as they used to. They have discovered that some theatres afford them more enjoyment than others regardless of what pictures are shown. Their first thought now is more often where to see a picture than what picture to see.

There are, of course, several factors that contribute to the amount of enjoyment to be had at any particular theatre. One that is demanding more and more attention, and is more definite in value, is the manner in which pictures are presented on the screen.

There is nothing new in the suggestion "that good projection and a clear steady picture on the screen are vital links in the studio-to-public chain." There is, however, something new in its application. It hasn't been through failure on the part of those engaged in the manufacture of projection equipment to emphasize its importance to the industry. The fact that there is not one hundred per cent good projection is because those using such equipment have been unwilling to appreciate its value. The exhibitor of motion pictures operating the larger or the smaller theatre in the largest or smallest city has only one thing to sell and that is—projection.

(To be concluded next page)

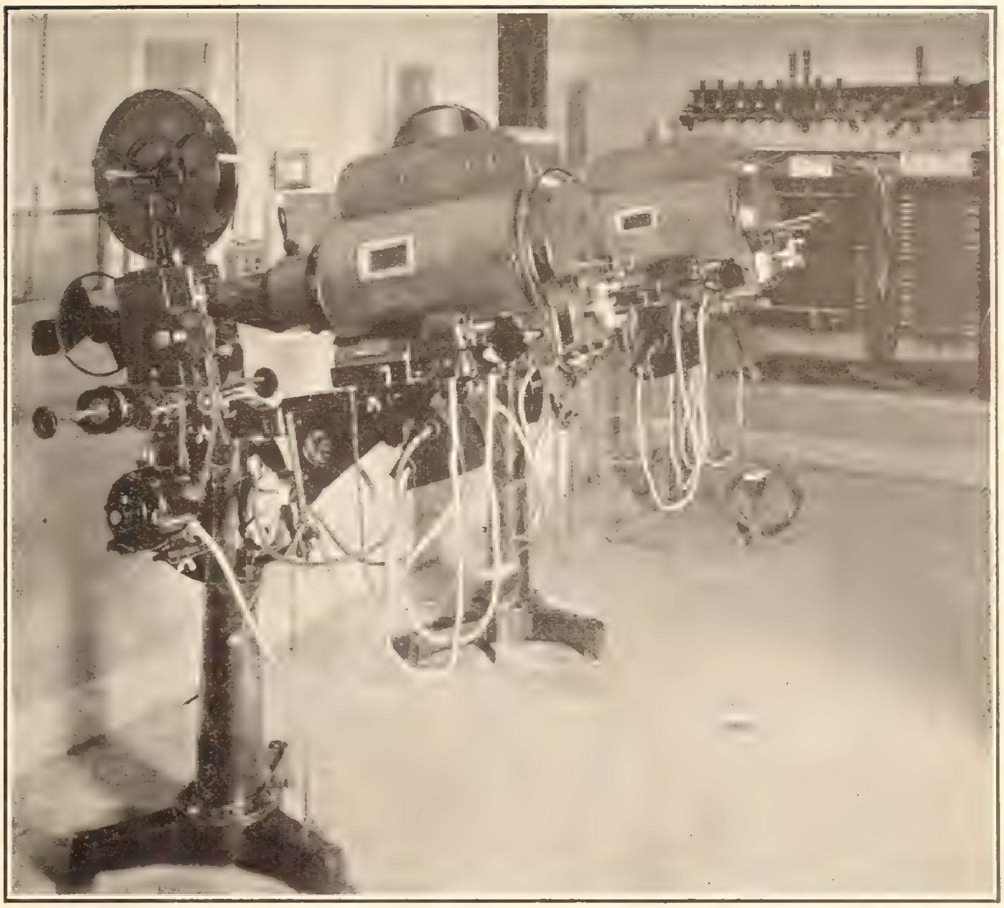
Chicago Suburban Theatre to Seat 3000

Work on the new Lawndale Theatre, which will be erected at the southeast corner of West Roosevelt Road and Komensky, is scheduled to start at an early date. The architecture is to be an adaptation of the Spanish, and the auditorium is expected to seat approximately 3,000 persons. A large stage will be an important feature of the house. In addition to the theatre, the building will contain four stores, twelve apartments, and bowling alleys. The owner of the proposed building is the Lawndale Theatre Corporation, of which Rubin Levine is president.

Two Wurlitzers Installed in Northwest Theatres

Installation of new orchestral organs in two of the Northwest's smaller suburban houses was announced last week. J. D. Brunsberg has installed a Wurlitzer organ in his Issaquah Theatre, at Issaquah, Washington, and a similar instrument has been purchased and installed in the Victory Theatre, Tacoma.

Usher Staff of Brandt's New Carlton, Brooklyn, said to be one of the Largest in New York City.



Projection Room of Brandt's Carlton Theatre, Brooklyn, N. Y. This department is thoroughly outfitted in every way. In this view are shown the Simplex projectors equipped with Peerless arcs. These were installed by Howell Cine Equipment Co.

American Silversheet has Experienced Personnel

The recently organized American Silversheet Company of St. Louis, is the latest manufacturing organization to enter the metallic surface screen field, and starts business with every assurance of success, as it is amply financed and the personnel of the company is made up of men thoroughly experienced in the manufacture of screens, and who enjoy a wide acquaintance and confidence among exhibitors throughout the country.

H. C. Woods, who for three and one-half years served as sales manager of one of the leading screen companies, is president of the new concern, and John A. Schuld, who for the past seven years has had experience in the manufacture of screens, is vice-president and treasurer. The chief finisher is Otto Knobel, known as one of the foremost screen finishers of the country, having devoted twelve years to the manufacture of high-grade metallic surface screens. He started business back in 1914 with the American Theatre Supply Company and later was connected with the Radium Gold Fibre Screen Company, Inc., of New York City, and from 1917 until the organization of the American Silversheet Company, was with a large screen company.

A. M. Pollack, secretary and general manager has devoted his past years to the screen business and made a remarkable record as a factory manager.

The new factory of the American Silversheet Company is located at 915-17 Wash Street, St. Louis, and is ideally arranged for the manufacture of screens, occupying twelve thousand feet of floor space on three stories of the building, which assures ample room for finishing, hanging, etc.

Samples of the company's product are ready, the manufacture and sale of screens under way and deliveries of early orders are being made this week.

Claims Increased Profits from Pop-Corn Machines

According to a recent communication from the Homer McKee Company, any storekeeper, Motion Picture dealer or exhibitor who isn't making at least twenty per cent more sales today over a period of ten years past, is doomed. The reason which they advance for this is that new methods, better facilities, and machines of all kinds are cutting down general expense, reducing overhead and increasing profits.

Small theatres and stores are also learning about this, for in every part of the country merchants are installing sales producing mechanism.

An example of this is the pop-corn machine. It is claimed that this sales-producer has many advantages over others due to the fact that it is practically automatic and the sales are of a highly profitable nature. Taking into consideration the amount of space occupied by these machines, it is said that the largest takes up but 26 x 32 or about five square feet.

Popcorn besides being a universal food as well as a confection, is wholesome and liked by grown-ups and children. According to the makers of pop-corn machines there has never been found a locality where a ready market for pop-corn could not be developed. Dealers who have such machines bear out these statements by their sales and profit records.

As produced today the modern pop-corn machine is a mechanical and sales marvel. Elegant in design it is a handsome addition to any store. Scientific invention makes its operation quite simple. The hot-plates on most machines are equipped to operate at three different temperatures and governed by a variable switch. The feed of the machine may be increased or decreased as the demand may require.

Every part of the mechanism of the machine is brilliantly illuminated with electric light. Gleaming nickel plated parts are in motion as the corn is popped.

Some machines also have peanut roasters as added equipment. Some roast the peanuts in plain sight under glass. Salted peanuts can also be sold in connection with the popping machines. They are also excellent mediums for the sales of more gums and mints.

Recently a Portable Corn Popper has been developed that can be rolled into any part of the premises. They can take utmost advantage of the good old summertime when more people are on the streets in the evening. It seems that the merchant seeking more sales and better profits should very seriously consider these makers of added sales and profits.

National Carbon Renews Toronto Contract

J. H. Coleman, president of the Coleman Electric Company, 258 Victoria Street, Toronto, announces that his company has again been appointed distributor for Columbia projector carbons. The Coleman Electric has installed two Deluxe Motiograph projectors, including the new reflector arc equipment, in the Opera House at Owen Sound, Ontario. The Coleman company carries on business throughout Canada.

Advertising
in the
Equipment
Department
Pays

GUNDLACH

RADIANT

PROJECTION LENS

It will pay you to replace old lenses with the new RADIANT.

AN improved type of lens, unsurpassed for light transmission, sharpness, and reproduction of all the fine tone gradations of the film image.

Look for "RADIANT" on the mount, to distinguish these improved lenses from the old type. It means the best your money can buy. Gundlach Projection Lenses have been the world's standard of quality since 1908.

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RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents.

Wanted

FAMILY of four would take full charge of your theatre — manager, operator, musician and ticket seller. Fifteen years' experience. Will lease or buy small theatre. Box 665, Motion Pic-

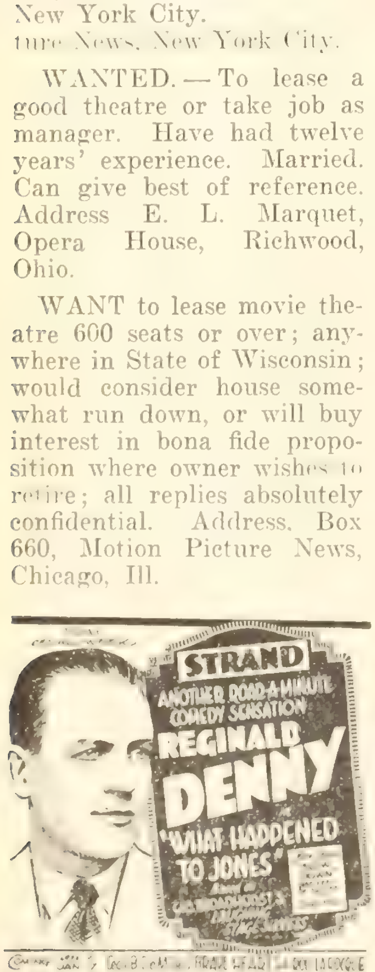
WELL KNOWN THEATRE MANAGER at liberty. Producer of presentation, novelties, prologues and novelty musical programs. Up in special weeks and events. Recognized press and exploitation expert. Managed combination and two-a-day vaudeville theatres also. Only consider class A house. Highest class references. Address Box 670, Motion Picture News, New York City.

MANAGER or assistant, at liberty. Efficient and progressive. Five (5) years with Broadway picture house. Excellent references. Box 630, Motion Picture News, New York City.

ture News, New York City.

WANTED. — To lease a good theatre or take job as manager. Have had twelve years' experience. Married. Can give best of reference. Address E. L. Marquet, Opera House, Richwood, Ohio.

WANT to lease movie theatre 600 seats or over; anywhere in State of Wisconsin; would consider house somewhat run down, or will buy interest in bona fide proposition where owner wishes to retire; all replies absolutely confidential. Address. Box 660, Motion Picture News, Chicago, Ill.


STRAND
ANOTHER ROAD-A-MINUTE COMEDY SENSATION
REGINALD DENNY
"WHAT HAPPENED TO JONES"

Star drawing and copy panel effectively combined. The show above was used by the Strand, Dayton, O., on Universal's "What Happened to Jones."

OPERATOR and electrician with 9 years' experience in large houses; married; wants work at once. W. F. Ingalls, 313 So. "B" St., Oskaloosa, Iowa.

MUSICAL DIRECTOR.— At liberty; 16 years in prominent New York movie theatres; age, 37; wish connection with first class theatre anywhere where a perfect musical setting is demanded and appreciated; immense library. Director, care of Cody, 425 W. 46th St., New York.

MOVING PICTURE OPERATOR (licensed), signpainter, wishes steady position anywhere. J. Hengartner, 841 Tiffany St., New York City.

For Sale

THEATRE for long lease or sale. Fully equipped pictures or road shows. Seating capacity 900. Charles Bellinger, Findlay, Ohio.

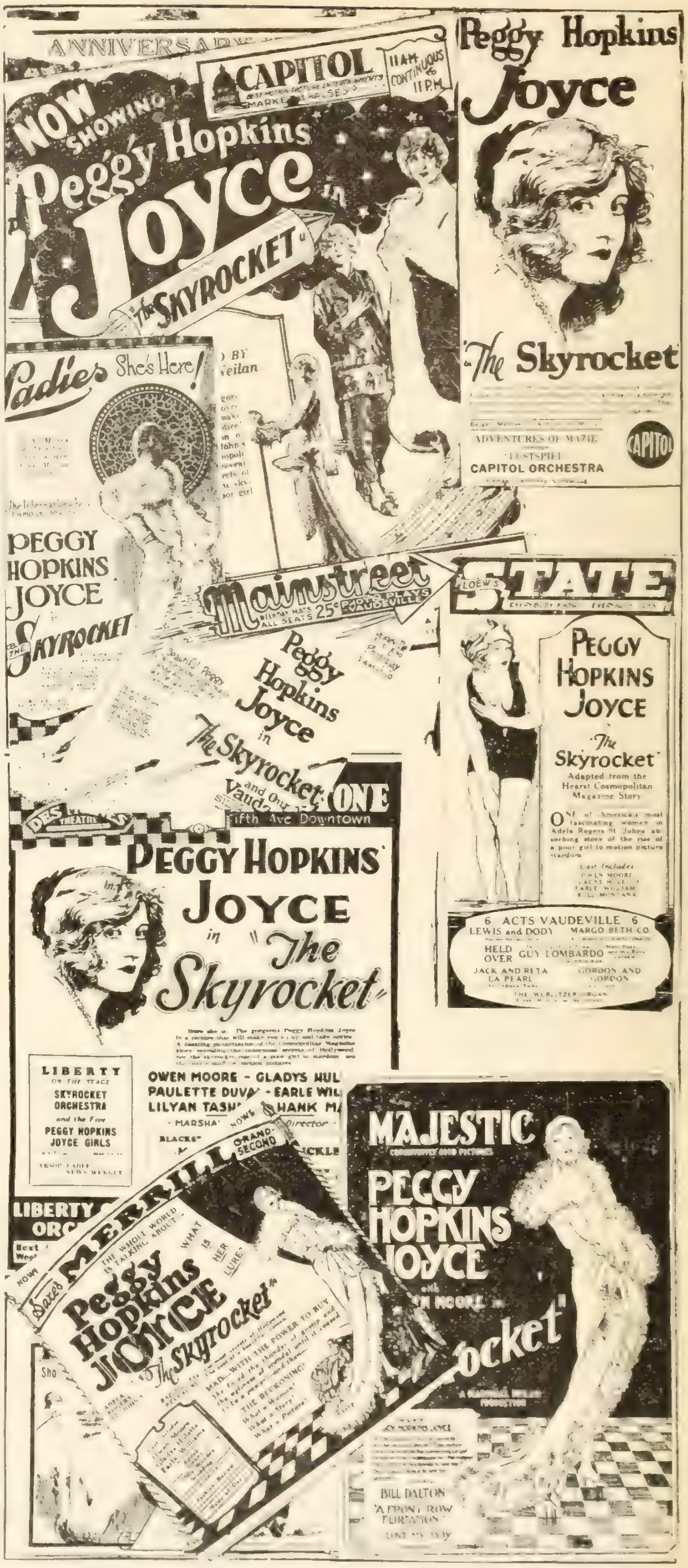
PRICED RIGHT for quick sale. Theatre fully equipped, pictures and road shows. Four apartments, store-room. Eastern Pennsylvania town. Box 675, Motion Picture News, New York City.

TWO SIMPLEX MACHINES, complete with motors; fine condition, $300 each; National ticket-selling machine, $50; Brandt Changer (cost $100), $25. Box 82, Canton, Ohio.

FOR SALE. — Beadle's dime novels; invaluable plot material. James Madison, 544 Market St., San Francisco.

SUITCASE PROJECTORS.— Brand new, modern, popular make; complete, ready to run; while they last, $50 each. Brinkman, 607 W. 137th St., New York. Mail only.

DEALERS. — Verascope stands and mechanisms; Edison supermechanisms at bargain prices; Gundlach Radiant lenses, new, 5¼, 5½ and 7-inch focus; value, $45; sell $15 each; like new Kliegl plugs and pin connectors, 5, 15 and 30-ampere, 50 cents each. Brinkman, 607 W. 137th St., New York. Mail only.


ANNIVERSARY
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Peggy Hopkins Joyce in "The Skyrocket"
Ladies She's Here!
PEGGY HOPKINS JOYCE in THE SKYROCKET
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ALL SEATS 25¢
Peggy Hopkins Joyce in The Skyrocket and Our Vaudeville
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LOEW'S STATE
PEGGY HOPKINS JOYCE "The Skyrocket"
6 ACTS VAUDEVILLE 6
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PEGGY HOPKINS JOYCE in "The Skyrocket"
LIBERTY
OWEN MOORE - GLADYS HULETTE
PAULETTE DUVAL - EARLE WILLIAMS
LILYAN TASHMAN
Saxe's MERRILL
MAJESTIC
PEGGY HOPKINS JOYCE

First-run theatres have given effective advertising support to "The Skyrocket" (Associated Exhibitors). The widespread publicity given the star, Peggy Hopkins Joyce, has been capitalized in newspaper displays for the picture, which includes ads of the following theatres: Capitol, Newark, N. J.; Liberty and Blackstone, Pittsburgh; Capitol, Dallas; Saxe's Merrill, Milwaukee; Mainstreet, Kansas City; Majestic, Columbus; Des Moines Theatre, Des Moines; Loew's State, Cleveland.

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Amazing Quest, The	Henry Edwards	Cranfield & Clarke	5500 feet	
As No Man Has Loved	Special Cast	Fox	7929 feet	Feb. 28
Battler, The	Kenneth McDonald	Bud Barsky (S. R.)	5000 feet	
Below The Line	Rin-Tin-Tin (dog)	Warner Brothers	6001 feet	Oct. 31
Big Pal	William Russell	Ginsberg Dist	4543 feet	Oct. 24
Black Cyclone	Rex (horse)	Pathe	5058 feet	May 30
Business of Love	Pitts-Horton	Astor Dist. (S. R.)	6008 feet	Dec. 19
California Straight Ahead	Reginald Denny	Universal	7238 feet	Sept. 12
Coast of Folly	Gloria Swanson	Paramount	6840 feet	Sept. 12
Coming of Amos	Rod La Rocque	Prod. Dist. Corp	5677 feet	Sept. 19
Cyclone Cavalier	Reed Howes	Rayart (S. R.)	4928 feet	Sept. 26
Dark Angel, The	R. Colman-V. Banky	First National	7311 feet	Sept. 26
Don Q, Son of Zorro	Douglas Fairbanks	United Artists	10264 feet	June 27
Free to Love	C. Bow-D. Keith	B.P.Schulberg(S.R.)	4825 feet	Jan. 2
Freshman, The	Harold Lloyd	Pathe	6883 feet	July 25
Galloping Jinx	Buddy Roosevelt	Artclass Pict	4488 feet	
Great Sensation, The	W. Fairbanks-P. Garon	Columbia (S. R.)	4560 feet	Sept. 26
Havoc	Special Cast	Fox	9200 feet	Aug. 29
High and Handsome	"Lefty" Flynn	F. B. O	5669 feet	Feb. 20
His Majesty Bunker Bean	M. Moore-Devore	Warner	7149 feet	Sept. 26
His Master's Voice	Thunder (dog)	Lumas Film	5700 feet	Nov. 14
If Marriage Fails	J. Logan-C. Brook	F. B. O	6006 feet	May 23
Keep Smiling	Monty Banks	Assoc. Exhib	5456 feet	Aug. 1
Kentucky Pride	Special Cast	Fox	6652 feet	Sept. 19
Knockout Kid, The	Jack Perrin	Rayart Pict. Corp. (S. R.)	4901 feet	Jan. 9
Let's Go Gallagher	Tom Tyler	Film Book. Offices	5182 feet	Oct. 3
Live Wire, The	Johnny Hines	First National	7000 feet	Sept. 12
Lost World, The	Special Cast	First National	9700 feet	Feb. 21
Man of Nerve	Bob Custer	F. B. O	4452 feet	Nov. 28
Man Who Found Himself	Thomas Meighan	Paramount	7168 feet	Sept. 5
Manhattan Madness	Dempsey-Taylor	Assoc. Exhib	5580 feet	July 25
Mystic, The	Pringle-Earle	M-G-M	6239 feet	Sept. 12
Never the Twain Shall Meet	Stewart-Lytell	Metro-Goldwyn	8143 feet	Aug. 8
New Champion, The	Wm. Fairbanks	Columbia Pict. (S.R.)	4547 feet	Dec. 19
Not So Long Ago	Betty Bronson	Paramount	6849 feet	Aug. 8
Once In a Lifetime	Richard Holt	Gerson Pict. (S. R.)	5000 feet	Dec. 5
Outlaw's Daughter, The	Josie Sedgwick	Universal	4375 feet	Dec. 19
Parisian Nights	E. Hammerstein - L. Tellegen	F. B. O.	6278 feet	June 20
Part Time Wife	Alice Calhoun	Lumas Film (S. R.)	6100 feet	Dec. 5
Plastic Age, The	Special Cast	B. P. Schulberg (S.R.)	6848 feet	Oct. 10
Pretty Ladies	Zazu Pitts	Metro-Goldwyn	5828 feet	July 25
Primrose Path, The	Bow-MacDonald	Arrow	5475 feet	Oct. 31
Ridin' the Wind	Fred Thomson	Film Book. Offices	5014 feet	Oct. 24
Scandal Street	Kennedy-Welch	Arrow	6923 feet	Nov. 14
Sealed Lips	Revier-Landis	Columbia Pict. (S.R.)	5770 feet	Nov. 7
Seven Days	Lillian Rich	Prod. Dist. Corp	6974 feet	Sept. 12
Shore Leave	Barthelmess-Mackaill	First National	6856 feet	Aug. 29
Siege	Virginia Valli	Universal	6424 feet	June 20
Son of His Father, A	Special Cast	Paramount	6925 feet	Sept. 19
Souls for Sables	Windsor-O'Brien	Tiffany (S. R.)	7000 feet	Sept. 12
Speed Madness	Frank Merrill	Hercules Film	4579 feet	
Spook Ranch	Hoot Gibson	Universal	5247 feet	May 2
Steppin' Out	Sterling-Revier	Columbia	5267 feet	Dec. 19
Sun Up	Special Cast	Metro-Goldwyn	5906 feet	Aug. 29
Tearing Loose	Wally Wales	Weiss Bros. (S. R.)	5060 feet	June 13
Teaser, The	Laura La Plante	Universal	6967 feet	May 30
Three Wise Crooks	Evelyn Brent	Film Book. Offices	6074 feet	Oct. 24
Timber Wolf, The	Buck Jones	Fox	4869 feet	Sept. 26
Trouble With Wives, The	Vidor-T. Moore	Paramount	6489 feet	Aug. 11
Wall Street Whiz, The	Richard Talmadge	Film Book. Offices	5452 feet	Nov. 7
What Fools Men	Stone-Mason	First National	7349 feet	Oct. 10
Wheel, The	Special Cast	Fox	7325 feet	Aug. 2
White Outlaw, The	Jack Hoxie	Universal	4830 feet	June 27
Wild Horse Mesa	Special Cast	Paramount	7221 feet	Aug. 22
Wild, Wild Susan	Bebe Daniels	Paramount	5774 feet	Aug. 15
With This Ring	Mills-Tellegen	B. P. Schulberg	5333 feet	Oct. 3

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
American Pluck	George Walsh	Chadwick	6000 feet	July 11
Beautiful City	R. Barthelmess	First National	6460 feet	Nov. 14
Bobbed Hair	Prevost-Harlan	Warner Brothers	7781 feet	Oct. 31
Borrowed Finery	Louise Lorraine	Tiffany (S. R.)	6500 feet	Dec. 5
Bustin' Through	Jack Hoxie	Universal	4506 feet	Oct. 24
Circle, The	Eleanor Boardman	Metro-Goldwyn	5511 feet	Oct. 31
Circus Cyclone, The	Art Acord	Universal	4609 feet	Aug. 22
Classified	Corinne Griffith	First National	6927 feet	Oct. 17
Clothes Make the Pirate	Errol-D. Gish	First National	7000 feet	Nov. 14
Compromise	Irene Rich	Warner Bros	6586 feet	Nov. 7
Desert Demon, The	Buffalo Bill, Jr	Artclass Pict	5012 feet	Feb. 27
Dollar Down	Ruth Roland	Truart (S. R.)	5860 feet	Aug. 29
Everlasting Whisper, The	Tom Mix	Fox	5611 feet	Oct. 24
Exchange of Wives, An	Special Cast	Metro-Goldwyn	6300 feet	Oct. 17
Fighting Heart, The	Geo. O'Brien	Fox	7032 feet	Oct. 3
Golden Princess, The	Bronson-Hamilton	Paramount	6395 feet	Sept. 19
Heads Up	"Lefty" Flynn	F. B. O	5482 feet	Nov. 21
Heartless Husbands	Gloria Grey	Madoc Sales	5000 feet	Dec. 26
Hell's Highroad	Leatrice Joy	Prod. Dist. Corp	6084 feet	Sept. 5
His Buddy's Wife	Hunter-Murphy	Assoc. Exhib	5218 feet	July 25
Hurricane Horseman, The	Wally Wales	Artclass Pict	5000 feet	Mar. 20
In Search of a Hero	Richard Holt	Gerson Pictures	5000 feet	Feb. 13
Iron Horse, The	O'Brien-Bellamy	Fox Film Corp	10424 feet	Sept. 13 '24
Keeper of the Bees, The	Robert Frazer	F. B. O	6712 feet	Oct. 17
Little Annie Rooney	Mary Pickford	United Artists	8850 feet	Oct. 31
Lorraine of the Lions	Kerry-Miller	Universal	6753 feet	Aug. 15
Lovers in Quarantine	Daniels-Ford	Paramount	6570 feet	Oct. 24
Luck and Sand	Leo Maloney	Clarion Photoplays	5000 feet	Feb. 27
Man on the Box, The	Sydney Chaplin	Warner Bros	7282 feet	Oct. 10
Midshipman, The	Ramon Novarro	Metro-Goldwyn	7498 feet	Oct. 24
New Brooms	Hamilton-Love	Paramount	5443 feet	Oct 24
No Man's Law	Bob Custer	F. B. O	4042 feet	Nov. 21
One of the Bravest	Ralph Lewis	Lumas Film (S.R.)	5679 feet	Dec. 5
Other Woman's Story	Calhoun-Frazer	B. P. Schulberg	6080 feet	Nov. 7
Pace That Thrills, The	Ben Lyon	First National	6911 feet	Oct. 29
Peacock Feathers	Logan-Landis	Universal	6802 feet	Aug. 26
Pony Express, The	Betty Compson	Paramount	9801 feet	Sept. 26
Prairie Pirate, The	Harry Carey	Prod. Dist. Corp	4603 feet	Sept. 21
Pride of the Force, The	Tom Santschi	Rayart	5139 feet	Nov. 21
Red Hot Tires	Monte Blue	Warner Bros	6447 feet	Oct. 31
Regular Fellow, A	Raymond Griffith	Paramount	5027 feet	Oct. 17
Seven Keys to Baldpate	Douglas MacLean	Paramount	6648 feet	Nov. 7
Storm Breaker, The	House Peters	Universal	6093 feet	Sept. 26
Substitute Wife, The	Jane Novak	Arrow	5994 feet	Nov. 7
Thunder Mountain	Special Cast	Fox	7537 feet	Oct. 10
Tower of Lies	Chaney-Shearer	Metro-Goldwyn	6849 feet	Oct. 10
Under the Rouge	Moore-Moore	Assoc. Exhib	6055 feet	July 25
Wandering Fires	Constance Bennett	Arrow	6600 feet	Oct. 17
Wandering Footsteps	Taylor-Washburn	Ginsberg Dist. Corp	5060 feet	Nov. 21
Why Women Love	Blanche Sweet	First National	6750 feet	Oct. 31
Win, Lose or Draw	Leo Maloney	Clarion Photoplays	4988 feet	
Winding Stair, The	Special Cast	Fox	6107 feet	Oct. 17
Without Mercy	Vera Reynolds	Prod. Dist. Corp	6550 feet	Oct. 24

NOVEMBER

Feature	Star	Distributed by	Length	Reviewe
Action Galore	Buddy Roosevelt	Artclass Pict	4659 feet	
After Marriage	Margaret Livingston	Madoc Sales	5500 feet	Nov. 14
All Around Frying Pan	Fred Thomson	F. B. O	5519 feet	Nov. 28
Ancient Highway, The	Jack Holt	Paramount	6034 feet	Nov. 21
Best Bad Man, The	Tom Mix	Fox	4983 feet	Dec. 12
Best People, The	Special Cast	Paramount	5700 feet	Nov. 7
Bright Lights	Ray-Starke	Metro-Goldwyn	6260 feet	Nov. 28
Calgary Stampede, The	Hoot Gibson	Universal	5924 feet	Oct. 10
Call of Courage, The	Art Acord	Universal	4661 feet	Sept. 19
Camille of the Barbary Coast	Busch-O. Moore	Assoc. Exhib	5408 feet	Aug. 1
Clash of the Wolves	Rin-Tin-Tin (dog)	Warner Bros	6478 feet	Nov. 28
Cobra	Valentino	Paramount	6895 feet	Nov 21
Daring Days	Josie Sedgwick	Universal	4622 feet	Mar. 6
Durand of the Bad Lands	Buck Jones	Fox	5844 feet	Oct. 24
Eagle, The	Rudolph Valentino	United Artists	6756 feet	Nov. 21
East Lynne	Special Cast	Fox	8553 feet	Oct 10
Fifty-Fifty	Hope Hampton	Assoc. Exhib	5531 feet	June 24
Fight to a Finish, A	Wm. Fairbanks	Columbia (S. R.)	4603 feet	Dec. 5
Flower of Night	Pola Negri	Paramount	6374 feet	Oct. 31
Fool, The	Edmund Lowe	Fox	9488 feet	April 25
Galloping On	Wally Wales	Artclass Pictures	4292 feet	Feb. 27
Go West	Buster Keaton	Metro-Goldwyn	6256 feet	Nov. 7
Home Maker, The	Alice Joyce	Universal	7755 feet	Aug. 8
King on Main St., The	Adolphe Menjou	Paramount	6229 feet	Nov. 7
Last Edition, The	Ralph Lewis	Film Book. Offices	6400 feet	Oct. 17
Lazybones	Special Cast	Fox Film	7236 feet	Oct. 31
Lights of Old Broadway	Marion Davies	Metro-Goldwyn	6437 feet	Nov. 14
Merry Widow	Mae Murray	Metro-Goldwyn	10027 feet	Sept. 12
Midnight Limited	Glass-Hawley	Rayart	5855 feet	Jan. 2
New Commandment	Sweet-Lyon	First National	6980 feet	Nov. 14
Old Clothes	Jackie Coogan	Metro-Goldwyn	5915 feet	Nov. 14
Only Thing, The	Special Cast	Metro-Goldwyn	5824 feet	Dec. 5
People vs. Nancy Preston	Bowers-De La Motte	Prod. Dist. Corp	6300 feet	Nov. 7
Phantom Express, The	Special Cast	Ginsberg Dist	4614 feet	Dec. 12
Phantom of the Opera	Lon Chaney	Universal	8464 feet	Sept. 19
Ridin' Streak, The	Bob Custer	Film Book. Offices	4540 feet	Dec. 12
Road to Yesterday, The	Joseph Schildkraut	Prod. Dist. Corp	9980 feet	Nov. 21
Romance Road	Raymond McKee	Truart	5000 feet	Aug. 8
Rose of the World	Special Cast	Warner Bros	7506 feet	Nov 21
Saddle Cyclone	Buffalo Bill Jr	Artclass Pict	5000 feet	Mar. 20
Satan in Sables	Lowell Sherman	Warner Bros	7000 feet	Oct. 24
Scarlet Saint, The	Astor-Hughes	First National	6880 feet	Nov 21
Seven Sinners	Marie Prevost	Warner Bros	6286 feet	Dec. 19
Shadow on the Wall	Creighton Hale	Lumas Film (S. R.)	5800 feet	Dec. 12
Simon the Jester	Rich-O'Brien	Prod. Dist. Corp	5070 feet	Oct. 21
Some Pun'kins	Chas. Ray	Chadwick (S. R.)	6500 feet	Sept 19
S.O.S. Perils of the Sea	Elaine Hammerstein	Columbia Pict	5118 feet	Dec. 26
Sporting Life	Special Cast	Universal	6763 feet	Sept. 26
Stage Struck	Gloria Swanson	Paramount	6691 feet	Nov. 28
Stella Dallas	Bennett-Colman	United Artists	10157 feet	Nov. 28
Tessie	McAvoy-Agnew	Arrow	6221 feet	Oct. 24
Thank U	Special Cast	Fox	6839 feet	Sept. 19
Unchastened Woman, The	Theda Bara	Chadwick (S. R.)	6800 feet	Jan. 2
Unguarded Hour, The	Sills-Kenyon	First National	6613 feet	Dec. 5
Wedding Song, The	Leatrice Joy	Prod. Dist. Corp	7373 feet	Nov. 28
We Moderns	Colleen Moore	First National	6609 feet	Dec. [illegible]
When Husbands Flirt	Dorothy Revier	Columbia	5525 feet	Dec. 5
Where Was I?	Reginald Denny	Universal	6630 feet	Aug. 29
Wild Girl	Louise Lorraine	Truart (S. R.)	5000 feet	Mar. 6
Wyoming Wild Cat, The	Tom Tyler	F. B. O	5156 feet	Nov. 28

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Blind Trail, The	Leo Maloney	Clarion Photoplays	4900 feet	
Blue Blood	George Walsh	Chadwick	5600 feet	Feb. 13
Bluebird's Seven Wives	Lyon-Wilson-Sweet	First National	7774 feet	Jan 9
Broadway Lady	Evelyn Brent	F. B. O.	5500 feet	Dec 12
Counsel for the Defense	House Peters	Assoc. Exhib	6022 feet	Nov 21

Feature	Star	Distributed by	Length	Reviewed
Cowboy Musketeer, The	Tom Tyler	Film Book. Offices	4500 feet	Dec. 26
Desert's Price, The	Buck Jones	Fox	5529 feet	Dec. 19
Don't	S. O'Neill-B. Roach	Metro-Goldwyn	6000 feet	Mar. 6
Fate of a Flirt	Dorothy Revier	Columbia Pict	5823 feet	Jan. 23
Golden Strain, The	Special Cast	Fox	5989 feet	Jan. 2
Goose Woman, The	Special Cast	Universal	7500 feet	Aug. 22
Great Love, The	Dana-Agnew	M-G-M	4521 feet	Mar. 20
Handsome Brute, The	W. Fairbanks-Corbin	Columbia Pict. (S.R.)	4779 feet	Feb. 20
His People	Rudolph Schildkraut	Universal	8983 feet	Nov. 14
His Secretary	Norma Shearer	M-G-M	6433 feet	Jan. 2
Hogan's Alley	Harlan-Miller	Warner Bros.	6610 feet	Dec. 5
Infatuation	Special Cast	First National	5794 feet	Jan. 16
Irish Luck	Thomas Meighan	Paramount	7008 feet	Nov. 28
Joanna	Mackaill-Mulhall	First National	7900 feet	Dec. 26
Kiss for Cinderella, A	Betty Bronson	Paramount	9221 feet	Dec. 26
Lady Windermere's Fan	Special Cast	Warner Brothers	7816 feet	Dec. 19
Lodge in the Wilderness, The		Tiffany (S. R.)	6500 feet	
Lord Jim	Percy Marmont	Paramount	6702 feet	Nov 21
Lovers' Island	Hope Hampton	Assoc. Exhib	4624 feet	Jan. 23
Madam Behave	Eltinge-Pennington	Prod. Dist. Corp	5417 feet	Nov. 14
Man From Red Gulch	Harry Carey	Prod. Dist. Corp.	5437 feet	Dec. 5
Masked Bride, The	Mae Murray	Metro-Goldwyn	5699 feet	Dec. 12
Midnight Flyer, The	Landis-Devore	F. B. O.	6200 feet	Jan. 9
Morals for Men	Tearle-Mills	Tiffany (S. R.)	6500 feet	Dec. 5
North Star, The	Strongheart (dog)	Assoc. Exhib.	4692 feet	Jan 16
Northern Code, The	Eva Novak	Lumas	5920 feet	Jan 9
Pals	Louise Lorraine	Truart (S. R.)	5500 feet	Mar. 13
Perfect Clown, The	Larry Semon	Chadwick	5600 feet	Dec. 26
Pinch Hitter, The	Glen Hunter	Asso. Exhibitors	6259 feet	Dec. 12
Pleasure Buyers, The	Irene Rich	Warner Brothers	7202 feet	Feb. 13
Prince of Pep	Richard Talmadge	F. B. O	4911 feet	Jan. 2
Sally, Irene and Mary	Special Cast	Metro-Goldwyn	5564 feet	Dec 19
Smilin' at Trouble	"Lefty" Flynn	F. B. O.	5175 feet	Dec. 19
Soul Mates	Special Cast	M-G-M	6000 feet	Jan. 6
Splendid Road, The	Anna Q. Nilsson	First National	7646 feet	Dec. 12
Streak of Luck, A	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4884 feet	
That Royle Girl	Dempster-Fields	Paramount	10253 feet	Dec. 19
Three Faces East	Goudal-Ames	Prod. Dist. Corp	7369 feet	Jan. 2
Thundering Through	Buddy Roosevelt	Artclass Pict.	4527 feet	Mar. 6
Time, The Comedian	Cody-Busch	Metro-Goldwyn	4557 feet	Dec. 20
Triple Action	Pete Morrison	Universal	4800 feet	Nov. 14
Tumbleweeds	Wm. S. Hart	United Artists	7254 feet	Nov. 28
Two Fisted Jones	Jack Hoxie	Universal	4555 feet	Dec. 5
Waning Sex, The	Windsor-Cody	M-G-M		
Wages for Wives	Special Cast	Fox	6352 feet	Dec. 5
When the Door Opened	Special Cast	Fox	6515 feet	Nov. 28
Woman of the World, A	Pola Negri	Paramount	6353 feet	Dec. 26
Womanhandled	Richard Dix	Paramount	6765 feet	Jan. 16

JANUARY

Feature	Star	Distributed by	Length	Reviewed
American Venus, The	Special Cast	Paramount	7931 feet	Jan. 16
Arizona Sweepstakes, The	Hoot Gibson	Universal	5418 feet	Nov. 21
Bashful Buccaneer, The	Reed Howes	Rayart (S. R.)	5000 feet	Nov. 14
Black Bird, The	Lon Chaney	M-G-M	6688 feet	Feb. 13
Blue Streak, The	Rich, Talmadge	F. B. O	4954 feet	Feb. 22
Braveheart	Rod LaRocque	Prod. Dist. Corp	7256 feet	Jan. 16
Checkered Flag, The	Elaine Hammerstein	Ginsberg Dist. Corp. (S. R.)	6071 feet	Feb. 13
Cowboy and the Countess, The	Buck Jones	Fox	6 reels	Jan. 9
Dance Madness	Windsor-Nagel	Metro-Goldwyn	6393 feet	Feb. 6
Danger Girl, The	Priscilla Dean	Prod. Dist. Corp	5660 feet	Feb. 6
Demon, The	Jack Hoxie	Universal	4539 feet	Mar. 27
Desperate Moment	Hawley-Von Eltz	Ginsberg Dist. Corp	5781 feet	Jan. 9
Enchanted Hill, The	Special Cast	Paramount	6326 feet	Jan. 9
Fifth Avenue	De La Motte	Prod. Dist. Corp	5503 feet	Feb. 6
Fighting Edge, The	Harlan-Miller	Warner Brothers	7 reels	Feb. 20
First Year, The	Special Cast	Fox	6038 feet	Feb. 6
Flaming Waters	Special Cast	F. B. O	5700 feet	Jan. 30
Gilded Butterfly, The	Special Cast	Fox	6200 feet	Jan. 16
Girl from Montmartre	La Marr-Stone	First National	8 reels	Feb. 13
Golden Cocoon	Chadwick-Gordon	Warner Bros.	7200 feet	Dec. 26
Hands Up	Raymond Griffith	Paramount	5883 feet	Jan. 16
Hearts and Fists	Bowers-de la Motte	Assoc. Exhib	5393 feet	Jan. 23
His Jazz Bride	Prevost-Moore	Warner		
Hoodoo Ranch, The	Buddy Roosevelt	Artclass Pictures	4800 feet	
Husband Hunters		Tiffany	6500 feet	
Just Suppose	Richard Barthelmess	First National	7 reels	Jan. 30
Lady from Hell	Stewart-Sweet	Assoc. Exhib	5337 feet	Feb. 6
Little Giant, The	Glenn Hunter	Universal	6850 feet	Jan. 30
Lure of the Wild	Jane Novak	Columbia (S. R.)	5570 feet	Feb. 13
Mannequin	Special Cast	Paramount	6981 feet	Jan. 2
Man Rustlin'	Bob Custer	Film Book. Offices	4666 feet	Jan. 16
Memory Lane	Boardman-Nagel	First National		Jan. 23
Outsider, The	J. Logan	Fox	5424 feet	Jan. 30
Phantom of the Forest	Thunder (dog)	Lumas Film	5800 feet	Feb. 6
Prince of Broadway	George Walsh	Chadwick	5800 feet	Jan. 2
Queen O'Diamonds	Evelyn Brent	F. B. O	5129 feet	Feb. 6
Reckless Lady	Belle Bennett	First National	7336 feet	Feb. 6
Roaring Rider, The	Wally Wales	Artclass Pictures	4800 feet	
Rocking Moon	Bowers-Tashman	Prod. Dist. Corp	6000 feet	Jan. 23
Sea Beast, The	John Barrymore	Warner Bros	6393 feet	Jan. 30
Shadow of the Law	Clara Bow	Assoc. Exhib	4525 feet	Feb. 20
Splendid Crime	Daniels-Hamilton	Paramount	6000 feet	Dec. 26
Steel Preferred	William Boyd	Prod. Dist. Corp	6680 feet	Dec. 26
Stella Maris	Mary Philbin	Universal	5786 feet	Jan. 30
Stop, Look and Listen	Larry Semon	Pathe	5305 feet	Jan. 30
Sweet Adeline	Charles Ray	Chadwick	6000 feet	Jan. 23
Thrilling Youth	Billy West	Rayart (S. R.)	5000 feet	
Too Much Money	Nilsson-Stone	First National		Jan. 23
Traffic Cop, The	"Lefty" Flynn	F. B. O.	5175 feet	Feb. 27
Western Pluck	Art Accord	Universal	4207 feet	Feb. 6
What Happened to Jones	Reginald Denny	Universal	6700 feet	Dec. 19
When Loves Grows Cold	Mrs. Rudolph Valentino	F. B. O	7 reels	Feb. 13
Where the Worst Begins	Ruth Roland	Truart (S. R.)	5800 feet	Dec. 12
White Mice	Jacqueline Logan	Associated Exhib.	5412 feet	Mar. 6
Without Orders	Leo Maloney	Clarion Photoplays	4900 feet	
Yankee Senor, The	Tom Mix	Fox	5 reels	Jan. 61

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Auction Block, The	Boardman-Ray	M-G-M	6239 feet	Feb. 27
Beautiful Cheat, The	Laura La Plante	Universal	6583 feet	Feb. 13
Behind the Front	W. Beery-Hatton	Paramount	5335 feet	Feb. 20
Beyond the Rockies	"Bob" Custer	F. B. O	4851 feet	Feb. 20
Broadway Boob, The	Glenn Hunter	Assoc. Exhib	5683 feet	Mar. 13
Cave Man, The	Prevost-Moore	Warner Bros.	7 reels	Feb. 27
Cohens and the Kellys, The	Special Cast	Universal	7774 feet	Mar. 6
Count of Luxembourg	George Walsh	Chadwick	6300 feet	Dec. 26
Dancer of Paris, The	Special Cast	First National	7 reels	Mar. 13
Desperate Game, The	Pete Morrison	Universal	4450 feet	Dec. 12
Devil's Circus, The	Norma Shearer	M-G-M		
Double Fisted	Jack Perrin	Rayart (S. R.)	5000 feet	
Driftin' Thru	Harry Carey	Pathe	5 reels	Jan. 30
Far Cry, The	Sweet-Mulhall	First National	8 reels	Mar. 6
Fighting Cheat, The	Wally Wales	Artclass Pictures	4800 feet	
Grand Duchess and the Waiter	Menjou-Vidor	Paramount	6314 feet	Feb. 6
Heavy Odds	Leo Maloney	Clarion Photoplays	4900 feet	
Ibanez' Torrent	Garbo-Cortez	M-G-M	6769 feet	Mar. 6
Irene	Colleen Moore	First National	9 reels	Feb. 27
Johnstown Flood, The	Special Cast	Fox	6258 feet	Mar. 13
King of the Turf	Special Cast	F. B. O	6210 feet	Mar. 6
Ladies of Leisure	Elaine Hammerstein	Columbia (S. R.)		
Made for Love	Leatrice Joy	Prod. Dist. Corp	5700 feet	Feb. 13
Man Upstairs, The	Monte Blue	Warner Bros	7 reels	Feb. 13
Million Dollar Handicap, The	Vera Reynolds	Prod. Dist. Corp	6117 feet	Jan. 30
Miracle of Life, The	Busch-Marmont	Assoc. Exhib	4757 feet	
Moana		Paramount	6133 feet	Jan. 30
My Own Pal	Tom Mix	Fox	6083 feet	Mar. 27
Night Cry, The	Rin-Tin-Tin	Warner Bros	7 reels	Mar. 20
Outside the Law	Dean-Chaney	Universal (re-issue)		
Palace of Pleasure	Special Cast	Fox	5467 feet	Jan. 23
Pleasures of the Rich	Special Cast	Tiffany Prod. (S. R.)		
Rainbow Riley	Johnny Hines	First National	7 reels	Feb. 20
Road to Glory, The	Special Cast	Fox	5600 feet	Feb. 20
Ship of Souls	B. Lytell-L. Rich	Assoc. Exhib	5198 feet	Feb. 6
Sky High Corral	Art Acord	Universal		
Sky Rocket, The	Peggy Hopkins Joyce	Assoc. Exhib	7350 feet	
Song and Dance Man, The	Tom Moore	Paramount	6997 feet	Jan. 30
Speed Limit, The	Raymond McKee	Lumas Film	5940 feet	Feb. 20
Thrill Hunter, The	Special Cast	Columbia	5520 feet	Mar. 27
Tough Guy, The	Fred Thomson	F. B. O.	5455 feet	Feb. 27
Transcontinental Limited	Special Cast	Chadwick (S. R.)	6400 feet	Mar. 13
Trumpin' Trouble	Buffalo Bill, Jr	Artclass Pict. (S. R.)	4800 feet	
Two Can Play	Clara Bow	Assoc. Exhib	5465 feet	Mar. 6
Under Western Skies	Norman Kerry	Universal	6452 feet	Mar. 20
Vanishing American, The	Dix-Wilson	Paramount	10063 feet	Nov. 7
Wanderer, The	William Collier, Jr.	Paramount	8173 feet	Sept. 12

MARCH

Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion		Truart (S. R.)	5800 feet	
Arizona Streak, The	Tom Tyler	F. B. O		
Bar C Mystery, The	Phillips-MacDonald	Pathe	5 reels	
Barrier, The	Kerry-Barrymore	Metro-Goldwyn		
Bat, The	Special Cast	United Artists		
Beverly of Graustark	Marion Davies	M-G-M		
Beyond All Odds	Eileen Sedgwick	Chesterfield (S. R.)	5 reels	
Big Show, The	Lowell-Russell	Assoc. Exhib		
Blue Blazes	Pete Morrison	Universal	4659 feet	Jan. 23
Broadway Billy	Billy Sullivan	Rayart (S. R.)	5000 feet	
Broken Hearts of Hollywood	Harlan-Miller	Warner Brothers		
Chip of the Flying U	Hoot Gibson	Universal	6596 feet	Mar. 6
Combat	House Peters	Universal	6714 feet	Feb. 20
Coming and Going	Buffalo Bill, Jr	Artclass Pictures	4800 feet	
Dancing Mothers	Special Cast	Paramount	7169 feet	Feb. 27
Dangerous Virtue	Jane Novak	Lee-Bradford (S. R.)	6000 feet	
Dixie Merchant, The	Special Cast	Fox	5126 feet	Mar. 20
Earth Woman, The	Alden-Bonner	Assoc. Exhib.		
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp		
Happiness	Special Cast	Film Book. Offices		
Hearts and Spangles	Wanda Hawley	Lumas Film	6200 feet	
Hell's Four Hundred	Margaret Livingston	Fox		
Her Second Chance	Nilsson-Frazer	First National		
Highbinders, The	Tilden-Daw	Assoc. Exhib.		
High Steppers	Special Cast	First National		
Honeymoon Express, The	Special Cast	Warner Bros		
How to Train a Wife	Valli-O'Brien	Assoc. Exhib.		
Let's Get Married	Richard Dix	Paramount	6664 feet	Mar. 13
Little Irish Girl, The	Special Cast	Warner Bros		
Love Toy, The	Lowell Sherman	Warner Bros	6 reels	Mar. 13
Man Four Square	Buck Jones	Fox		
Manhood	Special Cast	Fox		
Man in the Saddle, The	Hoot Gibson	Universal	5738 feet	
Marriage	Special Cast	Fox		
Miss Brewster's Millions	Bebe Daniels	Paramount	6457 feet	Mar. 20
Mlle Modiste	Corinne Griffith	First National		
Monte Carlo	Special Cast	M-G-M		
My Old Dutch	Special Cast	Universal		
New Klondike, The	Thomas Meighan	Paramount	7 reels	Mar. 27
Night Patrol, The	Richard Talmadge	F. B. O	6 reels	Mar. 20
Non-Stop Flight, The		F. B. O		
Nutcracker, The	E. E. Horton	Assoc. Exhib		
Oh, What a Nurse	Syd Chaplin	Warner Brothers	6930 feet	Mar. 6
Other Women's Husbands	Blue-Prevost	Warner Bros		
Partners Again	Sidney-Carr	United Artists	5562 feet	Feb. 27
Red Dice	Rod La Rocque	Prod. Dist. Corp		
Roaring Forties, The	Special Cast	Jans (S. R.)		
Sap The	M. Moore-D. Devore	Warner Bros.		
Sea Horses	Special Cast	Paramount	6671 feet	Feb. 27
Secret Orders	Evelyn Brent	F. B. O	5506 feet	Mar. 27
Siberia	Special Cast	Fox		
Six Shooting Romance	Jack Hoxie	Universal	4837 feet	Jan. 30
Social Celebrity, A	Special Cast	Paramount		
Tangled Herds	Buddy Roosevelt	Artclass Pictures	4800 feet	
Taxi Mystery, The	Roberts-Agnew	Ginsberg (S. R.)		
Test of Donald Norton	George Walsh	Chadwick		
Tramp, Tramp, Tramp	Harry Langdon	First National		
Unknown Dangers	Frank Merrill	Hercules (S. R.)	4700 feet	
Untamed Lady, The	Gloria Swanson	Paramount	6132 feet	Mar. 27
Vanishing Hoofs	Wally Wales	Artclass Pictures	4800 feet	
Why Girls Go Back Home	Marie Prevost	Warner Brothers		
Winning the Futurity	Landis-C. Horton	Chadwick (S. R.)		
Yellow Fingers	Olive Borden	Fox		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts	Special Cast	Fox		
Among Those Present	Lloyd-Davis	Assoc. Exhib.		
Bells, The	Lionel Barrymore	Chadwick Pictures		
Blind Goddess, The	Special Cast	Paramount		
Border Sheriff, The	Jack Hoxie	Universal	4440 feet	Mar. 13
Brown of Harvard	Jack Pickford	Metro-Goldwyn		
Crown of Lies, The	Pola Negri	Paramount	5 reels	Mar. 27
Danger Quest, The	Reed Howes	Rayart (S. R.)	5000 feet	
Dangers of a Great City	Special Cast	Fox		

Feature	Star	Distributed by	Length	Reviewed
Desert Gold	Holt-Dove	Paramount	7 reels	Mar. 20
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
Fighting Thorobreds	Billy Sullivan	Rayart (S. R.)	5000 feet	
Flames	Valli-O'Brien	Assoc. Exhib.		
For Heaven's Sake	Harold Lloyd	Paramount		
Hidden Way, The	Mary Carr	Assoc. Exhib.		
Isle of Retribution, The	Special Cast	Film Book. Offices		
Kiki	Norma Talmadge	First National		
Lucky Lady, The	Special Cast	Paramount		
Mike		M-G-M		
Money Talks	Special Cast	M-G-M		
Racing Blood		Lumas Film (S. R.)		
Runaway, The	Special Cast	Paramount		
Rustlers Ranch	Art Acord	Universal	5230 feet	
Rustling for Cupid	G. O'Brien-A. Stewart	Fox		
Sandy	Madge Bellamy	Fox		
Shamrock Handicap, The	Special Cast	Fox		
Silken Shackles	Irene Rich	Warner Bros.		
Sir Lumberjack	Lefty Flynn	F. B. O.		
Skinner's Dress Suit	Reginald Denny	Universal	6887 feet	Dec. 26
Somebody's Mother	Mary Carr	Rayart	6000 feet	
Starlight's Revenge	Jack Perrin	Rayart	5000 feet	
Streets of S n		Fox		
That's My Baby	Douglas MacLean	Paramount		
Tony Runs Wild	Tom Mix	Fox		
Twin Triggers	Buddy Roosevelt	Artclass Pict. (S. R.)	4800 feet	
Up In Mabel's Room	Marie Prevost	P. D. C		
Watch Your Wife	Virginia Valli	Universal	6980 feet	Feb. 27
Western Trails	Bill Patton	Chesterfield	5 reels	

MAY

Feature	Star	Distributed by	Length	Reviewed
Bride of the Storm	Costello-Harron	Warner Bros.		
Chasing Trouble	Pete Morrison	Universal		
Early to Wed	M. Moore-K. Perry	Fox		
Footloose Widow, The	Irene Rich	Warner Bros		
Gentle Cyclone, The	Buck Jones	Fox		
Hell Bent for Heaven	Monte Blue	Warner Bros		
Honeymoon Express, The	M. Moore-D. Devore	Warner Bros		
It's the Old Army Game	W. C. Fields	Paramount		
Looking for Trouble	Jack Hoxie	Universal		
Love Thief, The	Norman Kerry	Universal		
Man From Oklahoma, The	Jack Perrin	Rayart	5000 feet	
Palm Beach Girl, The	Bebe Daniels	Fox		
Pals in Paradise		Fox		
Perils of the Coast Guard	Special Cast	Rayart		
Rainmaker, The	Wm. Collier, Jr.-G. Hale	M-G-M		
Sally in our Alley	Mary Philbin	Universal		
Secret Spring, The		Paramount		
Sign of the Claw	Peter the Great (dog)	Lumas Film	5925 feet	
Silent Simpson	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	
Take a Chance	Richard Dix	Paramount		
Three Weeks in Paris	Moore-Devore	Warner Bros	6050 feet	
Wet Paint	Raymond Griffith	Paramount		
Windjammer, The	Billy Sullivan	Rayart	5000 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Call of the Klondike, The	Special Cast	Rayart		
Deer Drive, The		Paramount		
Fighting Buckaroo, The	Buck Jones	Fox		
Gilded Highway, The	Dorothy Devore	Warner Bros		
Good and Naughty	Pola Negri	Paramount		
Grass		Paramount		
Hard Boiled	Tom Mix	Fox		
Hero of the Big Snows, A	Rin Tin Tin (dog)	Warner Bros		
One Punch O'Day	Billy Sullivan	Rayart		
Passionate Quest, The	Marie Prevost	Warner Bros		
Rolling Home	Reginald Denny	Universal		
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5
Social Highwayman, The	Harlan-Miller	Warner Bros		
Still Alarm, The	Chadwick-Russell	Universal	7207 feet	Jan. 16
Volcano		Paramount		
Yellow Contraband	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	

JULY

Feature	Star	Distributed by	Length	Reviewed
Dangerous Dude, The	Reed Howes	Rayart	5000 feet	

Comedy Releases

Feature	Star	Distributed by	Length	Reviewed
Absentminded	Neely Edwards	Universal	1 reel	
Accidents Can Happen	Al Alt	Universal	2 reels	Feb. 20
Account of Monte Cristo		Bischoff, Inc.	2 reels	
Air Cooled	" Aesop Fable "	Pathe	1 reel	
Alice Blues	Alice Ardell	F. B. O	2 reels	
Alice Plays Cupid		Winkler (S. R.)	2 reels	
Alice the Jail Bird		Winkler (S. R.)	2 reels	
All Abroad	" Helen & Warren "	Fox	2 reels	Dec. 19
Al's Trouble	Al Alt	Universal	2 reels	Mar. 13
Are Golfers Cuckoo?		Tennek Film Corp		
Bachelor's Babies	Special Cast	Educational	2 reels	Dec. 12
Back to Nature	Charles Puffy	Universal	1 reel	
Badly Broke	Charles Puffy	Universal	1 reel	Jan. 30
Bad Man, The	" Dinky Doodle "	F. B. O.	1 reel	
Bankrupt Honeymoon, A	Special Cast	Fox	2 reels	Feb. 13
Barnyard Follies	" Aesop Fable "	Pathe	1 reel	Sept. 5
Beauty Parlor, A	" Fat Men "	F. B. O		
Be Careful	Jimmie Adams	Educational	2 reels	Aug. 22
Be Careful Dearie		Educational	1 reel	Jan. 30
Bedtime Story, A	Arthur Lake	Universal	1 reel	
Better Movies	" Our Gang "	Pathe	2 reels	Nov. 7
Between Meals		Pathe	1 reel	
Beware of Your Relatives	Neely Edwards	Universal	1 reel	
Big City, The	Edna Marian	Universal	2 reel	Feb. 13
Big Kick, The	Mohan-Engle	Pathe	1 reel	Oct. 10
Bombs and Bums	Hal Hodes		1 reel	Feb. 20
Bonehead Age, The	" Aesop Fable "	Pathe	1 reel	
Brainstorm, The	Smith-Bennett	Fox	2 reels	
Broken China	Bobby Vernon	Educational	1 reel	
Brotherly Love		Educational	1 reel	Jan. 23
Buried Treasure	" Our Gang "	Pathe	2 reels	Feb. 20
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster's Bust Up	Trimble-Turner	Universal	2 reels	Jan. 23
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Nightmare	Trimble-Turner	Universal	2 reels	
Buster's Nose Dive	Arthur Trimble	Universal	2 reels	
Buster's Sky Rocket	Trimble and Dog	Universal	2 reels	
By the Sea	Chas. Puffy	Universal	1 reel	Oct. 10
California Here We Come	" The Gumps "	Universal	2 reels	
Camel's Hump		Film Book. Offices	1 reel	
Captain Suds	Eddie Gordon	Universal	2 reels	Dec. 19
Careful Please	Lloyd Hamilton	Educational	2 reels	Feb. 20
Caretaker's Daughter, The	Charley Chase	Pathe	2 reels	Oct. 10
Cat's Whiskers, The	Neely Edwards	Universal	1 reel	
Charley My Boy	Charles Chase	Pathe	2 reels	Jan. 30
Cheap Skates	Lige Conley	Educational	2 reels	Dec. 12
Cheaper to Move	"Helen and Warren"	Fox	2 reels	
Chester's Donkey Party	Joe Murphy	Universal	2 reels	
Circus Today	Special Cast	Pathe	2 reels	Mar. 13
Cleaning Up	Johnny Arthur	Educational	2 reels	Nov. 14
Closer Than a Brother	" Aesop Fable "	Pathe	1 reel	
Cloudy Romance	Special Cast	Fox	2 reels	Oct. 10
College Yell, The	Neely Edwards	Universal	1 reel	
Constant Simp, The	Alberta Vaughn	F. B. O.	2 reels	
Control Yourself	Smith-Bennett	Fox	2 reels	Nov. 28
Couple of Skates, A	Neely Edwards	Universal	1 reel	
Crashing Through	Cliff Bowers	Educaitonal	1 reel	
Criss-Cross Cruise, A	" Hodge-Podge "	Educational	1 reel	
Crowning the Count	Eddie Gordon	Universal	2 reels	
Cuckoo Love	Glenn Tryon	Pathe	2 reels	Oct. 17
Cupid a La Carte	Florence Gilbert	Fox	2 reels	Dec. 26
Cupid's Victory	Wanda Wiley	Universal	2 reels	
Cured Hams	Jack Richardson	Bischoff, Inc	2 reels	Oct. 31
Custard's Last Wallop		Tennek Film Corp		
Dancing Daddy	Jack Duffy	Educational	2 reels	
Dangerous Curves Behind	Mack Sennett	Pathe	2 reels	Nov. 7
Day's Outing, A	" Aesop Fable "	Pathe	1 reel	
Day's Pleasure, A	Charles Chaplin	Pathe	2 reels	
Dinky Doodle at the Circus		Film Book. Offices	1 reel	
Dinky Doodle in the Hunt		Film Book. Offices	1 reel	
Dizzy Daddies	Special Cast	Pathe	2 reels	March 20
Do Your Duty	" Snub " Pollard	Pathe	1 reel	
Dog Daze	Bowes-Marlowe	Educational	1 reel	
Dog's Life, A	Charles Chaplin	Pathe	3 reels	
Don't Stop	Cliff Bowes	Educational	1 reel	Mar 13
Don't Butt In		Pathe	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
East Side, West Side		Fox	2 reels	Dec. 12
Ebony Clean Up		L. B. Cornwell (S.R.)	1 reel	
Educating Buster	Trimble-Turner	Universal	2 reels	Aug. 29
Eighteen Carat	Edna Marian	Universal	2 reels	
Eight Cylinder Ball	Special Cast	Fox		
Elsie in New York	Special Cast	Fox	2 reels	Mar. 6
English Channel Swim, The	" Aesop Fable "	Pathe	1 reel	Dec. 26
Failure	Special Cast	Fox	2 reels	Nov. 21
Faint Heart	Charles Puffy	Universal	1 reel	Nov. 28
Fair But Foolish	Jimmie Adams	Educational	2 reels	Nov. 21
Fair Warning	Al St. John	Educational	2 reels	Sept. 26
Felix the Cat Busts Into Business	" Cartoon "	Educational	1 reel	
Felix the Cat in Blunderland	" Cartoon "	Educational	1 reel	Mar. 6
Felix the Cat in Eats Are Wets	" Cartoon "	Educational	1 reel	Nov. 21
Felix the Cat in The Cold Rush	" Cartoon "	Educational	1 reel	
Felix the Cat on the Farm	" Cartoon "	Educational	1 reel	
Felix the Cat Fans the Flames	"Cartoon "	Educational	1 reel	Mar. 27
Felix the Cat Flirts with Fate	" Cartoon "	Educational	1 reel	Feb 13
Felix the Cat Kept on Walking		Educational	1 reel	Jan. 23
Felix the Cat Misses the Cue	" Cartoon "	Educational	1 reel	
Felix the Cat on the Job	" Cartoon "	Educational	1 reel	
Felix the Cat Laughs It Off	"Cartoon "	Educational	1 reel	Mar. 27
Felix the Cat Spots the Spooks	" Cartoon "	Educational	1 reel	Jan. 30
Felix the Cat Tries the Trades	" Cartoon "	Educational	1 reel	
Felix the Cat Trips Thru Toyland	" Cartoon "	Educational	1 reel	
Felix the Cat Uses His Head	" Cartoon "	Educational	1 reel	
Felix the Cat Weathers the Weather	" Cartoon "	Educational	1 reel	
Fighting Dude, The	Lupino Lane	Educational	2 reels	Dec. 5
Fighting Tailor, A		Fox	2 reels	Jan. 23
Fire Away	Al St. John	Educational	2 reels	Nov. 7
Fire Fighters, The	" Aesop's Fable "	Pathe	1 reel	
Flaming Affair, A	Special Cast	Fox	2 reels	Jan. 30
Flivver Vacation, A	Eddie Gordon	Universal	2 reels	
Flyin' Fool	Sid Smith	Fox	2 reels	Dec. 26
Flying Wheels	Wanda Wiley	Universal	2 reels	Mar. 6
Fly Time	" Aesop Fable "	Pathe	1 reel	
Fool's Luck	Lupino Lane	Educational	2 reels	
For Sadie's Sake	Jimmie Adams	Educational	2 reels	Jan. 30
Framed	Lloyd Hamilton	Educational	2 reels	Nov. 28
Fraternity Mixup, A	Alice Ardell	F. B. O		
Free Ride, A	Arthur Lake	Universal	1 reel	
Fresh Faces	Walter Hier	Educational	2 reels	
Fresh Paint	Neeley Edwards	Universal	1 reel	
From the Cabby's Seat	" O. Henry "	Fox		
From Rags to Britches	Billy Bevan	Pathe	2 reels	Dec. 19
Funnymooners	Ralph Graves	Pathe	1 reel	Feb. 13
Going Good	Wanda Wiley	Universal	2 reels	
Gold Push, The	" Aesop Fable "	Pathe	1 reel	
Good Cheer	" Our Gang "	Pathe	2 reels	Jan 30
Good Morning Madam	Ralph Graves	Pathe	2 reels	Oct. 17
Goofy Gob, A	Billy Dooley	Educational	2 reels	Oct. 31
Gooseland	Alice Day	Pathe	2 reels	Feb. 20
Gosh Darn Mortgage, The		Pathe	2 reels	
Great Open Spaces, The	" Aesop Fable "	Pathe	1 reel	
Green-Eyed Monster, The	Arthur Lake	Universal	1 reel	
Half Fare	Arthur Lake	Universal	1 reel	
Happy Go Lucky	Neeley Edwards	Universal	1 reel	Dec. 5
Hard to Hold		Tennek Film Corp		
Has Anybody Here Seen Kelly	" Ko Ko "	Red Seal	1 reel	Mar. 6
Haunted House, The	" Aesop Fable "	Pathe	1 reel	
Heart Breaker, The	Special Cast	Fox	2 reels	Oct. 24
Heavy Love	" Fat Men "	F. B. O		
Helpful Al	Al Alt	Universal	2 reels	Feb. 6
Her Lucky Leap	Wanda Wiley	Universal	2 reels	Jan. 30
Hero Wins, The	" Aesop Fable "	Pathe	1 reel	
Hired and Fired	Paul Parrott	Pathe	1 reel	

Feature	Star	Distributed by	Length	Reviewed
His Own Lawyer	Perry-Cooley	Fox	2 reels	Dec. 26
His Wooden Wedding	Charlie Chase	Pathe	2 reels	
Hollywouldn't	Johnny Sinclair	Bischoff, Inc	2 reels	Sept. 12
Hold Everybody	Perry-Cooley	Fox	2 reels	
Hold Everything	Special Cast	Pathe	1 reel	Dec. 12
Hold Tight	Alice Ardell	F. B. O	2 reels	
Hold Your Hat	Al. St. John	Educational	2 reels	Mar. 6
Home Cured	Johnny Arthur	Educational	2 reels	Mar. 27
Honeymoon Hotel, The	Neeley Edwards	Universal	1 reel	
Honeymoon Squabble, The	Edna Marian	Universal	2 reels	Jan. 23
Honor System, The	" Aesop Fable "	Pathe	1 reel	Nov. 21
Horse Laugh	Chas. Puffy	Universal	1 reel	
Hot Cakes for Two	Alice Day	Pathe	2 reels	Jan. 23
Hot Dog	Arthur Lake	Universal	1 reel	Jan. 23
Hot Doggie	Walter Hiers	Educational	2 reels	Nov. 14
Hot Feet	Cliff Bowes	Educational	1 reel	Nov. 14
Hotsy Totsy	Alice Day	Pathe	2 reels	Dec. 26
How the Bear Got His Short Tail		Film Book Offices	1 reel	
How the Elephant Got His Trunk		F. B. O.	1 reel	
Hug Bug, The	Glenn Tryon	Pathe	2 reels	Mar. 13
Humming Birds, The	Buddy Messinger	B'way Dist. Corp	2 reels	
Hungry Hounds	" Aesop Fable "	Pathe	1 reel	
Hunting in 1950	" Aesop's Fable "	Pathe		
Hurry, Doctor	Ralph Graves	Pathe	2 reels	
I Do	Harold Lloyd	Assoc. Exhib.	2081 feet	
In Deep	Cliff Bowes	Educational	1 reel	Oct. 10
Inventors, The		Tennek Film Corp		
Isn't Love Cuckoo	Raymond McKee	Pathe	2 reels	Dec. 5
Jiminy Crickets	Neeley Edwards	Universal	1 reel	
June Bride, A	" Aesop's Fable "	Pathe	1 reel	Feb. 13
Just Spooks	" Dinky Doodle "	F. B. O.	1 reel	
Keep Trying	Cliff Bowes	Educational	1 reel	Feb. 27
Kick Me Again	Charles Puffy	Universal	1 reel	
Klynick, The	" Hey Fellas "	Davis Dist	2 reels	Sept. 5
Ko-Ko Baffles the Bulls	" Cartoon "	Red Seal	1 reel	Feb. 27
Ko-Ko at the Circus	" Cartoon "	Red Seal	1 reel	Mar. 27
Ko-Ko Nuts	" Cartoon "	Red Seal	1 reel	Sept. 5
Ko-Ko Packs 'Em In	" Cartoon "	Red Seal	1 reel	Nov. 14
Ko-Ko Steps Out	" Cartoon "	Red Seal	1 reel	Jan. 23
Ko-Ko on the Run (Out-of-Inkwell)		Red Seal Pict.	1 reel	Oct. 8
Lame Brains	Alice Ardell	F. B. O.	2 reels	
Laughing Ladies	Special Cast	Pathe	2 reels	Dec. 3
Lickety Split	Lige Conley	Educational	2 reels	Feb. 6
Light Housekeeping	Lige Conley	Educational	2 reels	Mar. 20
Lighter Than Air	" Aesop's Fables "	Pathe	1 reel	Jan. 30
Lion and the Monkey, The	" Aesop Fables "	Pathe	1 reel	Oct. 10
Little Brown Jug, The	" Aesop's Fables "	Pathe	1 reel	Feb. 13
Little Red Riding Hood	Baby Peggy	Universal	2 reels	
Live Cowards		Educational	2 reels	
Long Pants	Glenn Tryon	Pathe	2 reels	Feb. 13
Love and Kisses	Alice Day	Pathe	2 reels	Oct. 3
Love and Lions	Special Cast	Fox	2 reels	
Love My Dog	Arthur Lake	Universal	1 reel	Dec. 19
Mad Racer, The	" Van Bibber "	Fox	2 reels	
Maid in Morocco	Lupino Lane	Educational	2 reels	Oct. 17
Mail Coach, The	" Aesop's Fables "	Pathe	1 reel	Mar. 6
Maizie Won't Tell	Alberta Vaughn	F. B. O	2 reels	
Mamma Behave	Ralph Graves	Pathe	2 reels	Mar. 6
Meet My Girl	Ralph Graves	Pathe	2 reels	Mar. 13
Merchant of Weenies	Charles Delaney	Bischoff, Inc	2 reels	Sept. 12
Min's Away	" The Gumps "	Universal		
Min's Home on the Cliff	Joe Murphy	Universal	2 reels	
Min Walks In Her Sleep	" The Gumps "	Universal	2 reels	
Misfit Sailor, A	Billy Dooley	Educational	2 reels	Oct. 3
Monkey Business	" Krazy Kat "	Winkler (S. R.)	1 reel	
Monkey Business	" Our Gang "	Pathe	2 reels	Mar. 27
Moonlight and Noses	Clyde Cook	Pathe	2 reels	Oct. 3
More Mice Than Brains	" Aesop Fable "	Pathe	1 reel	
Mortgaged Again	Arthur Lake	Universal	1 reel	
Movies, The	Lloyd Hamilton	Educational	2 reels	Oct. 3
Moving Day	Cooley-Perry	Fox	2 reels	Mar. 6
Muddled Up	Charles Puffy	Universal	1 reel	
My Stars		Educational	2 reels	Jan. 23
My Swedie	Neal Burns	Educational	2 reels	
Nobody's Business	Lloyd Hamilton	Educational	2 reels	
No Father to Guide Him	Charles Chase	Pathe	2 reels	Sept. 5
Number One Society, A	"East Side, West Side"	Fox		
Nursery Troubles	Edna Marian	Universal	2 reels	Oct. 24
Nuts and Squirrels	" Aesop Fable "	Pathe	1 reel	
Off His Beat	Walter Hiers	Educational	2 reels	Sept. 12
Officer No. 13	Eddie Gordon	Universal	1 reel	
Officer of the Day	Special Cast	Fox	2 reels	Feb. 13
Oh Buster	Arthur Trimble	Universal	2 reels	Nov. 7
On Edge	Lige Conley	Educational	2 reels	
On the Links	" Fat Men "	F. B. O.	2 reels	
On Thin Ice	" Mutt & Jeff "	Hal Hodes	1 reel	Mar. 6
One Wild Night	Neely Edwards	Universal	1 reel	
One Wild Ride	" Our Gang "	Pathe	2 reels	Dec. 12
Only Son, The	Paul Parrott	Pathe		
Oo-La-La	Bobby Vernon	Educational	2 reels	
Or What Have You	Alberta Vaughn	F. B. O.	2 reels	
Over There-Abouts	Mack Sennett	Pathe	2 reels	
Page Me	Special Cast	Educational	2 reels	Feb. 27
Painless Pain	Wanda Wiley	Universal	2 reels	
Papa, Be Good!	Glenn Tryon	Pathe	2 reels	Dec. 5
Parisian Knight, A	Earle Foxe	Fox	2 reels	Dec. 19
Pawnshop Politics	" East Side "	Fox		
Pay the Cashier	Paul Parrott	Pathe	1 reel	Feb. 20
Peacemakers, The	" Helen & Warren "	Fox	2 reels	Nov. 7
Peggy in a Pinch	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Heroes	"Sheiks and Shebas"	Davis Dist.	2 reels	Oct. 10
Peggy's Pests	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Putters	"Sheiks and Shebas"	Davis Dist.	2 reels	
Perfect Lie, The	Neely Edwards	Universal	1 reel	
Phoney Express, The	Charles Puffy	Universal	1 reel	Mar. 13
Pie Eyed Pie	" Krazy Kat "	Winkler (S. R.)	1 reel	
Pike's Pique	Alberta Vaughn	Film Book. Offices	2 reels	
Piping Hot	Al Alt	Universal	2 reels	Oct. 10
Pleasure Bent	Charles Puffy	Universal	1 reel	
Pleasure Bound	Lige Conley	Educational	2 reels	Aug. 22
Polar Baron, The		Fox		
Prep School	Arthur Lake	Universal	1 reel	
Punch in the Nose, A	Special Cast	Pathe	2 reels	Oct. 31
Quick Service	Cliff Bowes	Educational	1 reel	Mar. 20
Rainbow's End, The	" Felix the Cat "	Educational	1 reel	Dec. 19
Rainy Knight, A		Pathe	2 reels	
Raisin' Cain	Big Boy	Educational	2 reels	
Raisin' Trouble		Arrow	2 reels	
Reporter, The	" Van Bibbers "	Fox		
Roomers Afloat	Jack Cooper	Bischoff (S. R.)	2 reels	Oct. 31
Run Tin Can	Burns-Steadman	Educational	2 reels	Feb. 20
Salty Sap, A	Billy Dooley	Educational	2 reels	
Salute	Alice Ardell	Film Book. Offices	2 reels	
Saturday Afternoon	Harry Langdon	Pathe	3 reels	Feb. 6
Saving a Safe	Jimmy Aubrey	F. B. O.	2 reels	
Say It With Love	Edna Marian	Universal	2 reels	
Scandal Hunters	Al Alt	Universal	2 reels	
Scrambled Eggs	Special Cast	Educational	1 reel	Oct. 17
Scratching Through	Cliff Bowes	Educational	1 reel	
Sea Scamps	Big Boy	Educational	2 reels	Feb. 13
Shoes	Special Cast	Fox	2 reels	Aug. 29
Shore Shy	Dooley-Joyce	Educational	2 reels	
Should Sailors Marry	Clyde Cook	Pathe	2 reels	Nov. 14
Sky Bound	Al. St. John	Educational	2 reels	
Sky Hooks		Educational	1 reel	
Sky Jumper, The	Earle Foxe	Fox	2 reels	
Slippery Feet	Bobby Vernon	Educational	2 reels	Oct. 31
Slow Down	Cliff Bowes	Educational	1 reel	Nov. 28
Smash Up, The	" The Gumps "	Universal	2 reels	
Soapsuds Lady, The	Alice Day	Pathe	2 reels	Nov. 28
Social Triangle, A	" O. Henry "	Fox		
Soft Pedal	Charles Parrott	Pathe	1 reel	Feb. 13
Solid Ivory	Mohan-Engle	Pathe	1 reel	Oct. 17
So Long Bill	Billy West	Arrow	2 reels	
Some Baby	Kerr King	Cantor & Brandell		
Somebody's Wrong	Bowes-Newman	Educational	1 reel	
Somewhere in Somewhere	Special Cast	Pathe	2 reels	Sept. 26
So's Your Old Man	Alberta Vaughn	Film. Book. Offices	2 reels	
So This is Paris	Neeley Edwards	Universal	1 reel	
Spanish Love	" Aesop Fable "	Pathe	1 reel	Mar. 13
Spanking Breezes	Alice Day	Pathe	2 reels	Mar. 20
Speedy Marriage, The	Wanda Wiley	Universal	2 reels	Nov. 14
Spooky Spooks		Bischoff (S. R.)	2 reels	Sept. 12
Spot Light	Lige Conley	Educational	2 reels	Oct. 24
Starvation Blues	Clyde Cook	Pathe	2 reels	Dec. 19
Stranded	Edna Marian	Universal	2 reels	Sept. 5
Strong for Love	Special Cast	Fox	2 reels	
Sweet and Pretty	Bowes-Marlowe	Educational	1 reel	
Sweet Marie	Special Cast	Fox	2 reels	Aug. 29
Sweet Pickle, A	Alice Day	Pathe	2 reels	Oct. 24
Tailoring	" Fat Men "	F. B. O	2 reels	
Take the Heir	Charles Puffy	Universal	1 reel	
Take Your Time	Ralph Graves	Pathe	2 reels	Nov. 21
Taxi War, A	Eddie Gordon	Universal	2 reels	Oct. 31
Tea for Love		B'way Dist. Corp	2 reels	
There He Goes	Harry Langdon	Pathe	3 reels	
Three Blind Mice	" Aesop's Fables "	Pathe	1 reel	Jan. 23
Three Wise Goofs	" Fat Men "	F. B. O	2 reels	
Tight Cargo	Charles Puffy	Universal	1 reel	Jan. 30
Time Flies	Lupino Lane	Educational	2 reels	Feb. 6
Tin Ghost, The	Lige Conley	Educational	2 reels	
Tonight's The Night	Bowes-Bradley	Educational		
Too Many Babies	Darling-King	Universal	2 reels	
Too Many Relations	" Helen and Warren "	Fox	2 reels	
Too Much Mother-in-Law	Constance Darling	Universal	2 reels	Sept. 12
Tourist, The	Johnny Arthur	Educational	2 reels	Aug. 15
Transients in Arcadia	Special Cast	Fox	2 reels	Oct. 31
Trimmed in Gold	Special Cast	Pathe	2 reels	Feb. 20
Tune Up	Charles Puffy	Universal	1 reel	Mar. 6
Ugly Duckling, The	" Aesop Fable "	Pathe	1 reel	Sept. 26
Uncle Tom's Gal	Edna Marian	Universal	2 reels	Oct. 3
Understudy, The	Arthur Lake	Universal	1 reel	
Uneasy Three, The	Charles Chase	Pathe	2 reels	Nov. 21
Unfriendly Enemies	Jas. Finlayson	Pathe	1 reel	
Up in the Air	" Aesop Fable "	Pathe	1 reel	
Wandering Papas	Clyde Cook	Pathe	2 reels	
Wandering Willies	Special Cast	Pathe	2 reels	
Watch Out	Bobby Vernon	Educational	2 reels	Aug. 29
Weak But Willing	Walter Hiers	Educational	2 reels	Dec. 13
Westward Ho	Chas. Puffy	Universal	1 reel	Oct. 9
What's the World Coming To	Clyde Cook	Pathe	2 reels	Jan. 23
What's Up	Cliff Bowes	Educational	1 reel	Dec. 12
When Hell Froze Over	Hal Hodes		1 reel	Feb. 20
Whispering Whispers		Pathe	2 reels	Jan. 30
Whistling Lions	Parrott-Ralston	Pathe	1 reel	
Whoa Emma	Jimmie Adams	Educational	2 reels	
Who's Which	Cliff Bowes	Educational	1 reel	Oct. 10
Wicked City, The	" Aesop Fable "	Pathe	1 reel	Feb. 27
Wide Open Faces	Ralph Graves	Pathe	2 reels	Jan. 23
Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	
Wildcats of Paris	" Aesop Fable "	Pathe	1 reel	Nov. 21
Windjammers, The	"Aesop Fable "	Pathe	1 reel	Feb. 20
Window Dummy, The	Ralph Graves	Pathe	2 reels	Dec. 19
Winning Pair, A	Wanda Wiley	Universal	2 reels	Oct. 24
Wireless Lizzie	Walter Hiers	Educational	2 reels	Mar. 13
Woman of Letters, A	" Helen and Warren "	Fox	2 reels	Mar. 6
Working for the Rest	Johnny Sinclair	Bischoff (S. R.)	2 reels	Oct. 31
Wrestler, The	Earle Foxe	Fox	2 reels	Aug. 29
Yearning for Love	Wanda Wiley	Universal	2 reels	
Yes, Yes, Babette	Bobby Vernon	Educational	2 reels	Dec. 19
Your Husband's Past	Special Cast	Pathe	2 reels	Feb. 13
Your Own Back Yard	" Our Gang "	Pathe	2 reels	Oct. 3

Short Subjects

Feature		Distributed by	Length	Reviewed
Ace of Spades (Serial)	William Desmond	Universal	10 episodes	Oct. 24
All Astride (Sportlight)		Pathe	1 reel	Jan. 30
All for a Girl	Buddy Messinger	B'way Dist. Co.	2 reels	
All for a Queen	Hal Hodes		1 reel	Feb. 20
All Tied Up	" Fat Men "	Film Book. Offices	2 reels	
All Wool	Mohan-Engle	Pathe	1 reel	Oct. 31
Amazing Mazie	Alberta Vaughn	F. B. O.	2 reels	Oct. 24
Amundsen Polar Flight, The		Pathe	3 reels	Nov. 21
Angelus, The		Cranfield & Clarke (S. R.)	1 reel	
Animated Hair Cartoons (Series)		Red Seal Pict	1 reel	Jan. 30
Animated Hair Cartoon No. 4		Red Seal	1 reel	Feb. 27
Are Parents Pickles?	Parrott-Ralston	Pathe	1 reel	
At Home	" Our Gang "	Pathe	2 reels	
Baby Be Good	" Juvenile "	Educational	3 reels	Oct. 24
Bar-G Mystery (Serial)		Pathe		
Barrier Busters (Sportlight)		Pathe	1 reel	Sept. 12
Bed Time Stories		Sierra Pictures	2000 feet	
Big Game (Mustang)		Universal	2 reels	Feb. 26
Boundary Line, The (Mustang Series)		Universal	2 reels	Oct. 31
Breakin' Loose (Mustang Series)		Universal	2 reels	Dec. 5
Burmah Blues	Hal Hodes		1 reel	Feb. 27
Call of Hazard, The (Fred Humes)		Universal	2 reels	
Casey of the Coast Guard (O'Hara-Ferguson)		Pathe	Serial	Feb. 20
Clever Feet (Sportlight)		Pathe	1 reel	
Colorful Fashions From Paris (Novelty)		Educational	1 reel	Mar. 6

Feature	Distributed by	Length	Reviewed
Criss Cross Cruize, A (Hodge Podge)	Educational	1 reel	Mar. 13
Crook Buster, The (Mustang)	Universal	2 reels	
Cuba Steps Out (Variety)	Fox	1 reel	
Dixie Doodle (Sportlight)	Pathe	1 reel	Mar. 27
Egypt Today	Fox	1 reel	Feb. 13
Emergency Man, The ... Edmund Cobb	Universal	2 reels	
Fade Away Foster (Mustang)	Universal	2 reels	
Fight Within, The ... George Larkin	Universal	2 reels	
Film Facts (Series No. 1)	Red Seal Pict	1 reel	Jan. 30
Fish for Two	Red Seal	1 reel	Feb. 27
Flame Fighter, The (Serial) Herbert Rawlinson	Rayart	10 episodes	
Flaming West, The (Mustang Series)	Universal	2 reels	
Flashes of the Past	Pathe	2 reels	
Flirting With Death	Red Seal Pict.	2 reels	Sept. 26
From A to Z Thru Filmdom (Hodge Podge)	Educational	1 reel	
Giraffe's Long Neck, The	F. B. O	1 reel	
Gold Trap, The (Mustang Series)	Universal	2 reels	Oct. 10
Great Arena, The (Sportlight)	Pathe	1 reel	Mar. 6
Green Archer, The (Serial) Ray-Miller	Pathe	10 episodes	Dec. 5
Grinning Fists (Fred Humes)	Universal	2 reels	
Gunless Bad Man, The	Universal	2 reels	
Hearts of the West ... Edmund Cobb	Universal	2 reels	Feb. 6
Her First Night in Philadelphia	Cranfield & Clarke	2 reels	
Hero of Piperock ... Corbett-Holmes	Universal	2 reels	Jan. 30
His Pal	Chesterfield M. P. Co. (S. R.)	2 reels	
I Remember	Short Films Syn	2 reels	Sept. 26
In a China Shop (Variety)	Fox	1 reel	
Iron Trail Around (Variety)	Fox	1 reel	Dec. 26
Just Cowboys (Mustang Series)	Universal	2 reels	Oct. 10
Knickknacks of Knowledge (Hodge Podge)	Educational	1 reel	Nov. 14
Leaps and Bounds (Sportlight)	Pathe	1 reel	Mar. 13
Life's Greatest Thrills	Universal	2 reels	Sept. 26
Lightning Hutch (Serial)	Arrow		
Lightnin' Strikes	Tennek Film Corp	2 reels	
Love Fighter (dog)	Chesterfield (S. R.)	2 reels	
Magic Hour, The	Cranfield & Clark	1 reel	Dec. 19
Magical Movies (Hodge Podge)	Educational	1 reel	
Man With a Scar, The (Fred Humes)	Universal	2 reels	Jan. 30
Marionettes (Hope Hampton)	Educational	1 reel	Dec. 5
Marvels of Motion (Series)	Red Seal Pict.	1 reel	Sept. 5
Menace of the Alps, The	Universal	1 reel	Mar. 27
Montana of the Range ... Josie Sedgwick	Universal	2 reels	Feb. 6
Mother Goose's Movies (Hodge Podge)	Educational	1 reel	Feb. 6
Mountain Molly O (Mustang)	Universal	2 reels	
My Bonnie (Ko-Ko Series)	Red Seal Pict.	1 reel	Oct. 3
My Own Carolina (Variety)	Fox	1 reel	Aug. 29
Neptune's Domain (Hodge Podge)	Educational	1 reel	
No Woman's Land ... Hal Hodes		1 reel	Feb. 27
One Wild Time (Corbett & Holmes)	Universal	2 reels	Mar. 27
Outings For All (Sportlight)	Pathe	1 reel	
Parisian Modes in Color	Educational	1 reel	Jan. 30
Perils of the Wild (Serial)	Universal	10 episodes	
Queen of the Hills ... Josie Sedgwick	Universal	2 reels	
Quick on the Draw (Fred Humes)	Universal	2 reels	
Raid, The (Mustang Series)	Universal	2 reels	Oct. 10
Range Law (Mustang Series)	Universal	2 reels	Nov. 23
Rider of the Pass (Mustang Series)	Universal	2 reels	
Ridin' for Love (Jack Mower)	Universal	2 reels	
River Nile, The (Variety)	Fox	1 reel	Nov. 28
Road From Latigo, The (Mustang Series)	Universal	2 reels	Oct. 17
Runaway Taxi, A (Stereoscopik)	Pathe	1 reel	Oct. 3
Rustlers of Boulder Canyon, The (Mustang Series)	Universal	2 reels	Nov. 21
Rustler's Secret The (Mustang)	Universal	2 reels	
Rustlin' Kid, The (Mustang Series)	Universal	2 reels	
Scarlet Streak, The (Serial) Jack Daugherty	Universal	10 episodes	
Scotty of the Scouts (Serial)	Rayart	Serial	
Searchlight (Issue C)	Red Seal	1 reel	Mar. 6
Shadows of the Tiger	Tennek Film Corp	2 reels	
Shakespeare (Gems of the Screen)	Red Seal	1 reel	
Shooting at Time (Sportlight)	Pathe	1 reel	
Shootin' Wild (Mustang Series)	Universal	2 reels	Oct. 24
Silvery Art	Red Seal	2 reels	Sept. 26
Sky Skidder, The	Bischoff	10 episodes	
Sky Tribe, The (Variety)	Fox	1 reel	
Songs of Ireland (Music Film)	Pathe	1 reel	
Songs of Scotland (Music Film)	Pathe	1 reel	
Soul of the Cypress	Red Seal	1 reel	Feb. 27
Starting an Argument (Sportlight)	Pathe	1 reel	
Story Teller, The (Hodge Podge)	Educational	1 reel	Oct. 3
Strenuous Life, The (Sportlight)	Pathe	1 reel	Feb. 20
String of Diamonds (dog)	Chesterfield (S. R.)	2 reels	
Taking Chances (Mustang Series)	Universal	2 reels	
Then and Now (Sportlight)	Pathe	1 reel	
Tiger Hunt, The ... Hal Hodes		1 reel	Feb. 20
Toiling for Rest (Variety)	Fox	1 reel	
Too Many Bucks (Mustang Series)	Universal	2 reels	Nov. 21
Top Hand (Edmund Cobb)	Universal	2 reels	Dec. 19
Tricked (Mustang Series)	Universal	2 reels	Sept. 12
Uncle Tom's Cabin	F. B. O	1 reel	
Uprising Generation (Sportlight)	Pathe	1 reel	Feb. 6
Vanishing Millions	Sierra Pictures	Serial	
Walloping Wonders (Sportlight)	Pathe	1 reel	
What Price Touchdown (Sportlight)	Pathe	1 reel	
Whirlpool, The (Variety)	Fox	1 reel	
White Paper (Variety)	Fox	1 reel	
With Pencil, Brush and Chisel (Variety)	Fox	1 reel	
Wild Beasts of Borneo	Educational	2 reels	Sept. 12
Wild West (Serial) Ferguson-Mulhall	Pathe	10 episodes	Sept. 12
Winged Rider, The ... Edmund Cobb	Pathe	2 reels	Feb. 13
Winking Idol, The (Serial) Desmond-Sedgwick	Universal	10 episodes	Mar. 20

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
30 Below Zero	Buck Jones	Fox		
Accused	Special Cast	Inde. Films	5000 feet	Jan. 16
Aloma of the South Seas	Gilda Gray	Paramount		
Altars of Desire	Special Cast	M-G-M		
Amateur Gentleman, The	Richard Barthelmess	First National		
Apache Princess	Wilson-Gerber	Davis Dist.-Vital		
Ancient Mariner, The	Special Cast	Fox	5548 feet	Jan. 30
Aristocrat, The	Special Cast	B. P. Schulberg (S. R.)		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib		
Atlantis		First National		
Auctioneer, The	George Sidney	Fox		
Back Slapper, The	Special Cast	M-G-M		
Bad Habits	Special Cast	Astor Dist. (S. R.)		
Bankrupt		Ginsberg-Kann		
Barriers of Fire	Monte Blue	Warner Bros.		
Bat, The	Special Cast	United Artists	8219 feet	Mar. 27
Battling Butler	Buster Keaton	M-G-M		
Beau Geste		Paramount		
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Ronald Colman	United Artists		
Behind the Screen	Special Cast	M-G-M		
Bellamy the Magnificent	Special Cast	M-G-M		
Beyond the Trail	Bill Patton	Chesterfield (S. R.)	5 reels	
Ben Hur	Special Cast	M-G-M	12000 feet	Jan. 16
Bigger than Barnum's		F. B. O		
Big Night, The	Laura La Plante	Universal		
Big Parade, The	John Gilbert	Metro-Goldwyn	12550 feet	Nov. 23
Black Pirate, The	Douglas Fairbanks	United Artists	8200 feet	Mar. 20
Border, Intrigue	Franklyn Farnum	Inde. Pict. (S. R.)	5 reels	June 6
Border Thunderbolt, The		Assoc. Exhib		
Border Women	Special Cast	Phil Goldstone (S.R.)	5000 feet	
Born to Battle	Tom Tyler	F. B. O	5100 feet	Feb. 13
Broken Hearts	Special Cast	Jaffe Art Film (S. R.)	7500 feet	Mar. 20
Borrowed Plumes	Daw-Welch	Arrow		
Boy Friend, The	John Hamon	Metro-Goldwyn-Mayer		
Broken Hearts of Hollywood		Warner Bros.		
Broken Homes	Lake-Glass	Astor Dist.		
Brooding Eyes	Lionel Barrymore	Ginsberg Dis. Corp. (S. R)		
Call in the Night, A		Truart (S. R.)		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Charity Ball, The		Metro-Goldwyn		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Cleaner Flame, The	Louise Carter	Arrow		
Clinging Vine, The	Leatrice Joy	P. D. C		
College Widow, The	Syd Chaplin	Warner Brothers		
Coney Island	Special Cast	M-G-M		
Courage of Captain Plumb	Special Cast	Davis Dist.-Vital		
Crashing Through	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crystal Cup, The	Special Cast	First National		
Cruel Truth, The		Ginsberg-Kann		
Cyclone Bob	Bob Reeves	Anchor Film Dist		
Cyrano de Bergerac	Special Cast	Atlas Dist. (S. R.)	9500 feet	July 18
Danger Line, The	Special Cast	Astor Dist (S. R.)		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Daughter of the Sioux, A	Wilson-Gerber	Davis Dist.-Vital	5 reels	Oct. 24
Dead Command, The	Special Cast	M-G-M		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9
Demon Rider, The	Ken Maynard	Davis Dist.-Vital	5000 feet	Aug. 2
Desert Healer	Stone-Bedford	First National		
Detour		Prod. Dist. Corp.		
Devil Horse, The	Rex (horse)	Pathe		
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O		
Don Juan	John Barrymore	Warner Bros		
Don't Lie to Your Wife	Haver-McDonald	Arrow		
Don X	Bruce Gordon	B. A. Goodman (S.R.)	5000 feet	Feb. 13
Door Mat, The		Warner Bros.		
Duchess of Buffalo, The	Constance Talmadge	First National		
Dumb Head		Tiffany (S. R.)	6500 feet	
East of the Setting Sun	Constance Talmadge	First National		
Eden's Fruit		B. P. Schulberg (S.R.)		
Ella Cinders	Colleen Moore	First National		
Ermine and Rhinestone		H. F. Jans (S. R.)		
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp		
Exquisite Sinner, The	Nagel-Adoree	Metro-Goldwyn		
False Steps	Special Cast	Paramount		
Fangs of Fate	Bill Patton	Chesterfield (S.R.)	5000 fet	Feb. 13
False Pride		Astor Dist		
Fascinating Youth	Junior Stars	Paramount		Mar. 13
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford (S. R.)		
Fighting Boob, The	Bob Custer	F. B. O.		
Fighter's Paradise, The	Rex Baker	Phil Goldstone	5000 feet	
Fighting Courage	Ken Maynard	Davis Dist.-Vital	5 reels	July 11
Fighting Fate	Billy Sullivan	Rayart (S. R.)	4991 feet	Feb. 6
Fighting Heart, The	Frank Merrill	Bud Barsky Prod. (S. R.)	5000 feet	
Fighting Smile, The	Bill Cody	Inde. Pict. Corp. (S.R.)	4630 feet	
Fig Leaves		Fox		
Fine Manners	Gloria Swanson	Paramount		
Flames	Special Cast	M-G-M		
Flaming Forest, The		M-G-M		
Flaming Frontier, The	Special Cast	Universal		
Flashing Heels	Bill Cody	Assoc. Exhib		
Flashing Steeds	Bill Patton	Chesterfield (S. R.)	5000 feet	Feb. 27
Fleet Foot	Marilyn Mills	Davis Dist.-Vital		
Flight to the Hills, The		Paramount		
Flyin' Thru	Al Wilson	Davis Dist.-Vital		Nov. 7
Flying Fool, The	Dick Jones	Sunset Prod. (S. R.)		
Forbidden Trails	Bill Cody	Assoc. Exhib		
Forest of Destiny, The		Gotham Prod. (S. R.)		
Forever After	Corinne Griffith	First National		
Fort Frayne	Ben Wilson	Davis Dist	5000 feet	Aug. 29
Four Feathers	Richard Barthelmess	First National		
Four Stragglers, The	Special Cast	M-G-M		
Friends	Special Cast	Vitagraph		
Frisco Sal	Special Cast	M-G-M		
Frivolity		B. P. Schulberg (S.R.)		
Galloping Dude, The	Franklyn Farnum	Inde. Pict. Corp. (S.R.)	4700 feet	
Gambling Chaplain, The	Special Cast	M-G-M		
Galloping Cowboy, The	Bill Cody	Assoc. Exhib		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Get Off the Earth	Raymond Griffith	Paramount		
Glorifying the American Girl		Paramount		
Gold Hunters, The	David Butler	Davis Dist.-Vital	6500 feet	Nov. 7
Good Luck	Conway Tearle	First National		
Goose Man, The	Special Cast	M-G-M		
Great Deception, The		First National		
Greater Glory, The	Special Cast	First National		
Greatest Show on Earth		Paramount		
Great Jewel Robbery	Herbert Rawlinson	Dependable Films	4800 feet	Jan. 9
Grey Vulture, The	Ken Maynard	Davis Dist.-Vital		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hands Across the Border	Fred Thomson	F. B. O.		
Harem Girl, The	Special Cast	Astor Dist. (S. R.)		
Haunted Range, The	Ken Maynard	Davis Dist.-Vital		Sept. 26
Haven, The	Special Cast	M-G-M		
Her Big Adventure	Special Cast	Kerman (S. R.)	4800 feet	Jan. 16

Feature	Star	Distributed by	Length	Reviewed
Her Honor, The Governor		F. B. O		
Her Next Steps		Ginsberg-Kann		
Here He Comes	Earle Douglas	Sierra Pictures	5000 feet	
Highbinders, The	Bill Tilden	Assoc. Exhib		
High Society	Tom Mix	Fox		
His Woman	Special Cast	Whitman Bennett	7 reels	
Horses and Women		B. P. Schulberg		
House Behind the Hedge		Ginsberg-Kann		
Human Mill, The	Special Cast	M-G-M		
Hurricane, The	Special Cast	Truart (S. R.)		
I Can Do It	Special Cast	M-G-M		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Imposter, The	Evelyn Brent	F. B. O.		
Inevitable Millionaires, The	M. Moore-Devore	Warner Bros		
In His Arms	Special Cast	M-G-M		
In Praise of James Carabine	Special Cast	M-G-M		
In the Third Degree		Ginsberg-Kann		
In to Her Kingdom	Corinne Griffith	First National		
Jason	Special Cast	M-G-M		
Justice of the Far North		C. B. C. (S. R.)	5500 feet	
Kid Boots	Eddie Cantor	Paramount		
Kid Gloves	Johnny Hines	First National		
Killer, The	Marilyn Mills	Davis Dist.-Vital		
La Boheme	Gish-Gilbert	Metro-Goldwyn	8781 feet	Mar. 13
Lady of the Harem, The	Special Cast	Paramount		
Lady of Leisure	Special Cast	M-G-M		
Lawful Cheater, The	Bow-McKee	B. P. Schulberg	4946 feet	Jan. 9
Lawless Love	Al Ferguson	Davis Dist.-Vital		
Lawless Trails	Bruce Gordon	B.A.Goodman (S.R.)	5000 feet	Feb. 20
Lawless Valley	Bill Cody	Assoc. Exhib		
Law or Loyalty	Lawson Harris	Davis Dist. Div	4800 feet	Nov. 14
Lena Rivers	Special Cast	Arrow	6521 feet	
Les Miserables		Universal		
Life of a Woman		Truart (S. R.)	6500 feet	
Lightnin'		Tiffany (S. R.)	6500 feet	
Lightning Jack	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Lightning Passes, The	Al Ferguson	Fleming Prod. (S. R.)		
Lights of Mojave, The	Ken Maynard	Davis Dist.-Vital		
Little Journeys				
Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 12
Long Odds	Marilyn Mills	Davis Dist. Div		
Love—the Magician		Paramount		
Lover's Oath, A	Ramon Novarro	Astor (S. R.)	5800 feet	Oct. 17
Love's Blindness	Starke-Moreno	M-G-M		
Love Thief, A	Kerry-Nissen	Universal		
Lovey Mary	Bessie Love	M-G-M		
Loyalties	Special Cast	Fox		
Lunatic at Large, The	Leon Errol	First National		
Lure of the West	Eileen Sedgwick	Chesterfield (S. R.)		
Lying Wives	Special Cast	Ivan Abramson (S.R.)	7 reels	May 2
Lying Truth, The	Milton Sills	First National		
Man and the Moment		Metro-Goldwyn		
Man With a Thousand Faces	Special Cast	M-G-M		
Mantrap		Paramount		
Mare Nostrum	Special Cast	M-G-M	11000 feet	Feb. 27
Married	Special Cast	Jans (S. R.)	5772 feet	Mar. 13
Married Cheats		Fox		
Marrying Money		Truart (S. R.)	5800 feet	
Memories	Ramon Novarro	M-G-M		
Men of the Night		Ginsberg-Kann		
Men of Steel	Milton Sills	First National		
Message to Garcia, A	Special Cast	M-G-M		
Midnight Flames		Columbia Pict. (S. R.)		
Midnight Special		Truart (S. R.)		
Million Dollar Doll		Assoc. Exhib		
Millionaire Policemen	Special Cast	Ginsberg Dist. (S. R.)		
Mismates	Doris Kenyon	First National		
Miss 318	Special Cast	M-G-M		
Miss Nobody	Anna L. Nilsson	First National		
Modern Musketeer, A	Gene Corrado	Bud Barsky (S.R.)	5000 feet	
Morganson's Finish	Special Cast	Tiffany (S. R.)	6500 feet	
Mr. Battling Butler	Buster Keaton	M-G-M		
My Lady of Whims	Clara Bow	Arrow	6089 feet	Jan. 23
My Neighbor's Wife	Herbert Rawlinson	Davis Dist.-Vital		
Mystery Club, The	Matt Moore	Universal		
Mysterious Island	Special Cast	M-G-M		
Mystery Lady, The	Special Cast	M-G-M		
Naughty Cinderella	Pola Negri	Paramount		
Nell Gwyn	Dorothy Gish	Paramount	9 reels	Feb. 6
Nervous Wreck, The		Prod. Dist. Corp		
Night Watch, The	Special Cast	Truart (S. R.)		
Nine and 3-5 Seconds	Charles W. Paddock	A. G. Steen, Inc	5600 feet	Nov. 12
Nocturne	Special Cast	M-G-M		
North of Nome	Special Cast	Arrow	5491 feet	
Oh! Baby	Little Billy	Universal		
Old Ironsides		Paramount		
Old Soak, The	Jean Hersholt	Universal		
Open Book	Special Cast	M-G-M		
Ordeal, The	Special Cast	M-G-M		
Padlocked	Special Cast	Paramount		
Palace of Pleasure		Fox		
Pals First		First National		
Paris	Charles Ray-E.Boardman	Metro-Goldwyn		
Paris at Midnight	Special Cast	Prod. Dist. Corp		
Partners Again	Sidney-Carr	United Artists		
Passionate Youth	Special Cast	Truart (S. R.)	6 reels	July 11
Peggy Takes a Chance	Peggy O'Day	Davis Dist.-Vital		
Peggy in Chinatown	Peggy O'Day	Davis Dist.-Vital		
Peggy in Danger	Peggy O'Day	Davis Dist.-Vital		
Peggy From Headquarters	Peggy O'Day	Davis Dist.-Vital		
Peggy on the Job	Peggy O'Day	Davis Dist.-Vital		
Peggy of the Secret Service	Peggy O'Day	Davis Dist.-Vital		
Peggy Scores a Victory	Peggy O'Day	Davis Dist.-Vital		
Peggy Under Orders	Peggy O'Day	Davis Dist.-Vital		
Perch of the Devil		Universal		
Plumes	Special Cast	M-G-M		
Poker Faces	Special Cast	Universal		
Poor Girl's Romance, A	Special Cast	Film Book. Offices		
Prince of Pilsen	Special Cast	Prod. Dist. Corp		
Prisoners of the Storm	House Peters	Universal		
Prowlers of the Night	Fred Humes	Universal		
Puppets	Milton Sills	First National		
Pursued	Dorothy Drew	Dependable (S. R.)	5000 feet	Nov. 14
Quality Street		Metro-Goldwyn		
Quo Vadis	Emil Jannings	First National		Nov. 28
Red Clay	William Desmond	Universal		
Red Kimona, The	Mrs. Wallace Reid	Davis Dist.-Vital		Jan. 2
Red Mill, The	Marion Davies	M-G-M		
Red Signals		Ginsberg-Kann		
Remember		Columbia Pictures		
Return of a Soldier	Special Cast	Metro-Goldwyn		
Revillon		Warner Bros		
Rise and Fall of Jesse James		J. S. Woody		
Road That Led Home, The		Vitagraph		
Roaring Crowd, The		F. B. O		
Rogue's Riches	Special Cast	Astor Dist. (S. R.)		
Rolling Home	Reginald Denny	Universal		
Romance a la Carte	Richard Dix	Paramount		
Romance of an Actress		Chadwick		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rust	Special Cast	M-G-M		
Sagebrush Lady, The	Eileen Sedgwick	Chesterfield M.P. Corp.	5000 feet	Feb. 6
Sailors' Wives		First National		
Salvage		Truart (S. R.)	5800 feet	
Savage, The	Ben Lyon	First National		
Scarlet Letter, The	Lillian Gish	M-G-M		
Sea Wolf, The	Ralph Ince	Ralph Ince Prod	7500 feet	Dec. 19
Self Defense	Aileen Percy	Arrow Film Corp		
Senor Daredevil	Ken Maynard	First National		
Separate Rooms	Special Cast	Fox		
Set-up, The	Art Acord	Universal	4600 feet	Mar. 27
Seventh Bandit, The	Harry Carey	Pathe	6 reels	Mar. 27
Seventh Heaven	Special Cast	Fox		
Seward's Folly	Special Cast	M-G-M		
Shadow of the Mosque	Odette Taylor	Cranfield & Clarke (S. R.)	6200 feet	
Shadow of the Mosque	Stewart Rome	Ufa	5750 feet	Dec. 26
Share and Share Alike	Jane Novak	Arrow	5569 feet	
She	Betty Blythe	Lee-Bradford (S. R.)	6800 feet	Mar. 27
Shenandoah		B. P. Schulberg (S. R.)		
She's My Baby		Ginsberg-Kann		
Shipwrecked	Owen-Schildkraut	Prod. Dist. Corp		
Shootin' Square	Jack Perrin	Ambassador Pict.(S.R.)	5000 feet	
Siegfried		Ufa		Sept. 13
Silence	H. B. Warner	Prod. Dist. Corp.		
Silent Witness, The	Louise Lorraine	Truart (S. R.)	5800 feet	
Silken Lady, The	Hulette-Hamilton	Arrow		
Silken Shackles	Irene Rich	Warner Bros		
Silk Hat Cowboy, The	Tom Mix	Fox		
Silky Anne	Constance Talmadge	First National		
Silver Lanterns	Special Cast	Arrow		
Silver Treasure, The	Special Cast	Fox		
Smith of Cornell	George Walsh	Chadwick		
Son of the Sheik, The	Rudolph Valentino	United Artists		
Sorrows of Satan	Special Cast	Paramount		
Sparrows	Mary Pickford	United Artists		
Starlight Ranch	Wilson-Gerber	Davis Dist.-Vital		
Star Maker, The	Dove-Bushman	Universal		
Strange Bedfellows		M-G-M		
Subway Sadie	MacKaill-Mulhall	First National		
Sunshine of Paradise Alley	Special Cast	Chadwick Pict.		
Sweet Daddies	Special Cast	First National		
Sweet Rosie O'Grady		Columbia Pict		
Take It From Me	Reginald Denny	Universal		
Tale of a Vanishing People		Tiffany (S. R.)	6500 feet	
Tardy Tolliver	Hale-King	Assoc. Exhib		
Temptress, The	Garbo-Moreno	M-G-M		
Tentacles of the North	Special Cast	Davis Dist.-Vital		
Ten to Midnight		Prod. Dist. Corp.		
Texan's Oath, The	Ken Maynard	Davis Dis.-Vital		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9
There You Are	Nagel-Roberts	M-G-M		
Thoroughbred, The	Special Cast	Truart	5481 feet	Sept. 19
Three Bad Men		Fox		
Three Pals	Marilyn Mills	Davis Dist. Vital	4987 feet	Dec. 5
Thundering Speed	Eileen Sedgwick	Chesterfield	5 reels	
Timber Wolves	Ken Maynard	Davis Dist.-Vital		
Tin Hats		M-G-M		
Toilers of the Sea	Special Cast	M-G-M		
Tongues of Scandal		Ginsberg-Kann		
Tongo	Special Cast	M-G-M		
Tonio, Son of the Sierras	Wilson-Gerber	Davis Dist.-Vital	5000 feet	Dec. 1
Toto	Lew Cody	M-G-M		
Trailing Shadows	Edmond Lowe	Fox Film		
Trapped	Elinor Faire	Sierra Pictures	5000 feet	
Travelin' Fast	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Travis Coup, The		Tiffany (S. R.)	6500 feet	15
Tricks	Marilyn Mills	Davis Dist. Div.	5 reels	Sept. 19
Trip to Chinatown, A	Special Cast	Fox		
True North, The	Special Cast	C. C. Griffin Prod.	7000 feet	Dec.
Uncle Tom's Cabin	Special Cast	Universal		23
Unknown Lover, The	Elsie Ferguson	Vitagraph	6895 feet	Nov.
Unknown Soldier, The		P. D. C		
Unknown Treasures		Ginsberg-Kann		
Up and At 'Em	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Vengeance of Durand, The	Irene Rich	Warner Bros.		
Volcano, The	Bebe Daniels	Paramount		
Volga Boatman, The	Elinor Fair	Prod. Dist, Corp.		
Warrior Gap	Wilson-Gerber	Davis Dist.	4900 feet	Aug. 22
Way of an Eagle, The	Special Cast	M-G-M		
Web, The	Eileen Sedgwick	Chesterfield (S. R.)	5000 feet	Feb. 20
Wedding March, The		Paramount		
What Will People Say		Metro-Goldwyn		
What Price Glory?		Fox		
When We Were Twenty-One	Special Cast	M-G-M		
Whispering Canyon	J. Novak-R. Ellis	Ginsberg Dist. Corp. (S. R.)		
Whispering Smith	Special Cast	P. D. C		
White Chief, The	Monte Blue	Warner Brothers		
White Fury	Marilyn Mills	Davis Dist.-Vital		
White Heat	Special Cast	M-G-M		
Whole Town's Talking, The	Ed. Horton	Universal		
Wide Open	Dick Jones	Sunset Prod. (S. R.)		
Wife, The	Special Cast	M-G-M		
Wild Oats Lane	Dana-Agnew	Prod. Dist. Corp	6500 feet	Mar. 27
Wilderness Woman, The	Special Cast	First Natinal		
Winner, The	Charles Ray	Chadwick (S. R.)		
Winning of Barbara Worth	Colman-Banky	United Artists		
Wise Guy, The	James Kirkwood	First National		
With Kit Carson Over the Great Divide	Special Cast	Sunset Prod. (S. R.)		
Wives at Auction	Special Cast	Astor Dist. (S. R.)		
Wives of the Prophet	Special Cast	Lee-Bradford (S.R.)	6600 feet	Jan. 9
Wolf Hunters, The	Special Cast	Davis Dist. Div.		
Wolves of the Air		Ginsberg-Kann		
Woman's Heart, A		Ginsberg-Kann		
Woman Who Did Not Care		Gotham (S. R.)		
Women and Wives		Metro-Goldwyn		
World's Illusion, The		Metro-Goldwyn		
Worst Man of the Troop	Wilson-Gerber	Davis Dist. Div.		
Worst Woman, The	Special Cast	B. P. Schulberg (S. R.)		
Yoke, The	Special Cast	Warner Brothers		
Young April	Special Cast	Prod. Dist. Corp.		
You Too	Special Cast	M-G-M		

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You plan the program carefully, you arrange the publicity painstakingly—but good showmanship includes one thing more: checking up to make sure of photographic quality on the screen.

It takes but a moment—look in the transparent film margin for the black-lettered words "Eastman" and "Kodak", the identification of the film that carries quality through to the screen.

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ROCHESTER, N. Y.

Rothacker-Aller Laboratories, Hollywood, Calif.

Harry Langdon Corporation presents Harry Langdon in "***Tramp, Tramp, Tramp.***" Story by Frank Capra, Tim Whelan, J. Frank Holliday, Hal Conklin, Murray Roth and Gerald Duffy. Titles by George Marion, Jr. Photographed by Elgin Lessley and George Spear. Production manager, William H. Jenner. Technical director, Lloyd Brierly. Lighting by Denver Harmon. Film Editor, Harold Young. Directed by Harry Edwards. The cast includes Joan Crawford, Edwards Davis, Tom Murray, Alec B. Francis and Brooks Benedict. *A First National Picture.* ***Rothacker Prints and Service.***

Harry Langdon
in
Tramp, Tramp, Tramp!

Rothacker
FILM MFG. CO. CHICAGO. U.S.A.
TRADE MARK REG.

Look Better —
Wear Longer!

Founded 1910
by
Watterson R. Rothacker

April 10, 1926

Motion Picture News

Reg. U. S. Patent Office

DON'T YOU BE THE APRIL FOOL THIS YEAR!

NOBODY knows
MUCH about 1926-27 as yet
A WISE plan is to wait and see
WHAT Metro-Goldwyn-Mayer
WILL offer because
M-G-M has won the confidence
OF both exhibitors and public

THE TALK OF THE INDUSTRY

"Here it is April already and I haven't signed anything yet"

Entered as second-class matter January 31, 1924, at the Post Office at Albany, N. Y., under act of March 3, 1879.

Vol. XXXIII No. 15

Published Weekly — [illegible]

PRICE, [illegible] CENT

Albany — Los Angeles — New York — Chicago

The ROBERT MORTON UNIT ORGAN

as an added attraction

Grand Riviera Theatre, Detroit.

The steadily increasing number of Robert Morton Unit Organ installations both in the larger and the smaller theatres is evidence that exhibitors everywhere recognize the Robert Morton as an outstanding music attraction with a Direct Box Office Value.

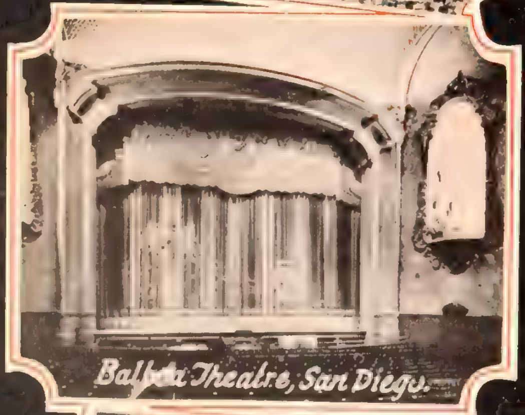
Robert Morton music gives to the picture the necessary life, color and punch, and provides the Exhibitor with an added music feature of Proven, Permanent Drawing Power.

Exclusive processes of manufacturing, painstaking care in voicing and Structural Improvements Found In No Other Instrument make it Distinctly Different from all other Theatre Organs.

A Robert Morton Unit Organ is the most powerful single factor any Exhibitor can employ to provide a Complete Picture Presentation Program.

WRITE TODAY

for our New Cooperative Purchase Plan
which shows you how to secure this
Greatest of all Permanent Music Features



Balboa Theatre, San Diego.

Pantages Theatre, Kansas City

ROBERT MORTON ORGAN CO.

Manufacturers of
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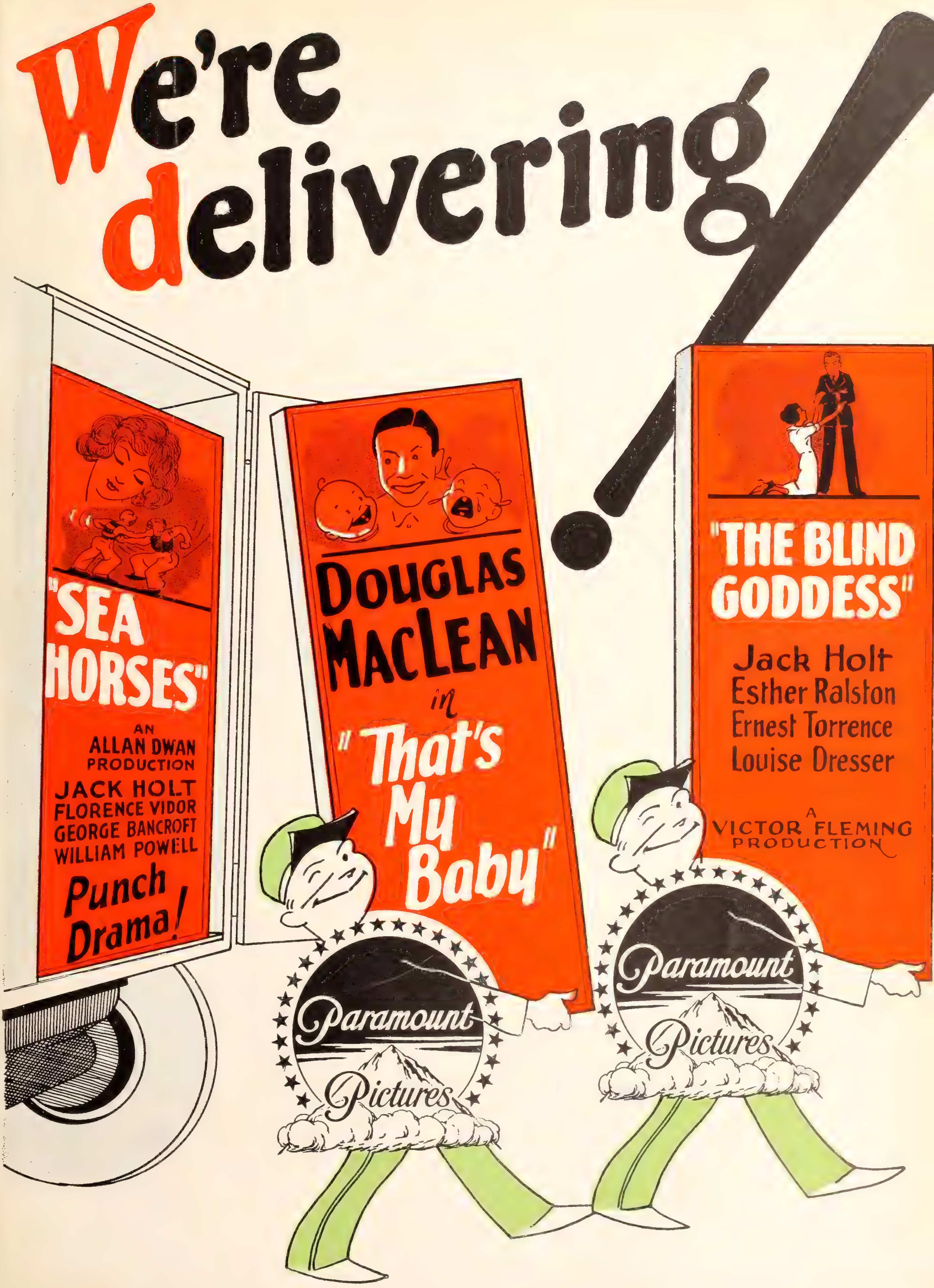
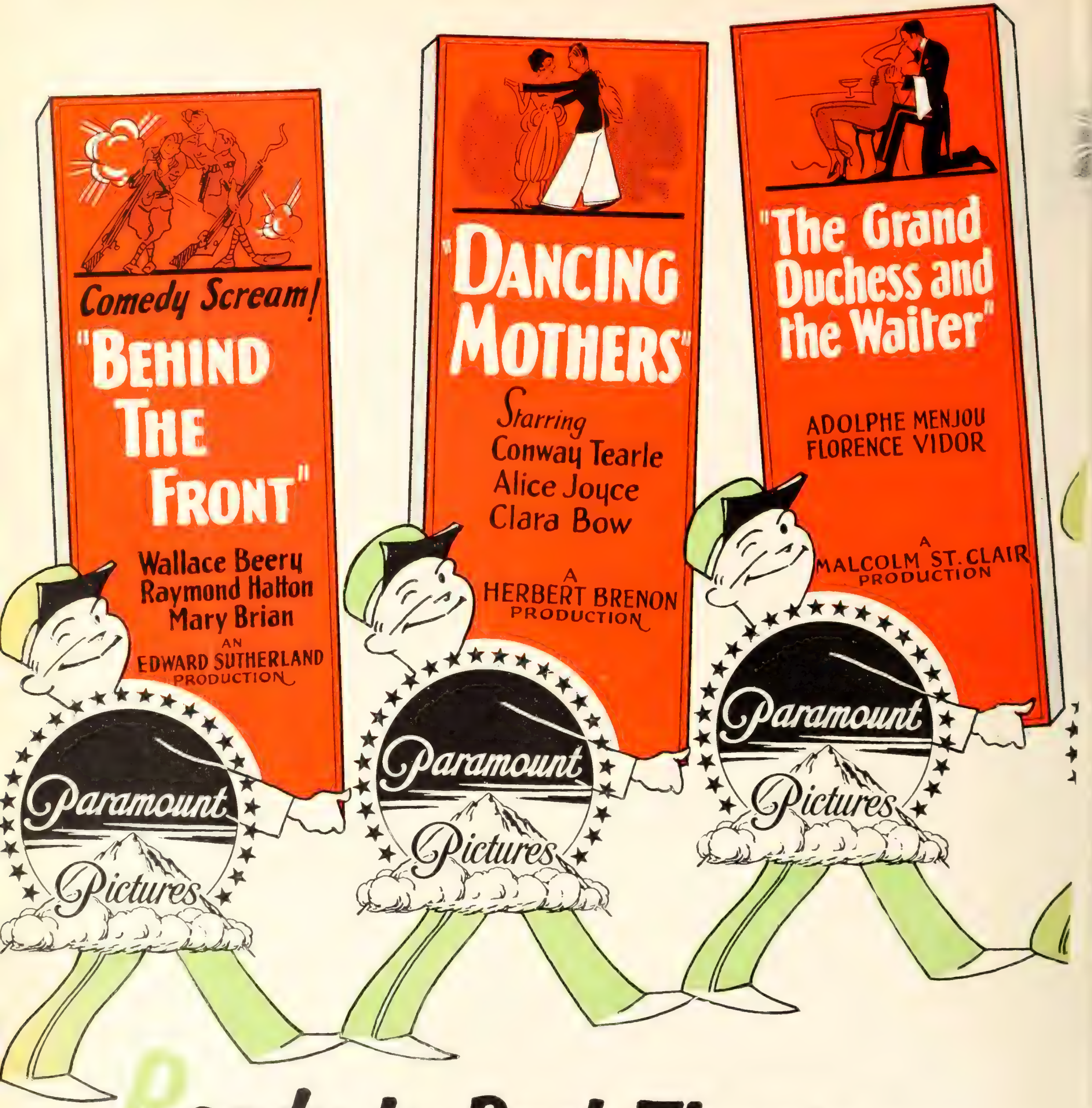
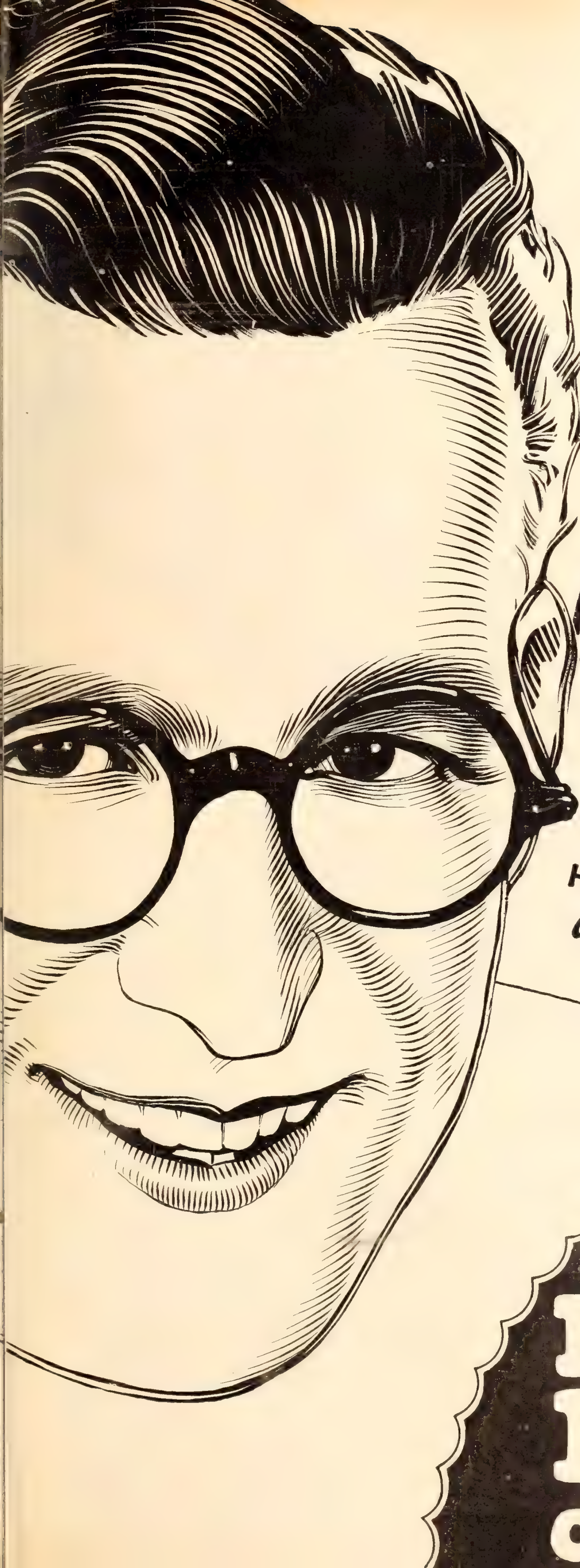
Genuine Deagan Percussions Used


We're delivering!
"SEA HORSES"
AN ALLAN DWAN PRODUCTION
JACK HOLT
FLORENCE VIDOR
GEORGE BANCROFT
WILLIAM POWELL
Punch Drama!
DOUGLAS MACLEAN
in
"That's My Baby"
"THE BLIND GODDESS"
Jack Holt
Esther Ralston
Ernest Torrence
Louise Dresser
A VICTOR FLEMING PRODUCTION
Paramount Pictures
Paramount Pictures


Comedy Scream!
"BEHIND THE FRONT"
Wallace Beery
Raymond Hatton
Mary Brian
AN EDWARD SUTHERLAND PRODUCTION
"DANCING MOTHERS"
Starring
Conway Tearle
Alice Joyce
Clara Bow
A HERBERT BRENON PRODUCTION
"The Grand Duchess and the Waiter"
ADOLPHE MENJOU
FLORENCE VIDOR
A MALCOLM ST. CLAIR PRODUCTION
Paramount Pictures
Paramount Pictures
Paramount Pictures

Ready to Pack Theatres Everywhere NOW!



HAROLD LLOYD

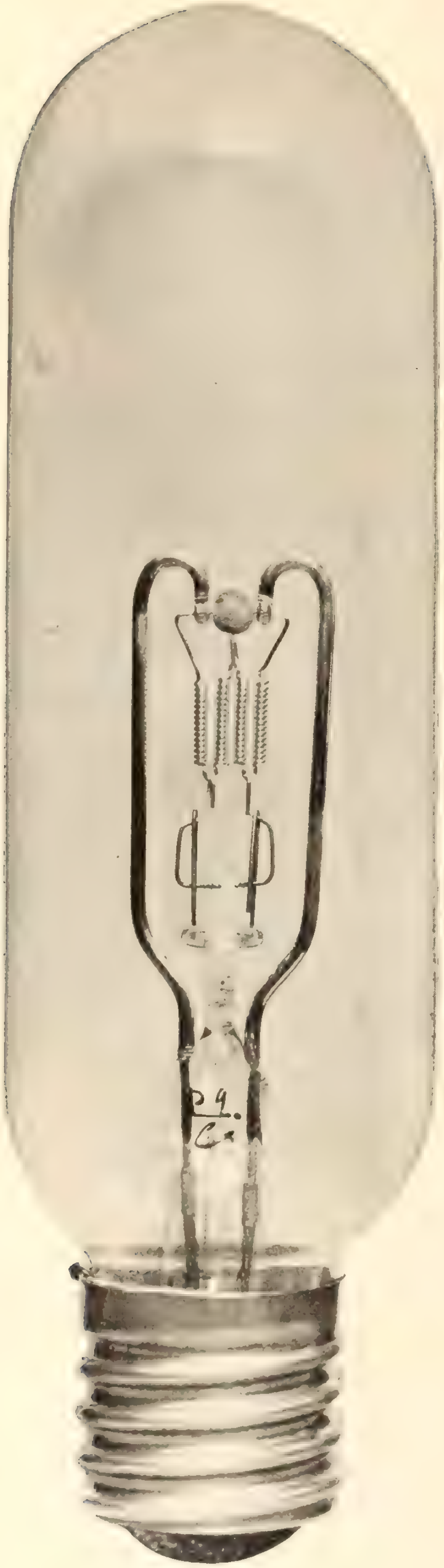
IN

"For Heaven's Sake"

DIRECTED BY ~ SAM TAYLOR
PRODUCED BY
HAROLD LLOYD CORPORATION
A Paramount Release

Get set for your biggest HAROLD LLOYD clean-up!

New *and* Better



The New 900 Watt Edison Mazda Lamp

The advantages of incandescent lamp projection are now greater than ever. Improvements made in the construction of Edison MAZDA Lamps insure a much longer average life for the lamps and a higher intensity of light during the whole period of their life.

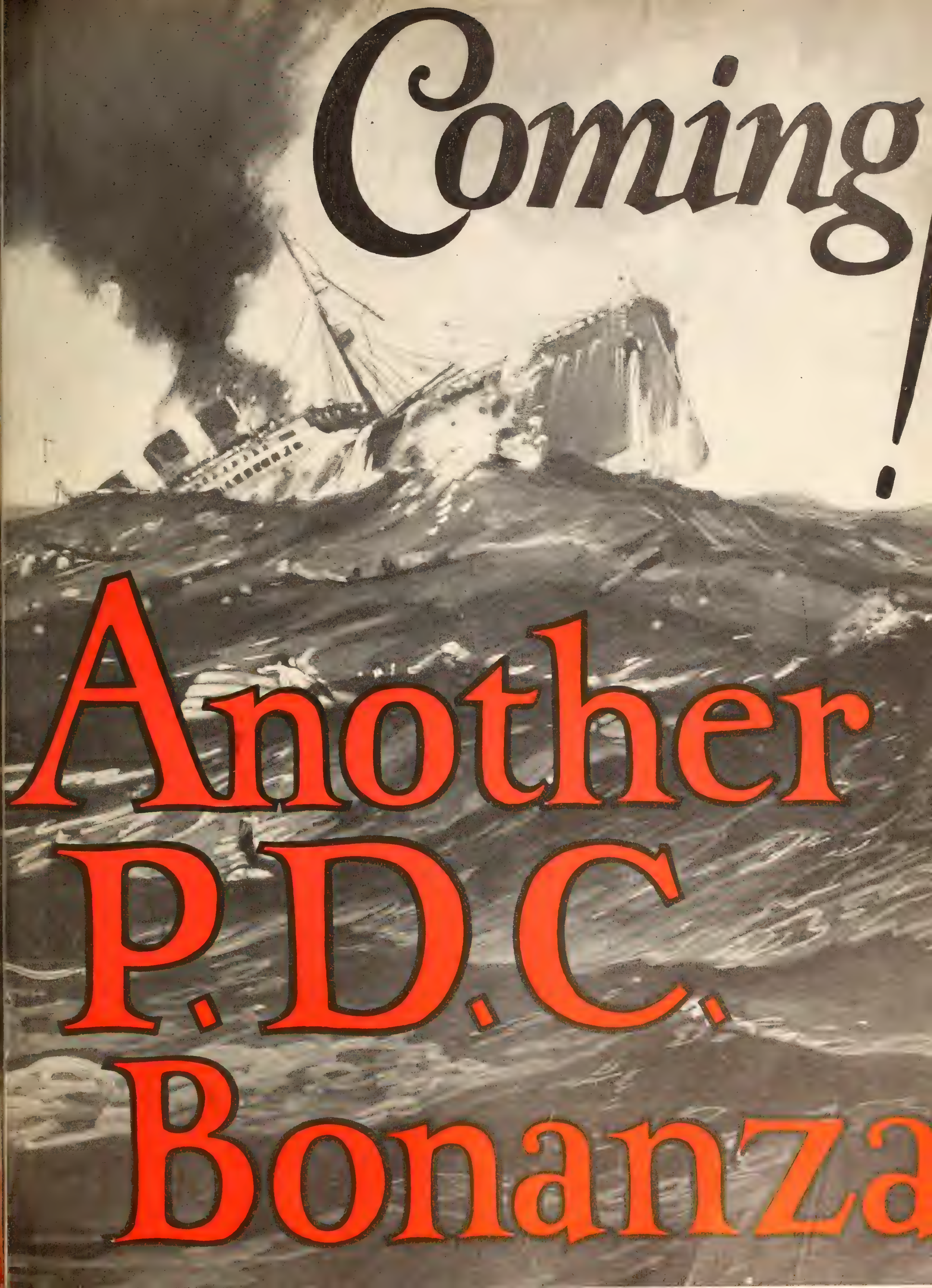
In the new lamp the filament is clamped instead of being welded to lead-in wires. This improvement overcomes most of the burn-out difficulties experienced in the previous type of construction.

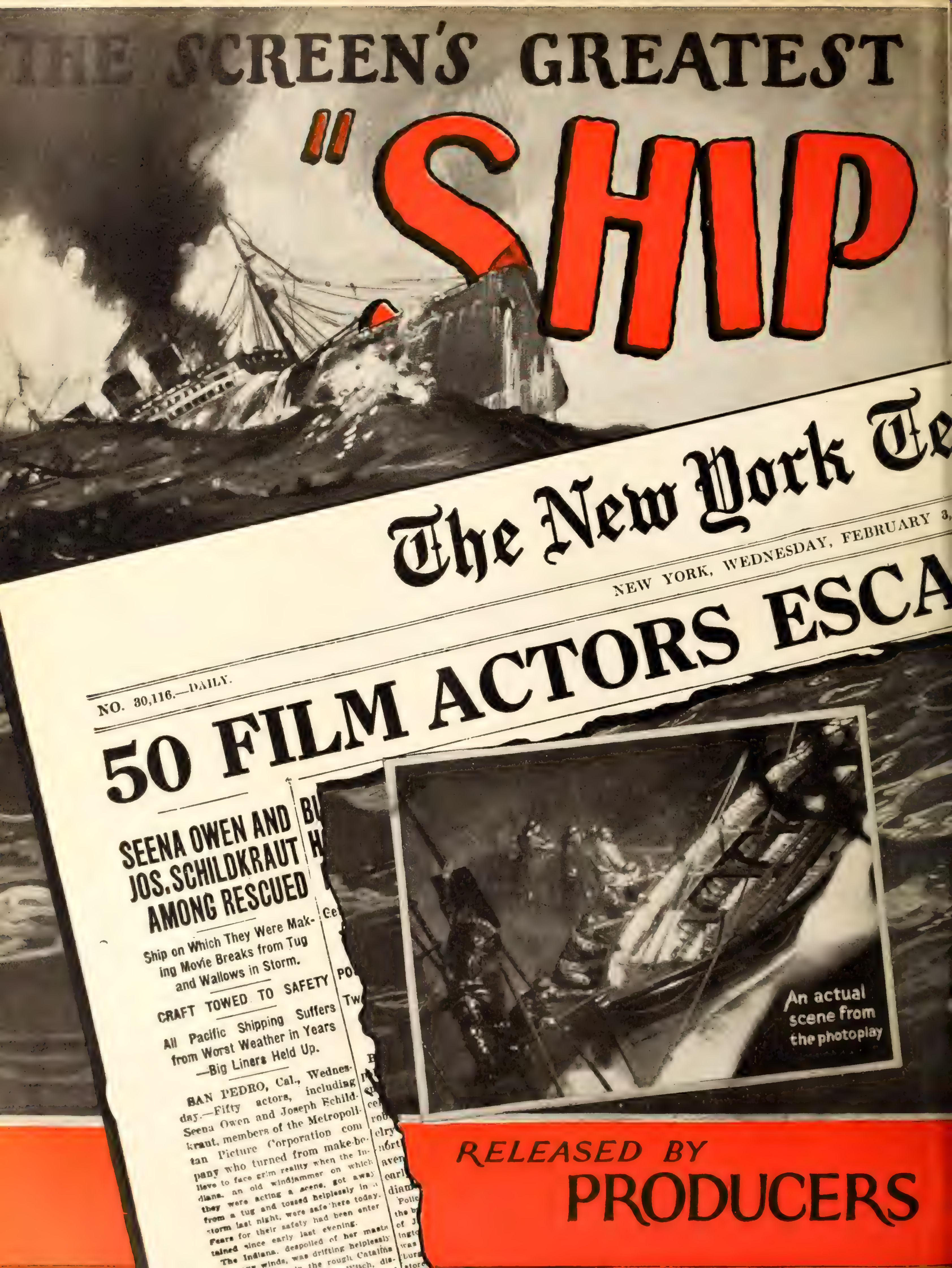
The filament in the new lamp is held rigidly in position. It cannot squirm or twist. The supporting bridge work is strengthened so that the filament cannot sag. Short circuiting of the two center coils is practically impossible.

See these new lamps at your nearest supply dealer, or write for full description to Edison Lamp Works of General Electric Company, Harrison, N. J.

EDISON MAZDA LAMPS

A GENERAL ELECTRIC PRODUCT


Coming!
Another
P.D.C.
Bonanza



The New York Te

NEW YORK, WEDNESDAY, FEBRUARY 3,

NO. 30,116.—DAILY.

50 FILM ACTORS ESCA

SEENA OWEN AND JOS. SCHILDKRAUT AMONG RESCUED

Ship on Which They Were Making Movie Breaks from Tug and Wallows in Storm.

CRAFT TOWED TO SAFETY

All Pacific Shipping Suffers from Worst Weather in Years —Big Liners Held Up.

SAN PEDRO, Cal., Wednesday.—Fifty actors, including Seena Owen and Joseph Schildkraut, members of the Metropolitan Picture Corporation company who turned from make-believe to face grim reality when the Indiana, an old windjammer on which they were acting a scene, got away from a tug and tossed helplessly in a storm last night, were safe here today. Fears for their safety had been entertained since early last evening.

The Indiana, despoiled of her masts by winds, was drifting helplessly in the rough Catalina

TRIUMPH OF REALISM!

WRECKED"

egram

PRICE THREE CENTS.

Entered as second class matter, Post Office, New York, N. Y.

8.

PE SEA DEATH

Actually Filmed in the Most Terrifying Storm Tha Has Ever Visited the Pacific Coast!

WITH **SEENA OWEN**
AND
JOSEPH SCHILDKRAUT
PRESENTED BY JOHN C. FLINN
ADAPTED BY FINIS FOX
FROM THE STAGE PLAY BY
LANGDON McCORMICK

A
METROPOLITAN
PRODUCTION

DIRECTED BY
JOSEPH HENABERY

An actual scene from the photoplay

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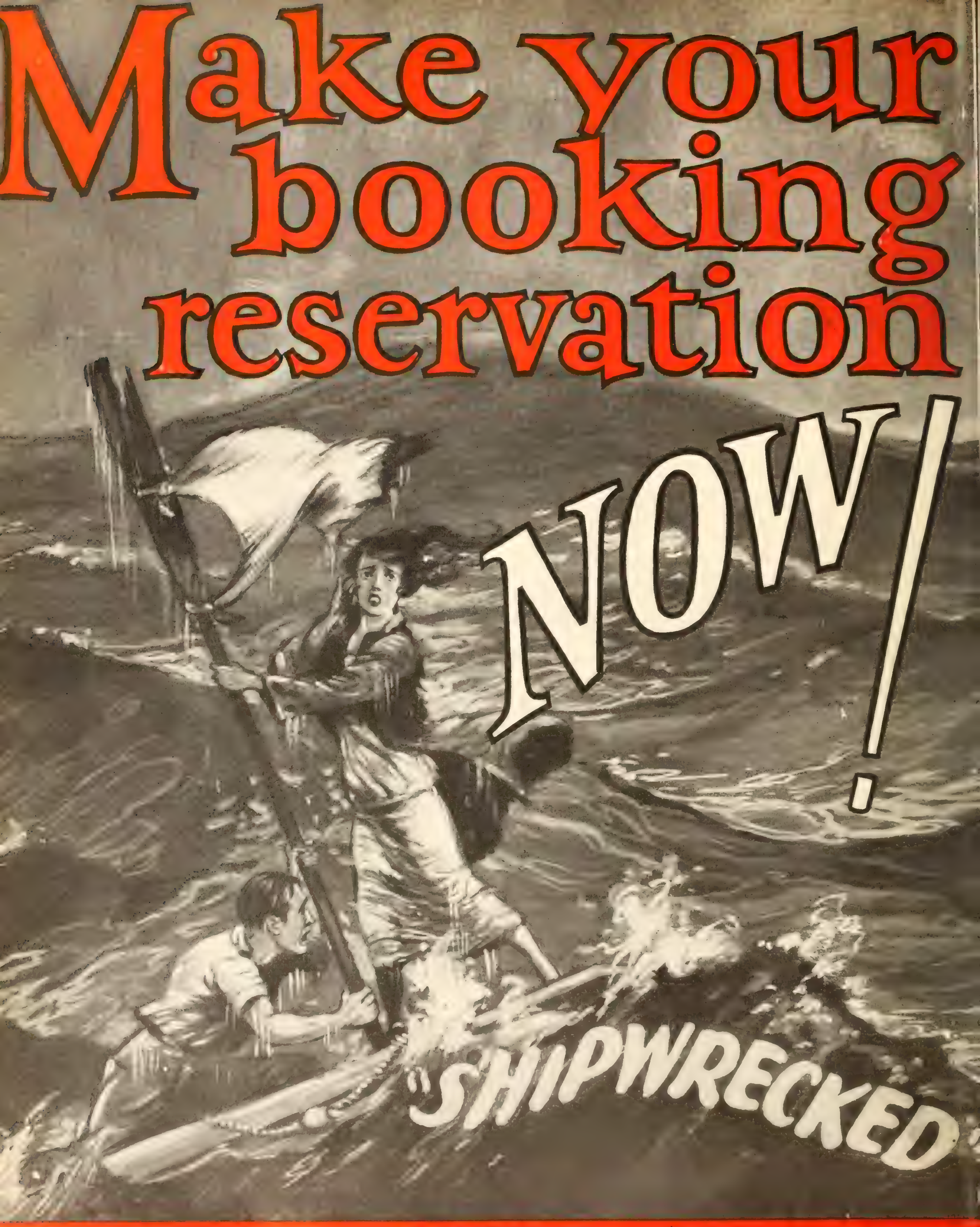
Make your booking reservation
NOW!
SHIPWRECKED

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RODUCERS DISTRIBUTING CORPORATIO

Associated is HARD-BOILED! Are You?

"They" tell us—

"You'd better prepare a hundred-page, three-colored insert on your next year's product—or you'll be lost in the shuffle."

We don't believe it.

We're HARD-BOILED!

We don't think the exhibitor is buying inserts.

We know darn well he can't cash them at the bank!

The banks are HARD-BOILED, too!

Another point:

"They" tell us—

"Announce that every picture in your line-up is COMPLETED and ready for shipment to the exchanges. The exhibitor falls for that bunk."

Does he? Why?

After all these years in which experience has shown him that in many cases the statement was a lie, in most a hope, and in all a delusion.

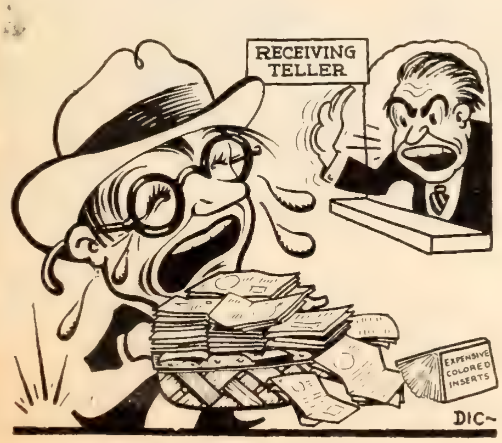
We are not kidding ourselves—we are not going to try to kid the exhibitor.

A dozen worth-while producers are busily turning out product for Associated release. Product that is being built to MAKE MONEY. Product that you will get.

We are going to give you all the information you WANT about it in the succeeding talks of this series.

But we'll stick to the INFORMATION—

And cut out the BUNK.



ASSOCIATED EXHIBITORS, Inc.
Oscar A. Price, Pres.

Twenty Tiffany Gems

1926-1927

"TIFFANY" IN MOTION PICTURES REPRESENTS WHAT "TIFFANY" STANDS FOR IN PRECIOUS JEWELS.

Famous Authors, Playwrights, Directors and Players --- All Tiffany Quality.

20 20

Announcing the first 10

THAT MODEL FROM PARIS
FLAMING TIMBER
FOOLS OF FASHION
THE TEMPEST
ONE HOUR OF LOVE
WIVES
SIN CARGO
SQUADS RIGHT
THE STEEPLECHASE
THE TIGER

Franchised and Distributed Nationally Through Tiffany Exchanges Everywhere

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1540 BROADWAY NEW YORK, N.Y.

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the EXCLUSIVE PRESENTATION by INTERNATIONAL NEWSREEL of that epic of the sea—the rescue of the crew of the ANTINOE by the S. S. ROOSEVELT

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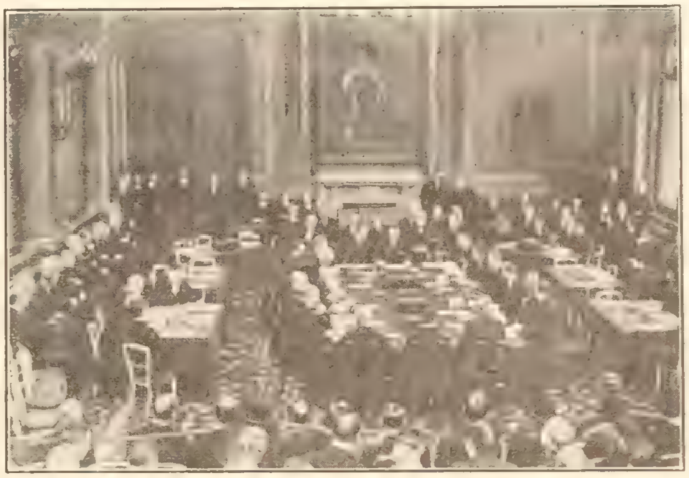

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INTERNATIONAL NEWSREEL

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From Coast to

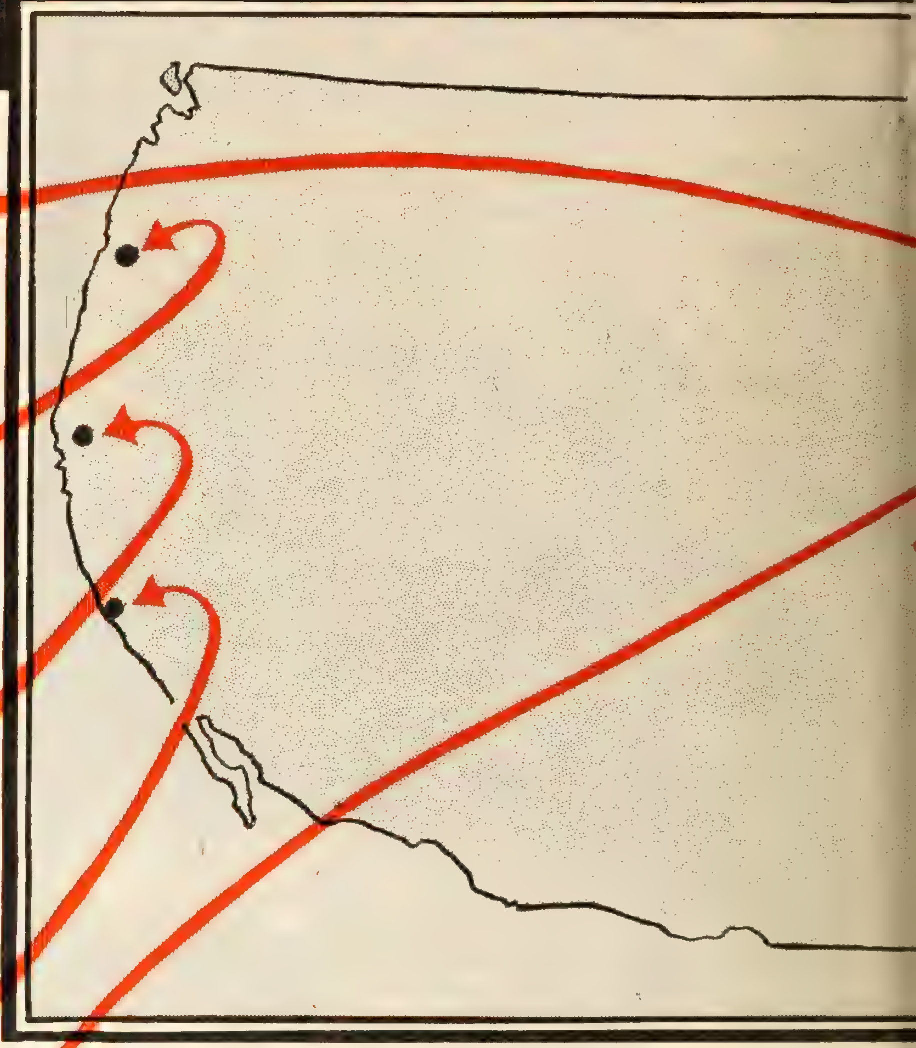
8th BIG WEEK—ORPHEUM Thea.
CHICAGO
Still going strong!

2 BIG WEEKS—METROPOLITAN Thea.
SEATTLE, WASH.
Tremendous box-office clean-up!

3RD BIG WEEK—ST. FRANCIS Thea.
SAN FRANCISCO
Going strong on indefinite run!

6th BIG WEEK—FIGUEROA Thea.
LOS ANGELES
Still going strong!

2 BIG WEEKS—STILLMAN Theatre
CLEVELAND, O.
Held over by public demand!



JOHN
BARRY

with DOLORES

FROM coast to coast this great picture continues to smash existing records regardless of conditions of exhibition. Nothing can stop it anywhere! Equally as impressive as the record-breaking long runs which the picture has commanded is the list of other of the country's finest theatres which will play it at an early date. Watch what it does at the Strand in New York and Brooklyn, the Metropolitan in Boston, Circle in Indianapolis, Palace in Dallas, Blue Mouse in Portland, Victory in Salt Lake City, Rialto in Washington and hundreds of other big bookings!

The SEA

Coast-New Record

2 BIG WEEKS — RIALTO Thea.
PROVIDENCE, R.I.
Broke all house records!

11 th BIG WEEK — WARNER Thea.
NEW YORK
Still going strong!

5 TH BIG WEEK — STANTON Thea.
PHILADELPHIA
Still going strong!

2 BIG WEEKS — NATIONAL Thea.
RICHMOND, VA.
Smashed all house and city records!

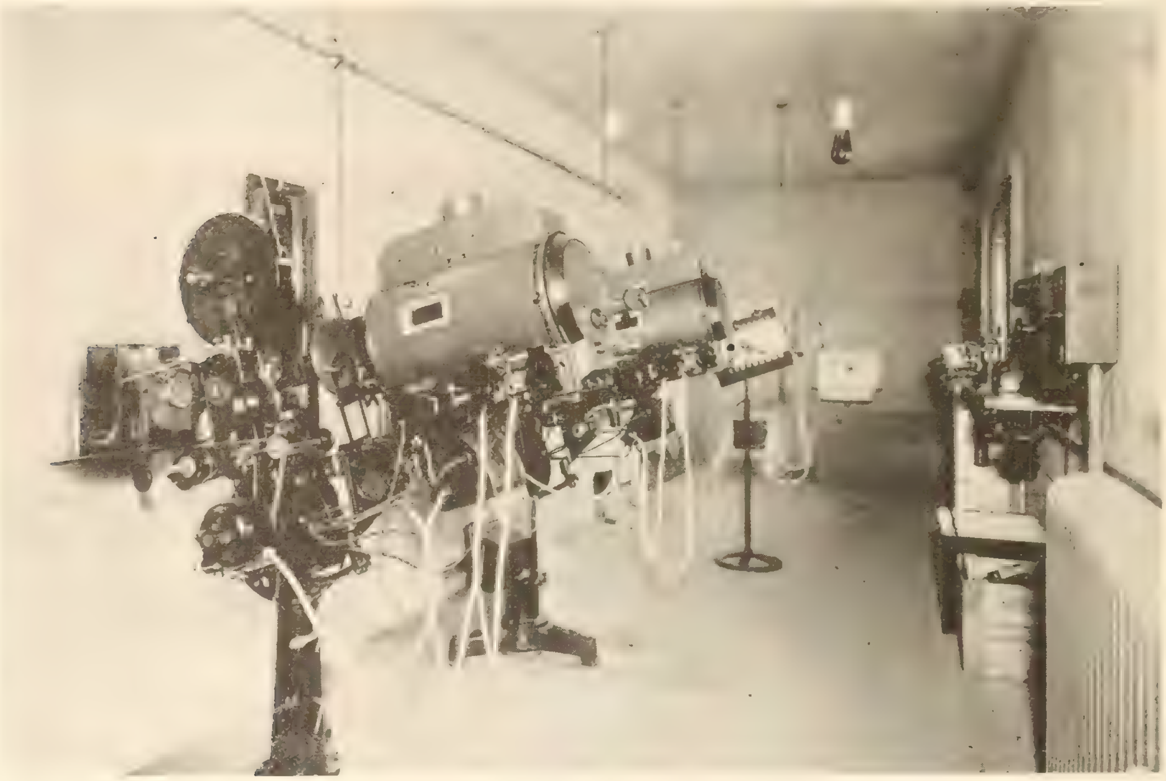
3 BIG WEEKS — METROPOLITAN Thea.
BALTIMORE
Smashed all records!

5 TH BIG WEEK — STATE Thea.
PITTSBURGH
Still going strong!

MORE COSTELLO

A WARNER BROS.
PRODUCTION

BEAST

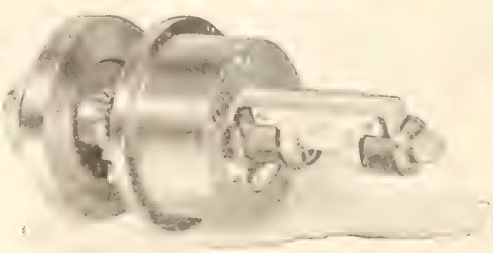


Simplex Installation, State Theatre, Sioux Falls, S. D., Opened Mar. 2, 1926

Only the best is good enough

Today there is an emphatic demand for good projection. Exhibitors who are alert to existing opportunities are replacing faulty equipment with Simplex Projectors. And for many of the new palatial theatres now under construction Simplex Projectors have been specified as an essential part of the theatre's equipment. Exhibitors who watch results know that Simplex Projectors pay dividends.

Intermittent Movement



There are many factors that contribute to Simplex superiority. The design of the machine, the quality of materials used, the careful attention given to each minute detail of construction, and the precision with which each part is made. These are all important points.

The Simplex intermittent movement, for example, is constructed to an accuracy of one ten-thousandth of an inch. All sprockets are cut on precision machines to insure absolute accuracy. The intermittent sprocket revolves in its own centre and when framing the distance between the aperture plate and the intermittent sprocket doesn't change—it is always exactly 2¼ inches.

These are a few distinctive features that contribute to the efficient operation and low operating cost of Simplex Projectors. There are many others. A request will bring full information.

SIMPLEX DIVISION

INTERNATIONAL PROJECTOR CORPORATION

90 Gold St., New York

Simplex

You're tootin' right when you play Universal's WHITE LIST HITS!

"'HIS PEOPLE' is the finest feature I have looked at this year!"

Jules Berinstein
Berinstein Theatres, Elmira, N. Y.

"'CALIFORNIA STRAIGHT AHEAD' has one hundred per cent appeal. They eat it up."

Liberty Theatre,
Saltsburg, Pa.

"'THE COHENS AND KELLYS' opened to tremendous business hanging up new box-office record passing every picture but 'Phantom'. A riot registering big with audience."

Rialto Theatre,
Washington, D. C.

"They laughed their heads off at Reginald Denny in 'WHAT HAPPENED TO JONES.' Universal sure has the pictures."

Egyptian Theatre,
Ogden, Utah.

"'CHIP OF THE FLYING "U"' opened to greatest business in history of the Rubidoux. Turned away people five shows straight."

Rubidoux Theatre,
Riverside, Cal.

"'THE CALGARY STAMPEDE' broke all house records against a new show with free admissions."

Princess Theatre,
Olney, Texas

"'HIS PEOPLE' has broken all records of this house. There was a lineup practically all evening six abreast extending one block."

Wabash Theatre,
Los Angeles, Cal.

"'SKINNER'S DRESS SUIT' will make any audience scream."

Florence Theatre,
Pasadena, Cal.

Box Office Profits Prove It! Universal is Making the Best Pictures in the Business

For Season 1926 ~ 1927

The Powerful
No.
21

William Fox *presents*
the electrifying stage success

The CITY

A powerful play by one of the masters of American drama.

Hailed as one of the truly great works of the stage.

A genuine popular success in the large cities and on tour throughout America.

A dramatic story of the lure of love and ambition in the whirl of modern progress.

As a FOX picture, Clyde Fitch's masterpiece will be one of the screen's great sincere triumphs.

by

CLYDE FITCH

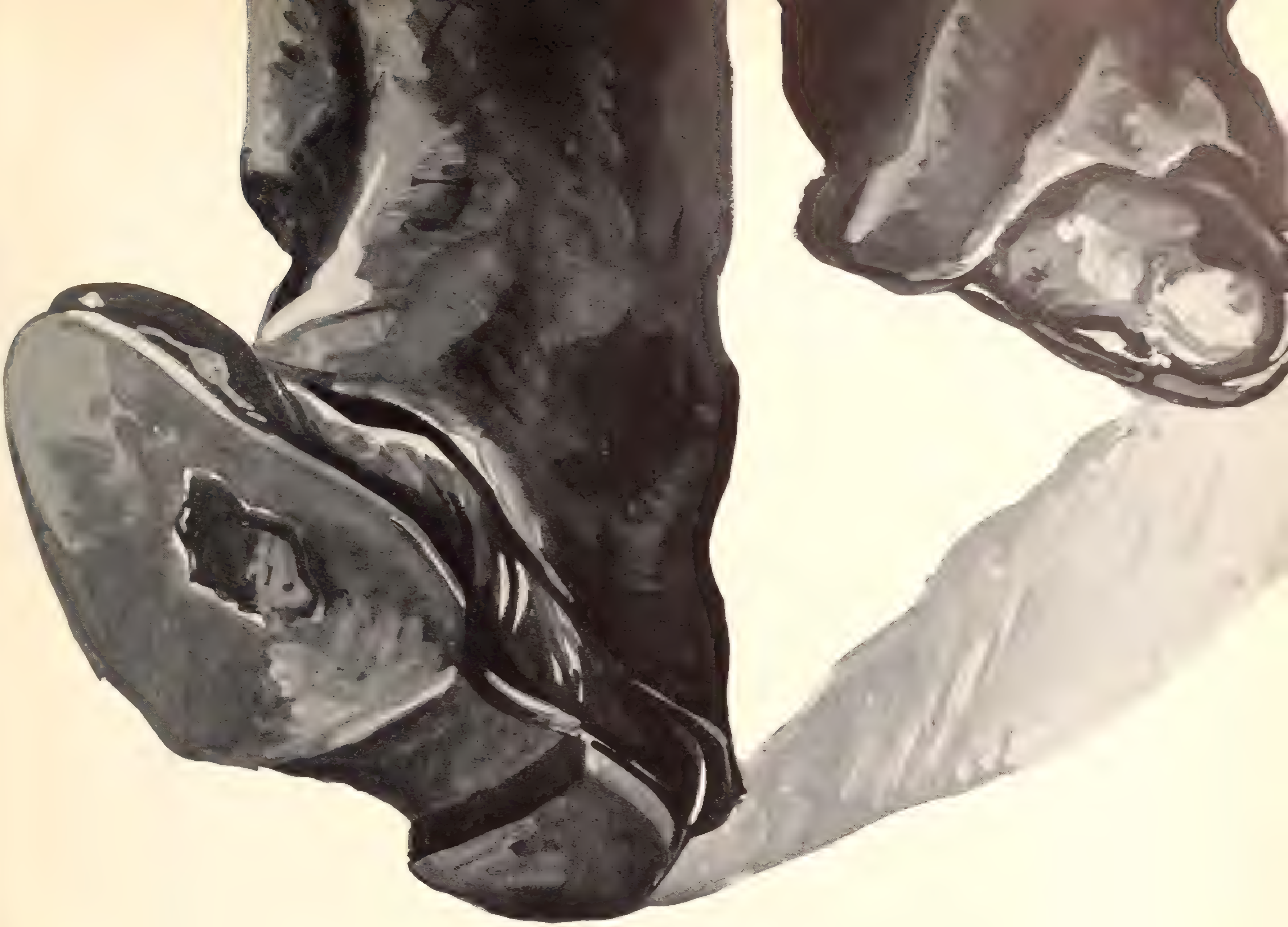
Leading American Playwright

Produced on the Stage by

Messrs. Shubert

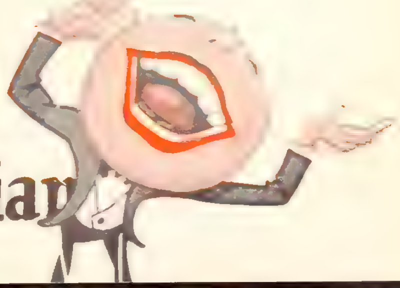
Fox Film Corporation

Next Week
No.
22



TRAMP-
TRAMP-
TRAMP

Here comes
The World's Greatest Comedian



Harry Langdon

in

TRAMP TRAMP TRAMP

Presented by

HARRY LANGDON
CORPORATION

First National Pictures

Zowie
Our Harry
He's great
Oh Boy
Some Fun
We knew he could do it
Laugh Laugh Laugh
Tramp Tramp Tramp
Hooray

Harry Langdon

in

TRAMP, TRAMP, TRAMP.

A 3000 SMILE HIKE FROM COAST TO COAST

7 REELS of LONG LANGDON LAFFS

First National Pictures

A First National Picture

"Home Cured"—Tuxedo Educational

Laugh Knockout

Type of production ....2-reel comedy

Here without doubt is one of the biggest laugh hits offered to the short subject field in this or any other season. Splendid situations, original comedy, great gags, fine direction and acting—a 100 per cent short with a riotous laugh punch. Shown cold in a projection room to the hard boiled gentry of the press, it had them snickering and guffawing all the way. And when any offering can do that, it's got something, boys, it sure has got something. Johnny Arthur carries the action as a gent who likes to be sick and doctor himself continuously. When he imagines he has a new symptom he is really proud of it. His wife gets fed up on this, for she knows he is perfectly well. She yanks him out of bed. Here the fun starts, for he is loaded down with hot water bottles between a dozen blankets, and he is tied up in a maze of electrical and medical instruments. Johnny brings back an escaped lunatic who claims to be a trained nurse. Mr. Goofy is a riot. Besides the main story, there is a side light of a workman fixing the cement walk near the house. Everybody steps in the soft cement, requiring him to do his work all over again. The expressions of disgust and discouragement on his face each time it happens is one of the best bits of this high voltage laugh-producer. And the titles carry their own fun. Mark this one down right now and don't miss it. You can't afford to. You could run a flop feature, but this short screamer would be sufficient to send them out perfectly satisfied. Credit to director William Goodrich, Johnny Arthur, Virginia Vance and the entire cast for a peach of a comedy that hits the bull's eye plumb in the center.

When a comedy gets a review like this from

THE Film DAILY

"It's got something, boys, it sure has got something."

Tuxedo Comedies

have "got something" that makes friends and added profits for you when you exploit them.

And the other critics think the same thing:

This is the best comedy brought out by *Educational Pictures* in a long time. The by-play is funny in the extreme, and the picture teems with action ....

MOTION PICTURES TODAY.

Action, gags that shoot straight to the bull's eye of laughter, and fine acting ...."Home Cured" seems to prove up to every test which can be applied to the judgment of what will or will not score with screen patrons.

MOTION PICTURE NEWS.

EDUCATIONAL
FILM EXCHANGES, Inc.
E W Hammons
President

Educational Pictures
"THE SPICE OF THE PROGRAM"

For foreign rights address
Far East Film Corporation, 729 Seventh Avenue, New York, N. Y.

Member, Motion Picture Producers and Distributors of America, Inc.
Will H. Hays, President

MOTION PICTURE NEWS

APRIL 10
1926

Vol. XXXIII
No. 15

Founded in September 1913

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845 S. Wabash Ave., Chicago, Ill.
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Charles Ray, Metro-Goldwyn-Mayer contract player, was a prominent feature of the recent Wampas Frolic on the Coast. He was supported by the comely chorus here shown.

DIRECTOR OR INTERPRETER?

SVEND GADE, the Danish director now making "Into Her Kingdom" starring Corinne Griffith, is wondering whether he was engaged as a megaphone wielder or as an interpreter. In directing Miss Griffith, of course, he uses English, but Einar Hansen receives his instructions in Swedish, Marcelle Corday in French, Charles Crocket in German and Meta Sterne in Russian—and Gade presumably thinks in Danish, his native tongue! At last reports, Gade had requested studio officials to furnish all members of the cast with English conversational manuals, so that they might master the idiom of Hollywood as speedily as possible.

FRONTIER MUSIC

DR. HUGO RIESENFELD, who will personally conduct the orchestra at the Colony theatre premiere of "The Flaming Frontier," promises some musical novelties for the occasion. He has made a special study of the musical instruments used in the U. S. Army and by the Indians of 50 years ago, and has unearthed a creation called the "frontier horn" which reproduces the Indian war cry and was used by them in battle. One of these horns, claimed to have been used by Chief Gall in the battle of the Little Big Horn, has been lent to Universal for the period of the engagement.

Allene Ray, Pathe serial star now working in "Snowed In," takes a swift jaunt up a hillside with Orie Steell, champion motorcycle hill-climber, cranking off the action with her Pathex en route. (Photo by Kadel & Herbert.)

ACTOR, TURFMAN, ACTOR

WILLARD LOUIS, who has been engaged to play the role of a turfman in the Fox release, "The Shamrock Handicap," recalls an interesting experience of his own in that connection by which the theatrical world nearly—but not quite—lost an always interesting actor.

Years ago, so the story runs, Louis laid down a $10 bet on My Mag, a selling plater, who finished first at 50 to 1. With the $500 he won he bought in the horse and started on a month of sensational winning. By that time he owned three other horses, and seemed in a fair way of becoming a leading racing impresario. Then the ponies, as ponies will, developed stage fright and began finishing at the wrong end of the race. Finally, when feed bills and losses had put Louis right where he started, he decided that acting as a career might be uncertain, but at least it had it all over racing. So the stage, and later the screen, retained the rotund talents of Willard Louis, which have brightened "Babbitt," "Beau Brummel" and many other photoplays.

SALVATION ARMY DRIVE

MISS BEULAH LIVINGSTONE, of United Artists, has accepted the chairmanship of a committee to cover the moving picture industry in the forthcoming Annual Maintenance Appeal for Salvation Army work in Greater New York. Miss Livingstone will surround herself with a committee who will bring the cause to the attention of every company, executive and employee in the field.

The appeal will be before the public during the month of May, and the preliminary organization work is now being carried on under the direction of Brigadier Edward Underwood from Campaign Headquarters in the Knickerbocker building at Times Square. The budget calls for $517,000, which amount will be used in financing the varied humanitarian activities carried on by the Army's 43 Institutions throughout the city.

AN INTERNATIONAL EPIC

CLARENCE BROWN, the producer-director who has been lent to M-G-M for "The Trail of '98," points out an interesting thought in connection with that picture. Previous subjects of an historical epic nature have dealt with phases of American life principally interesting to American audiences. Such films as "The Covered Wagon" and "The Iron Trail," for instance, could be fully understood only by an American audience. "The Trail of '98," on the other hand, dealing with the Klondike gold rush has a peculiarly international appeal, since adventurers and gold-seekers from all corners of the globe flocked to the gold fields of Alaska at that time, and the fame of that "gold rush" spread around the world.

1926—LAUGH YEAR

ACCORDING to Carl Laemmle, president of Universal, 1926, which started off with Laugh Month, will be a Laugh Year throughout. The trend is toward comedy, says the "U" chief, and comedy relief will be accentuated this year and given an importance which it has never had, even in "Romeo and Juliet" and "Uncle Tom's Cabin." This comedy element, of course, must be in keeping with the subject, and cannot be merely a standardized type of "gag." Reginald Denny, for instance, is a feature comedian, and the tricks of the two-reeler would fall flat. "Gulliver's Travels," on the other hand, being fantasy, will require fantastic comedy elements.

A PAIR OF ASTERISKS

TWO productions, both of important calibre, received special mention from the National Board of Review this week. One was "The Black Pirate," starring Douglas Fairbanks, and the other was the new Harold Lloyd comedy, "For Heaven's Sake."

The Board also announces this week that the publications, Exceptional Photoplays, Film Progress and Photoplay Guide, will be combined in The National Board of Review Magazine, to be issued monthly, starting in April. Reviews of selected pictures, news of film study clubs, Junior Movies, and the like, will make up the contents.

LOU AT IT AGAIN

LOUIS P. KRAMER, who made publicity history in New York with the Jacqueline Logan luncheon which he gave on the 20th Century in Grand Central station, is up to his old tricks in Chicago. As though putting the L. & T. Illustrated News over as Chicago's first tabloid paper were not enough, Lou staged a luncheon in honor of Art Kahn, orchestra leader of the Lubliner & Trinz Harding and Senate theatres, last Monday on the 20th Century—but this time at the other end of the line, in the La Salle Street station, Chicago. According to Lou, this meant changing the schedule of 261 trains for that day. Each invitation was imprinted with the name of the invitee—and the list was a Hooz Hoo in Europe and America, ranging alphabetically from Anderson (Judith) to Zukor (Adolph).

The group largely responsible for "Sandy" (Fox Films). From left to right we have Madge Bellamy, who plays the title role, Elenore Meherin, writer of the newspaper serial on which the picture is based, and Harry Beaumont, the director, snapped just after Miss Meherin saw the first complete print.

PRAISE FROM THE AUTHOR

WHEN an author is so well pleased with the film version of his story as to voluntarily congratulate the star, the case is somewhat unusual. And when the author states that the star is precisely the type of character he had in mind when he created the role, that is still more remarkable.

W. A. Fraser, author of the "Million Dollar Handicap," was recently given a special showing of the production at his home in Toronto, whereupon he wrote to Vera Reynolds, who portrays the leading role, saying that she was the very personification of the girl he had in mind when he wrote the story, and that he was thoroughly delighted with her work.

JAZZBO JAMBOREE

THE first annual banquet and ball of the Jazzbo Club, the social organization of Producers Distributing Corporation, held last Friday evening, (March 26th) in the North Ballroom of the Hotel Astor, was an event that rivalled in brilliancy the fixed and long established annual affairs on the social calendar of the motion picture industry.

During the dinner, which was served at eight o'clock to four hundred members and guests, informal speeches were made by John C. Flinn, William J. Morgan, Hayden O. Duke, Oscar M. Bate and Joseph Burger, with Tom Wiley, in his best form, acting as toastmaster.

The first of a series of surprises, arranged by the entertainment committee, came when the toastmaster announced that a distinguished guest would be present and then amid a fanfare of saxaphones, drums and cornets, the " Prince of Pilsen " was ushered into a seat at the speakers' table.

F. C. Monroe, president of Producers Distributing Corporation, is greeted by four of that company's feminine stars upon his arrival at the Metropolitan studios on the Coast. Left to right, they are Marie Prevost, Lilyan Tashman, Priscilla Dean and Seena Owen.

Sans make-up the " Prince of Pilsen " proved to be Max Stamm well known vaudeville headliner and famous night club entertainer. Following his spectacular entrance, Stamm assumed the duties of master of ceremonies and during the dancing, later in the evening, presented a number of splendid acts on the program of entertainment.

Among the professional entertainers who appeared were Ethel Bailey, prima donna; Belle Davies winner of the New York State Charleston championship contest; and the Field Sisters, beautiful and clever song and dance artists, formerly with Al Jolson.

Beautiful souvenirs, in the form of gold vanity perfume flasks were given to the ladies and during the dancing three valuable prizes were awarded.

OFF FOR NASSAU

FRANK TUTTLE, Paramount director who has been recuperating at his home in Greenwich, Conn., from an attack of "flu," was expected to leave on Friday with Mrs. Tuttle for Nassau, Bahama Islands. He has been ill since March 12th, at which time he was forced to relinquish direction of "Fine Manners."

The star of this picture, Gloria Swanson, is also ill this week with an attack of grippe, and is confined to her home.

Orville "Bunnie" Dull directing his first picture, "A Social Triangle," one of the Fox Films-O. Henry comedies. At the camera is Sidney Wagoner, cameraman, Director Dull, Olive Hasbrouck and Hallam Cooley, leads, Clarissa Selwynne and J. Clifford Rice.

A new pose of Merna Kennedy, the musical comedy girl chosen by Chaplin as his leading lady for "The Circus" (United Artists).

Martin Branner reads over the contract by which Artclass Picture Corporation acquires the screen rights to his "Winnie Winkle" cartoon strip, not to be filmed in cartoon form, however. Left to right: George West, Louis Weiss, Branner, Harry Kasch and Billy West.

Alberta Vaughn, who, thanks to the following she has won in featurettes for F. B. O., such as the "Fighting Hearts" series, will be starred in features.

Evangeline Russell, after finishing work in "City of Sin" and "Jack in the Pulpit," has been signed to play opposite John Lowell in six for Associated Exhibitors.

Joe Rock, comedy producer for F. B. O., signs Lois Boyd to a new five-year contract.. He discovered her a year ago and has been grooming her for stardom.

SHOOTING AN ICE JAM

DIRECTOR HARRY POLLARD is taking no chances in shooting the "Eliza crossing the ice" sequence of "Uncle Tom's Cabin" for Universal. In addition to his own eight cameramen, he has obtained the services of two expert news cameramen, Irving Browning and Joe Seiden, to photograph the breaking up of the ice gorge near Plattsburg. Equipped with Akeley cameras, they will travel as far north as necessary to obtain the desired scenes. Browning, an experienced news and magazine cameraman, has done considerable work for Universal in the past.

Feature cameramen, at times, could learn a great deal from their brethren of the newsreels. The news cameraman, having no control over his "actors" or lighting, for the most part, must obtain his best results by careful choice of his angles and shots. The other night, at a Broadway house, a newsreel shot of a speedboat race far surpassed, in action, movement and beauty, anything in the feature.

RAMSAYE'S HISTORY READY

THE announcement by Simon & Schuster, Inc., that "A Million and One Nights, The History of the Motion Picture," is ready for publication, marks the culmination of five years of strenuous labor on the part of Terry Ramsaye. A de luxe limited edition of 327 copies, autographed by the author and by Thomas A. Edison, will first be brought out, to be followed by a popular priced edition in two volumes of about five hundred pages each.

Five years ago Ramsaye severed all motion picture affiliations, to leave himself free to write an impartial and unbiased chronicle of the motion picture through the years. To that end, he travelled to all corners of the country and interviewed every man possible who had played any important part in the growth and development of the industry. Serial publication in Photoplay Magazine of a great deal of the material followed.

IMMORTAL "CINDERELLA"

ANOTHER German production, "Cinderella," will make its bow in this country on Sunday evening at the Klaw theatre, New York City, under the auspices of The Film Associates, Inc., a group furthering the aim of the artistic film.

"Cinderella" is from the studios of Ufa, and was directed by Ludwig Berger, whose latest production is "The Waltz Dream." The Film Associates recently presented at the Klaw an interesting French film, "The New Enchantment," known in France as "L'inhumaine."

Charlie Murray, whose comedy antics are confined to features these days, has arrived in New York City to play in "Mismates" (First National).

Joan Crawford, Metro-Goldwyn-Mayer player and 1926 Baby Wampas Star, who has been given her first important lead opposite Charles Ray in "Paris."

F. P.-L. Buys B. & K. Stock, Report

Story Declares Famous Will Have Controlling Interest in Chicago Chain; Blank May Join Publix, Claimed

PUBLISHED reports this week, emanating from Chicago, declared that formal announcement would be made within a month of the purchase by Famous Players of a controlling interest in the Balaban & Katz Corporation, consisting of the holdings of Julius Rosenwald, John Hertz and others at a trading price of 80. Sam Katz and the Balabans will retain their present interest.

The Balaban & Katz Corporation operates several large houses in Chicago, including the Chicago, Roosevelt, Tivoli, Uptown and Riviera, with the Oriental, Randolph and others building. The corporation also controls 50 per cent. of Lubliner & Trinz and Mid-West Theatres, Inc., which interests are reported to be included, also.

Sam Katz and Adolph Zukor left for the West Coast this week, to be joined by Barney Balaban in Chicago, and it was impossible to obtain any statement, either of confirmation or denial, at the New York offices of Publix or Paramount.

Although the last statement officially issued from the offices of A. H. Blank denied that the Blank circuit would be aligned with Publix, the rumor persists in the middle West. Unofficial statements at the Blank offices indicate that such a deal is not unlikely, and may materialize within a few weeks.

Blank is already associated with Balaban & Katz, with each circuit retaining complete management of its own houses, and it is pointed out that if Famous should buy control of B & K., as is rumored, it would be but a step to complete the amalgamation.

The contract was let this week in Charlotte, N. C., for the construction of the Cutter half million dollar theatre on North Tryon street to the J. A. Jones Construction company. It has been leased to Famous Players, and will seat 1,700. The contract calls for completion by December 1.

The new theatre to be erected at Broadway and K street, South Boston, Mass., has been leased to Universal for a term of years. It is to open about September 1.

A deal is understood to be practically set by which Universal will acquire the Capitol Enterprises chain of Kansas City, Mo., including about twenty houses in Missouri and Iowa. Universal is already operating the Liberty In Kansas City under lease from Capitol.

The Stanley Company of America is having plans drawn for a 4,000 seat theatre to be erected on the site of the Academy of Music in Baltimore, recently purchased from J. J. and Lee Shubert. The total land and building will represent an invesment of about $2,250,000, while the building itself will call for an outlay of appro imately $1,300,000. Work on the house will start early in April, with the hope of having it completed in time for a holiday opening.

Since the consolidation of the Crandall Theatres in Washington with the Stanley Company of America, with Harry M. Crandall retaining the executive vice-presideney of the newly formed company and direction of its activities in this territory, rapid strides have been taken looking to the enlargement of the circuit operating on the Southern unit of the Stanley Company with headquarters in that city. The new Colony theatre on Georgia Avenue at Farragut Street, N. W., will soon be ready for formal dedication with approximately 1,500 seats on one floor, making a chain of a dozen Stanley-Crandall houses in the Capital alone. In addition to this local expansion, work will soon be begun on a new 2,000 seat house in Frederick, Md., for which the site already has been purchased. In Martinsburg, W. Va., the Central theatre has been added to the former holdings of the organization, represented by the Apollo and Strand theatres, thus making the West Virginia city 100 per cent Stanley-Crandall. Continuation of this policy of expansion will soon embrace a group of theatres in Roanoke, Va., where the Crandall company several years ago launched the Rialto and American Theatres. These operations are under the personal supervision of Harry M. Crandall and the conduct of the theatres will be directed by the Crandall executive staff from Washington.

Loew's Ohio Theatres, Inc., headed by Marcus Loew last week bought the Cameo theatre property at 707-15 Euclid Ave. The amount of the transaction, which includes the land, leasehold and building, is reported to be $350,000. Joseph Laronge made the sale. The Cameo theatre, recently opened by the Loew interests was formerly the Star, a burlesque house. When Loew took it over, the house was completely rebuilt, only the original retaining walls remaining undisturbed. The Cameo is the ninth link in the local Loew chain, and now being operated on a continued-run policy for special feature attractions.

Prominent people in the motion picture field have been making heavy investments in San Diego realty during the past thirty days. Sid Grauman has purchased a downtown corner for $350,000 and will erect, it is said, a theatre patterned after his Hollywood Egyptain playhouse. Carl Laemmle has bought a corner at Eighth and Broadway, for $270,000, and upon it will erect a 12-story hotel and theatre building. Mack Sennett has paid around $500,000 for a corner at Fifth and A streets, and plans to build a business and office block.

Excavation is under way for a theatre and office building at Fourth and C streets for Kass & Rubens of Los Angeles. The theatre, to have a capacity of 2,000, has been leased, it is announced, by the West Coast Theatres, Inc. The entire building will cost approximately $500,000.

A 900-seat intimate theatre is to be included in a $5,000,000 twenty-two story hotel apartment to be erected by the Stuyvesant Realty Company at the southwest corner of Lindell boulevard and Spring avenue. Preston J. Bradshaw architect will supervise the construction. A building permit has been issued for the project.

Minneapolis Rules on Protection

THE Minneapolis Arbitration board has ruled that the playing of a picture in one suburban theatre during the protection given the first run theatre automatically makes the film available to all suburban theatres.

Citing the case of "Little Annie Rooney" and "The Gold Rush," W. A. Steffes, owner of the new Logan theatre, a neighborhood house, took up the matter in an endeavor to get a decision that would affect all exchanges.

United Artists were charged with allowing Finklestein & Ruben to use films in suburban theatres within the protection period of the downtown Finklestein & Ruben houses.

The facts were admitted and the matter argued. The board directed United Artists to release immediately to all suburban theatres.

Leaders Chosen for Conn. Theatre Managers

Organization of the New Haven, Conn., Theatre Managers' Association was perfected at a meeting of representatives from leading playhouses in that city Thursday with David Eldridge of the Shubert Theater, president; Oliver C. Edwards of the Palace, vice-president, and Edward Raffile of the Globe, secretary and treasurer. An executive committee comprising Managers Eldridge, Edwards, Buck, Mochary and Raffile was named. Purpose of the organization will be to further interests of the theatrical business, in general, and is following out a plan which is being adopted by managers in leading cities throughout the country. Theatres of New Haven now represented in the association are the Shubert, newly-opened Roger Sherman, Hyperion, Olympia, Bijou, Palace and Globe. It is reported indictions are every theater manager in the city and suburbs will be included in membership within thte next few days or by time of the next meeting, probably to be called early next week.

Canadian Exhibitor Passes Away at Quebec

A picturesque figure in Eastern Canada passed away on March 27 in the death at Chicoutimi, Quebec, of Georges Vezina, proprietor of the local moving picture theatre, head of a planing mill and one of the greatest players in professional hockey. For 17 years the deceased had played brilliantly as the goal-keeper of Les Canadiens of Montreal. Vezina, who was 38 years of age, was the father of 22 children, of whom only two are living. He had been desperately ill for four months.

Mid West Theatre Owners to Charter Train

Enthusiasm over the Seventh Annual Convention of the M. P. T. O. A. at Los Angeles is so high that theatre owners of the middle west will charter a special train, which will rival the Eastern Flyer in accommodations, for a thirty day trip. At least 125 theatre owners are expected to participate. The train will return home by way of the Canadian Rockies.

Some of the new improvements at the Fox Films West Coast studios; left, the new 300 by 190 feet stage nearing completion, on which all electrical cables will be handled overhead; right, front and side view of the main entrance, remodeled along Spanish architectural lines.

Fox Spends Half Million on Studio

New Stage and Theatre are Principal Items in Expansion Program; Building Exteriors Being Improved

A SECOND half million dollar expansion program was announced this week by the Fox Film company providing for new construction, rebuilding, new equipment and replacement at the Fox West Coast studios in Hollywood and Westwood, California. The principal items in the new program are the stage, a Little Theatre and additional cameras and accessories.

The stage is now in construction occupying a site of 300 by 190 feet in the Hollywood lot and along the west wall are three floors containing 88 dressing rooms. The lighting system, which is of the latest design was perfected by Calvin Hoffner, electrical engineer at the Hollywood plant.

All lamps used on all sets will be operated from overhead and all of the "octopi" or "Spiders," with their tentacles of electrical cable, will be eliminated. Lights will be under remote control by simple switches similar to those used in dwellings and they will be housed on two deadfront switch panels on one of the walls near the floor. All lamps will shift on overhead runways operated from the floor. The new stage will be the only one lighted by this system and the equipment will cost $16,000.

To provide current for the new lighting system a new power house has been constructed and two new 300 kilowatt generators installed. To distribute this current, 20,000 feet of million C. M. cable has been laid underground and this system is controlled from two switch panels of the latest design. Twenty-five additional rotary Ashcraft spots were also distributed about the plant.

At the Westwood studio, there is being installed another 300 kilowatt generator to supply the electricity necessary to the outdoor stages and sets which are continually used there. At the Westwood lot there is also under construction a large panorama and threadmill with a sky-backing on a steel frame.

Along with the other details of the expansion program which has been in his charge, Hoffner is supervising the installation of three new centrifugal pumps that have a capacity of 40,000 gallons of water per minute, and a 350 horsepower 2200 volt motor to operate the pumps.

New camera equipment has been added at a cost of $50,000. Twenty Bell Howell and Five Mitchells are in constant use. In addition the Fox Films West Coast studios have four Akleys and two ultra speeds. Fifteen still cameras are continually in use on sets during productions.

Armin Fried, a graduate of Liepzig University, now in his tenth year of service with Fox Films, is camera technician and in charge of the machine designing department. He has perfected several inventions of vast benefit to the industry in general and the latest of these is a gyroscopic camera car. This is a platform on four wheels and with it the camera operator can follow action from room to room, upstairs and down, indoors and out and into any location where actors can go. This gyroscopic car was first used and proved its worth in the filming of "3 Bad Men." Fried is now constructing in his studio shop fifteen vignetting devices of a new design.

The new theatre is one of the finest and best equipped studio show houses, erected at a cost of $25,000 and is a combination of Italian and Spanish architecture designed by William Darling, technical engineer of the West Coast Studio, and Thomas E. Manners, Los Angeles architect. The interior is 59 by 25 feet, large enough to seat 150 spectators; and the stage is equipped with a 9 by 12 foot screen and the remainder is artistically curtained off. The finish is in dark colors and eighteen inch beaming on the ceiling is used for an indirect lighting system. The theatre is heated by an electrical furnace and ornamental grills in the panneled ceiling provide ventilation. An asphalt diaphragm protects from dampness the linotiling in the cement in the flooring.

Stiff Fight Urged on Music Tax

IN order to insure positive success in its campaign to defeat the proposed amendments to the Music Tax which would greatly increase the scope and levying power of the American Society of Authors, Composers and Publishers, National Headquarters of the Motion Picture Theatre Owners of America through the medium of its Official Bulletin is urging its state units and members to carry the fight direct to their screens, their stages and the press of their respective towns. Communicating their side of the music tax story to Congress realizes the passing of another important mile stone in this campaign, according to the Bulletin.

In describing the method of individual campaigns in the respective cities, towns and villages of the United States, the Official Bulletin advises theatre owners to pursue the following course:

"Armed with the facts, you should avail yourself of every opportunity to address your local organization and, while making such speeches, incorporate sufficient of these facts from time to time to let your audiences—the voters—know the other side of your story, the same as the records in your National Organization show you have enlightened Congress."

German Foreign Film Trade Hailed by New Board

All details concerned with foreign trade in motion pictures will be handled hereafter in Germany by the Federal Commissioner for Import and Export Licenses, 10/11 Potsdamerstrasse, Berlin, W. 9, according to a report to the Department of Commerce from Consul General William Coffin, Berlin.

The film work hitherto conducted by the Foreign Trade Office will automatically be transferred to its new charge April 1st.

Newsreel Non-Censor Bill is Passed

New York Legislature Takes Action on Measure; Sunday Closing and Censorship Agitation in Several Quarters

IN its amended form, the Webb-Davison bill which exempts news reels in New York state from censorship, was passed in the State Senate this week, without dissenting voice. The bill will now go to the Assembly where its passage in the latest amended form, is certain. The bill originally introduced, passed the Assembly, and was slated to pass the Senate when a public hearing was called before the Senate finance committee, at which time J. Henry Walters, of New York city, who is connected with the Keith interests, requested that the bill be amended to the end that it would include within its provisions excerpts from the public press. This was agreed upon.

The bill in its amended form, as it has passed the state senate, carries this provision:

"All films exclusively portraying current events or pictorial news of the day, commonly called news reels, or excerpts from the public press, may be exhibited without inspection by the commission and no permits or fees shall be required therefor."

By a vote of almost three to one, the voters of St. Petersburg, Florida, have approved a proposed city ordinance to close all theatres, cabarets and dance halls on the Sabbath.

There has been a long and rather bitter fight on this question. Some time ago the theatres, believing that the sentiment was in favor of Sunday movies, attempted to open on Sunday. One of the managers, J. J. Gilooly, who operates the Capitol theatre there, opened his house, was promptly arrested, but when the case came up he was discharged, the Judge stating that the Supreme Court of the State had decided that Sunday blue laws were in operation only until sundown, and as Gilooly had not opened until evening he was not liable to arrest under the State laws.

A city ordinance was then proposed, which would prohibit the showing of motion pictures on Sunday and making the hours of the Sabbath from midnight Saturday night until midnight Sunday. This ordinance was then presented to the voters with four questions to be decided. The four questions included theatres, moving picture shows, cabarets and dances. The results were, for motion pictures on Sunday, 1,739, against 4,989. For theatres, 1,634, against, 5,046. For caberets, 1,071, against, 6,509. For dances, 1,005 against, 5,551. Over 7,000 votes were cast in this election, which is about double the usual number, and it is stated that a great majority of all the votes cast were by people of over 60 years of age.

Perry, Iowa, is still in a state of agitation in regard to the move to lift the Blue Laws there and reopen the Sunday shows. The exhibitors themselves are not forcing the issue but have been willing to abide by a previous decision of the townspeople by which the Sunday showings were voted out. A number of the leading business men of the city, however, are backing a persistent campaign for the Sunday shows, while business interests as prominent are lined up in the opposition. The churches and associated societies are making a strong fight against the Sunday shows, against which they campaigned before the vote which effected the Blue Law.

F. B. O. New Member of Hays Organization

THE application of the Film Booking Offices for membership in the Motion Picture Producers and Distributors of America, Inc., was accepted at the annual meeting on Monday, March 29. Joseph P. Kennedy was elected a member of the Board of Directors to represent F. B. O.

An overwhelming victory for Sunday shows was reported from Spring Valley, Minn., where the election went 305 votes for and 22 against the Sunday pictures. A newspaper that was believed to be leading the fight came out editorially for the open Sunday. The fight has also been won at Charles City, Iowa.

The biblical proverb, "Do good unto others," appears to have been adopted by Lawrence Bruenninger, general manager of the Lawrence Theatres Company, and C. A. Schultz, P. D. C. branch manager at Kansas City, in conducting one of the most effective anti-Sunday closing stunts in the Kansas City territory in years.

Recently an unusual case of poverty, climaxed by an untimely death of one of the younger providers of the family under the wheels of a railroad train, was played big in Topeka, Kas., newspapers, where the family lived.

Public spirit was called to action. Bruenninger was first to respond. He came to Kansas City and conferred with Schultz. Topeka is a "closed" town on Sunday. Immediately it was announced that free benefit shows, with voluntary contributions, would be given the following Sunday at the Gem and Cozy theatres in Topeka, controlled by Bruenninger, and that the films would be supplied free by the P. D. C. exchange. The press jumped at the plan. Both Schultz and Bruenninger were lauded to the skies for their generosity.

Thomas F. Henry, a police inspector of the Pawtucket police department, has been appointed official theatre censor for that city by Police Chief Charles F. Hill. Previously the special police employed at each theatre have acted as censors of their respective theatres. The appointment follows a resolution of the Pawtucket Women's Club to the Board of Aldermen. It is understood that this resolution will be held in abeyance pending a trial of the new censorship plan.

Opposition to the proposed Sunday license tax for theatres and an additional tax for each reel shown in Sunday entertainments for censorship expenses, were vigorously opposed by Judge J. Albert Brackett before the committee on State Administration of the Massachusetts Legislature at the State House, Boston, Thursday.

The preceding day a meeting was held by the distributors and exhibitors from all sections of Massachusetts at the Plymouth Theatre, Boston, when there was a full discussion of the measure and united opposition was manifested. Judge Brackett is counsel for the New England Exhibitors' Association.

Before the committee on State Administration, Judge Brackett declared that distributors and exhibitors opposed any change in the present $1 Sunday license fee paid the state, which covers the cost of censoring. In addition to this fee, he pointed out that the distributor must buy a form blank for which the state charges an additional 25 cents.

Receipts from these sources amounted to $14,000 to the state last year, Judge Brackett declared, which was ample to pay for the expenses involved together with all clerical expenses connected thereto. Programs given by the theatres on Sunday are almost entirely made up of motion pictures and these films are already censored before distributors lease them to the exhibitors so that the approval for Sunday showing is merely a perfunctory act, scanning the program and attaching a rubber stamped approval of the department to the license.

The proposed fees range from $10 for the larger houses down to $5 minimum charge for the smaller theatres. In addition to this fee the department proposes to charge 50 cents a reel for inspection for the purpose of censoring. Judge Brackett declared that the net result of the bill would be to put the small theatres out of business on Sundays.

Lessee of Theatre Awarded Right to Renew Lease

In a decision handed down by Judge Crosby of the Massachusetts Supreme Court, Mrs. Judkins, lessee of the Eagle Theatre at Oak Bluffs, Marthas Vineyard, Mass. is entitled to a renewal of her lease of that playhouse for second term of five years dating from Jan. 5, 1925.

Mrs. Judkins, on Jan. 5, 1920, leased the theatre for a term of five years with the right to a renewal of the lease at the expiration of that period provided she gave notice of intent to renew prior to Oct. 1, 1924. On Sept. 15 she gave such notice and her husband mailed a check for $500 as a payment on Jan. 30, 1925. Payment was due Feb. 10. Evidence showed that this check had not been received by Mr. Charette, the owner.

The court found that "the plaintiff's failure to pay the instalment of rent was unintentional and due to accident" and orders the defendant, Charette, to execute a new lease for a period of five years dating from Jan. 5, 1925.

Pathe Director of Public Relations Resigns

Regge Doran, Director of Public Relations for Pathe Exchange, Inc. has resigned her position. She originated and operated the Department of Public Relations for West Coast Theatres from which she went last summer to the Pathe organization. At present she will remain in the east to organize and operate a Public Relations unit which will be applied directly to large theatre circuits. Her resignation will be effective on April tenth.

Warner Bros. Convention Details

Plans Announced Call for Sessions to be Held in New York, Chicago and Los Angeles

ALL details have been completed for the convention to be held by Warner Brothers and according to plans announced the meeting will be divided into three sessions to be held in New York, Chicago and Los Angeles, bringing together 13[illegible] executives from the home office in New York, and executives from the studio at Hollywood, qualifying salesmen and a number of bookers.

The New York convention will be held at the Hotel Pennsylvania on Saturday, Sunday and Monday, April 10th, 11th and 12th. It will bring together, in addition to the Home Office representatives and those coming from the coast, division managers from Philadelphia, Boston, Chicago, Cleveland, Los Angeles, Toronto, Dallas and New York, as well as salesmen from all parts of the eastern territory.

The second section of this national convention is scheduled for the Hotel Congress in Chicago on Saturday, Sunday and Monday, April 17th, 18th and 19th. The Warner officials on hand for the New York session, together with Division managers will make the trip to Chicago to discuss with salesmen there all details of the forthcoming program.

Continuing on to the coast, Home Office and Studio executives will discuss with the west coast salesmen problems and policies in connection with the program at the Ambassador Hotel in Los Angeles on Saturday, Sunday and Monday, April 24th, 25th and 26th. The convention period will extend over three weeks, during which time every phase of production and distribution will be delved into, policies discussed and ideas exchanged.

Harry M. Warner, Jack L. Warner and Harry Lustig, West Coast Division Manager, left Los Angeles early this week so as to be in New York in time to meet the incoming Division Managers at a preliminary session to be held at the Home Office April 8th. The Home Office executives who will greet the division chiefs are Sam Warner, Albert Warner, Sam E. Morris, General Manager of Distribution; Lloyd Willis, Special Home Office Representative; C. W. Bunn, in charge of special sales; Watt L. Parker, Director of Advertising and Publicity; C. C. Ryan, in charge of purchasing for the Home Office, and Herman Starr, Home Office organization expert.

These Warner conventions are to be strictly business affairs, at which there will be three sessions a day, morning, afternoon and evening throughout each of the three days. The New York meeting will terminate only with a dinner and theatre party on Monday night. The conventions were planned for Saturdays, Sundays and Mondays in order that those who attend may be kept from their duties at the most convenient time of the week.

The New York convention is scheduled to get under way at the Hotel Pennsylvania promptly at 9 o'clock Saturday morning, April 10th. It will be formally opened by Harry M. Warner, President of Warner Brothers, who will address the assemblage briefly and then turn the meeting over to Sam E. Morris, General Manger of Distribution, who will preside at the sessions thereafter.

Morris will outline to the Division Managers and salesmen the sales policies to be effected in connection with the 1926-27 program, together with general plans for distribution. He will be followed by Jack L. Warner, production chief on the West Coast, who will outline the complete production program for the season.

The second day of the New York session will bring talks from Sam Warner on theatres and Abe Warner on distribution. This will be followed by discussions and questionnaires. The speakers on the third day will be Watt L. Parker, Herman Starr, Lloyd Willis, C. C. Ryan, and C. W. Bunn.

The program for the Chicago convention at the Congress on April 17th, 18th and 19th will follow much the same order as that in New York. The Home Office and Coast executives who will make the trip to Chicago are H. M. Warner, Jack Warner, Sam E. Morris, Lloyd Willis, C. W. Bunn, Harry Lastig and Watt L. Parker. They will be accompanied by the Division Managers.

Immediately upon the conclusion of the Chicago convention the east and west coast representatives will board the California Limited for Los Angeles, where the session will open at the Ambassador Hotel on April 24th and continue through the 25th and 26th..

Universal Will Produce Stage Plays

David C. Werner to Head Department Organized by Laemmle to Enter "Legitimate"—Plan Vehicle for Denny

CARL LAEMMLE'S projected entry into the field of production for the "legitimate" stage, has taken definite form and announcement was made this week at the Universal Home Office in New York, that a play department of that company has been organized under the direction of David C. Werner, long associated with George M. Cohan, Cohan and Harris and other theatrical producers.

The importance of the stage as a source of material for the screen and a desire to encourage stage production of unusual plays, are given as the main considerations influencing Mr. Laemmle to undertake the production of stage plays.

It is expected that the first production to be sponsored by Universal will be presented on Broadway next fall. Search is now being made by Werner for a farce comedy for Reginald Denny, Universal's premier farceur. Denny has had considerable stage experience and Universal long has looked forward to a season of Broadway for this popular star.

Details of the new department were outlined by Werner in a recent interview.

"Present conditions and tendencies indicate that the heyday of spoken drama on Broadway is on the wane," he said. "More and more, the bulk of theatrical activity is spreading to the Little Theatres.

"Realizing the importance of the stage as a source of material for the screen, and the value of stage presentation and exploitation for vehicles to be made into screen dramas, Mr. Carl Laemmle has decided to do his share to postpone and if possible stop the waning of stage prestige. He feels that the stage and the screen are so closely allied that he is willing to go to extreme measures and to spend money to uphold the stage so as to help protect the screen's interest in the theatre as a source of material.

"The Policy of Universal's play department will be to present plays that are believed to have a known theatrical value and which also will lend themselves to motion picture adaptation. In other words, we not only want plays that will make good moving pictures; we want plays that will make good moving pictures and which are Good Plays.

"Universal is not yet ready to announce details as to what theatre or theatres will house our productions, nor as to the personnel of the production force. We are occupied mainly, at the present time, in looking for plays, not only for Denny, but for other Universal stars or for normal theatrical production. If the experiment with Denny is all that it gives promises to be, Universal may introduce its other stars to Broadway in suitable vehicles. Other productions will be cast with regular Broadway stage favorites."

Colorado Owner Cleared on Sunday Charge

M. W. McFarland, Golden, Colorado, exhibitor, wins again, this time as a result of a motion made by City Attorney McCall asking that the last pending charge against McFarland be dismissed. The motion was granted and all charges against him for violation of State and City Sunday closing laws were cleared.

Northwest Exhibitors to Convene at Minneapolis

W. A. Steffes, head of the Northwest Exhibitor association, has ordered preparations for a convention to be held in Minneapolis late in April or the first of May. Sessions will be devoted entirely to business with special attention to the best methods of combatting adverse legislation.

Banquet Ends Paramount Meeting

Fifteenth Anniversary Meeting Declared Finest in History; Production Plans for Year are Outlined

WHAT executives and field representatives declared the finest convention in the history of the organization was ended last Saturday night by Paramount with a banquet at the Ambassador hotel, Atlantic City. By Sunday noon practically all of the delegates had started homeward via three special trains.

With the return to their homes of the district and branch managers, exploitation men, salesmen, bookers and ad sales representatives a competitive drive between the Eastern and Western divisions will open.

Home office executives and representatives and men of the foreign department who had come from the Far East, Australia, England, Europe, Central and South America, Scandinavia and Mexico also were in attendance. E. E. Shauer, who had just returned from a 50,000 mile tour of the world, headed the foreign contingent.

The highlights of the six day convention were the banquet address by Adolph Zukor, the presentation of the production department's plans by Jesse L. Lasky, an analysis of the fifteenth anniversary product by Sidney R. Kent and a discussion of the foreign situation by Shauer and members of the foreign legion.

In his presentation of the production plans for the fifteenth anniversary and for future years, Lasky was cheered when he stated that each year Paramount will have on Broadway constantly big long run specials. Such directors as James Cruze and D. W. Griffith, he said, will devote their entire energy to the making of big specials of long run calibre.

The program as announced by the Production department head will be composed of 75 attractions, two of which have already been selected as road-show features. These are "Old Ironsides" and "The Greatest Show on Earth."

It was announced also that D. W. Griffith, following the completion of "The Sorrows of Satan" would make "An American Tragedy" from Theodore Dreiser's great novel. This will be another road show special. Among the outstanding features described by Lasky were "Beau Geste," "Mantrap," "The Wild Man from Borneo," "Glorifying The American Girl," "Padlocked," "New York," two Thomas Meighan features, a new Harold Lloyd picture and a special with the Paramount Junior Stars in the cast. Novel plans for the production of the last named picture will be announced shortly.

In analyzing the plans for the production department, Kent, in a stirring address, declared emphatically that with the release of the fifteenth anniversary product Paramount's supremacy could not even be questioned. No group of pictures, he said, ever offered the exhibitors greater showmanship possibilities. Casts, directors and stories, he pointed out, were the best money could buy. Each picture, he said, had not just one or two outstanding names but several.

The production department presented on Wednesday afternoon an 18 reel subject which gave the sales representatives a vivid conception of the elaborate and comprehensive schedule now under way at the Paramount studios in Hollywood and on Long Island, the Marshall Neilan plant, the Harold Lloyd lot and the Douglas MacLean studio.

Zukor said that the fifteenth anniversary product as described by Lasky and as presented in the sales manual prepared by Russell Holman, advertising manager, and Monte Katterjohn of the production department, had stirred him as no other group of pictures had.

The forthcoming pictures, he said, represented the highest ideal in screen production, pointing out that in the entire program of 75 pictures there was not one salacious title. He was proud of the men and women, he said, who had conceived this group of pictures which he was confident would make screen history.

Other speakers at the banquet, which was presided over by Charles E. McCarthy, publicity manager, were Senator Arthur Capper of Kansas, Mayor James J. Walker of New York City, Sir William Wiseman, noted financier who represented Otto H. Kahn, and Harold Lloyd.

George W. Weeks, general manager of the department of distribution, was chairman of the convention, with Phil Reisman, Eastern divisional sales manager, and John D. Clark, Western divisional sales manager, presiding over the sectional meetings Other group meetings were under the direction of M. H. Lewis, sales executive, Mel Shauer, ad sales manager, E. E. Shauer, manager of the foreign department, and Joseph Seideiman, his assistant, Oscar Kantner,, exploitation manager, and Leon J. Bamberger, special exploitation manager.

Active in arranging the convention were G. B. J. Frawley, head of the sales statistical department, George Spidell, head of the purchasing and transportation departments, Lawrence Flynn of the transportation department, T. A. Kilfoil and E. J. Dennison.

Among the prominent persons attending the convention in addition to those already mentioned, were Eugene Zukor, Walter Wanger, Henry Salsbury, John Ragland, William Fraser, John Butler, Claud Saunders, Dr. Emanuel Stern, N. L. Nathanson, Sam Katz, Sam Dembow, Al Thorn, A. M. Botsford, Vincent Trotta, Bogart Rogers, E. J. Ludvigh and Al Grey.

Like Senator Capper, Mayor Walker declared that he opposed restraint in anything, saying that with censorship Americanism passes out. He said that those who favor censorship say that the weak must be protected. This, he said, was right but "the weak must not be protected at the expense of Americanism."

Sir William Wiseman spoke in glowing terms of Zukor, declaring that it was the president of Paramount who had blazed the trail in finance and had been responsible for the present confidence which bankers have in the motion picture industry.

Discuss Reopening of Famous Probe

Trade Commission Seeks Information on All Interests Acquired From September, 1923 to Present Date

THE five-year-old Famous Players-Lasky investigation of the Federal Trade Commission again came up for discussion at a hearing before the committee on March 26 as to the form of order to be issued for reopening the inquiry.

The reopening of the case was asked last year by counsel for the commission, in order that there might be introduced into the record additional testimony regarding alleged affiliations of the respondent with other interests consummated after September 1, 1923, the final date covered by testimony originally taken. A hearing on the proposal was held in January.

At the hearing last week, Martin Morrison of the commission's counsel, asked that the form of order be as outlined in a document he submitted, which called for information regarding every sort of interest acquired by Famous Players from September 1, 1923, to date, in any branch of the motion picture industry, from production to exhibition.

He further recommended that if the respondents failed to file a detailed bill of exceptions, setting forth definitely the particular actions of the trial examiner which they would have modified, by some date to be fixed by the commission, that their failure to do so shall constitute a waiver of their rights in that respect. This proposal was made to meet protests of the respondents' counsel regarding the barring by the examiner of certain testimony offered by them while accepting similar testimony when developed by the commission's lawyer.

Robert T. Swain appeared for Famous Players, protesting against the reopening of the case on the scale proposed by Mr. Morrison, declaring that to do so would mean another lengthy and expensive inquiry and another 17,000 pages of testimony, that being the amount of testimony taken in the original hearings. All the information really required by the commission can be taken by stipulation, he declared, and asked that the order make provisions therefor, and also that it fix a date beyond which the new inquiry should not go, pointing out that conditions in the industry change from day to day and that a stopping point must be agreed upon.

The testimony already before the commission is sufficient to acquit the respondents of all charges brought, Mr. Swain declared, and protested against the reopening of the case until the commission has decided some of the questions now before it.

Famous Players has no interest in Balaban & Katz, Mr. Swain declared during the argument, repeating the statement made at the January hearing regarding the agreement between the two organizations.

Columbia Welding National System

Plan to Link Individual Exchanges in Unified Scheme Taking Definite Shape—Brandt Back From Tour of Country

Left to right: Joe Brandt, president of Columbia; Jack Cohn, vice-president; and Samuel Zierler, president of Commonwealth, who will hold the New York franchise in the new national Columbia organization.

THE plan of officials of Columbia Pictures Corporation to form a unified national distributing system by linking exchanges holding franchises of that company is taking definite form, according to advices from the New York offices of the organization. Joe Brandt, president of Columbia, recently returned from a two months' trip on which he visited every exchange center. Mr. Brandt outlined the plan to exchangemen or their representatives and found cause of optimism and confidence in the outcome of the project in the reception accorded the scheme.

At present time daily conferences are being held at the company's home office with the exchangemen or their representatives. Included in the group working out the details of the idea are Henry Ellman of Chicago, Samuel Zierler of New York, Joseph A. McConville and Abe Montague of Boston and New Haven, M. A. Chase of Buffalo, Louis Berman of Philadelphia and Washington, D. C. Rodin of Kansas City, Barney Rosenthal of St. Louis, J. T. Sheffield and Jack Lannon of Seattle and Denver, J. C. Grauman of Milwaukee, Louis Hyman of San Francisco and Oscar Oldknow of Atlanta.

Mr. Brandt, speaking of his trip around the country said, "We have been working on the plan for a national distributing organization for quite a long time. To find out the sentiment of the men who had been dealing with us I decided to visit them in their local offices. Everywhere I found encouragement. The present series of conferences in New York will see the final welding together of these independent units into a concrete group for the handling of Columbia's product in the future. The unique feature of the idea as this: although these exchanges will be part of a national organization and will function as such, in no case will the individuality of the exchange or the exchange men be lost. This guarantees to the exhibitor not only dependable product from the Columbia studios but that personal contact which only comes when a man is handling his own exchange and when he is selling and servicing goods in which he has faith."

Distribution Merger Abroad Planned

Famous Players, Metro-Goldwyn-Mayer and First National Figure in Proposed Improvement in Service to European Market

PREMATURE publication this week disclosed the fact that negotiations are in progress looking toward a merger of physical distribution in many European nations by Famous Players-Lasky, First National and Metro-Goldwyn-Mayer, although many of the major details and important ramifications of the plan cannot, at this time, be announced.

Countries which have been mentioned in connection with the plan include Austria, Czechoslovakia, Hungary, Turkey, Roumania, Bulgaria, Jugoslavia,Greece, Italy, Poland and Russia. Other important nations are known to be embraced in the scheme of operations, but because of the incomplete state of negotiations nothing can be said at this time concerning them.

Conferences were in progress daily this week, with E. E. Shauer and Herman Wobber of Famous, Arthur Loew of M-G-M, E. Bruce Johnson of First National, and other foreign sales executives in attendance. Loew will sail for Europe shortly, to be followed in the near future by Herman Wobber.

While many important features of the plan cannot, because of the present state of negotiations, be told at this time, it may be stated in a general way that the three companies will operate but one office jointly in each country involved. This will not only mean a considerable economy in physical operation, but will enable a European exchange system to function with only the selected, suitable product from each of the three companies, whereas at present each company must release its entire output abroad in order to carry the overhead of physical handling and selling.

This, it is pointed out, will be one of the most far-reaching steps yet taken abroad, since it will mean a reduction in volume and an improvement in quality of the total product sold abroad.

Another purpose of the plan is the building up of the industry in certain quarters where its development has been retarded. Several of the countries named have been backward in their motion picture growth, and it is felt that the proposed scheme will tend to raise the general standard of business practice and encourage local initiative.

Earl Hudson Will Take Long Vacation

EARL HUDSON, at present producing "Mismates" for First National at this company's New York studios, plans to take a three months' vacation immediately upon completion of this picture.

In the past thirty-six months Hudson has made thirty-five pictures—or almost a picture a month for thirty-six consecutive months. He plans to tour the far western states by motor, stopping here and there for fishing and golf, and will resume work in September.

Gilbert Frankau Here; to Head British Newsreel

Gilbert Frankau, the eminent British author and publicist, arrived in New York last Friday in connection with a new English newsreel, the Empire News Bulletin, of which he will be editor. He is stopping at the Plaza.

William C. Jeapes, a pioneer in topical film activity in the British Isles, is sponsor of the new project. The first issue is to make its appearance on May 3rd.

Frankau, who served with distinction during the World War, occupies a leading place in English literature, his works including "Gerald Cranston's Lady," "Life and Erica," and his most recent success, "Masterson."

Elbee Pictures Concludes Deal for Distribution

A deal whereby the Masterpiece Film Attractions will distribute the entire Elbee program for this year was consummated by Mr. Baum, president of Elbee Pictures with Ben Amsterdam of the Philadelphia territory.

Foreign Trade Picture Films Value $790,000 for Month of January

Our foreign trade in motion picture films in January had a value of more than $790,000, it is shown by figures compiled by the Department of Commerce.

Slightly over 18,000,000 feet of positive film were exported during the month, with a value of $544,949, reports of the department show, while shipments of unexposed film totaled 2,850,000 feet, valued at $75,554, and negatives totaled 528,000 feet, valued at $170,734.

Outstanding markets during the month were Canada, which took over 1,900,000 feet of positives, valued at $74,410, together with 345,000 feet of unexposed film and 16,000 feet of negatives, with a total value of $18,916, and France, which took over 1,600,000 feet of positives, valued at $34,679, and 994,000 feet of unexposed film and 15,000 feet of negatives, with a total value of $15,647. Other large markets for positives were Argentina—1,623,000 feet, valued at $53,318—Australia—1,372,000 feet valued at $36,789—and Brazil—1,000,000 feet valued at $31,313.

Over 50 per cent of our negative exports went to the United Kingdom, to which country we shipped 273,656 feet valued at $115,093, together with 510,000 feet of unexposed film, valued at $18,367, and 538,000 feet of positives, valued at $18,970.

Fire in Universal Exchange in Buffalo

Ether fumes from burning motion picture films in the vault in the shipping room of the Universal exchange in Buffalo, affected, but did not overcome firemen and drove employees of the office from the building at 257 Franklin street on Monday, March 29. Many reels were destroyed, but most of the damage was done by water.

The fire, the origin of which is unknown, was discovered, at 8:45 o'clock, when Charles Lung, shipping clerk, opened the storage room for the day. Spontaneous combustion is believed to have ignited the highly inflammable prints. The moment the air hit the burning material, a gust of flame and ether fumes drove Lung back. However, he managed to shut the vault door, warn other employees and sound the fire alarm. Later Lung was taken into an adjoining exchange to recover from the fumes.

Storey Goes to Coast for Pathe

ASSISTANT General Manager J. E. Storey, of Pathe Exchange, Inc., left New York last week for Los Angeles where he will henceforth make his headquarters as supervisor of Pathe's production activities on the West Coast and represent the company on Production matters with its various producers.

During the past two years, Pathe's interests have grown to such an extent that it has been deemed advisable by the officials of the company to have an executive permanently located at production headquarters in order that all matters may be handled more expediently.

F. B. O. Executives Go to Coast

Lee Marcus, Hyatt Daab and Branch Managers Leave for Convention in Los Angeles.

THE New York contingent of Film Booking Offices executives and branch managers started last Saturday for Hollywood where the Sales Convention is being held on Thursday, Friday and Saturday of this week. (April 1st, 2nd and 3rd). In the party, which left on the Lake Shore Limited, were Lee Marcus, General Sales Manager, Charles Rosenzweig, manager of the New York Branch, S. M. Katz, Assistant Sales Manager, Hyatt Daab, Director of Advertising and Exploitation, and Branch Managers Walenstein, of Boston, Jerome Safron, of Philadelphia, and F. L. McNamee, of Washington.

Colvin W. Brown, Vice-President in charge of distribution, left for the West Coast the middle of last week to attend the convention and Edward McNamee, Director of Publicity and Sales Promotion, started on Friday. Major H. C. S. Thomson, President and General Manager of Film Booking Offices of America, Inc., was unable to attend the convention as important engagements to do with F. B. O.'s extensive plans for the new season required his presence in New York. Joseph P. Kennedy, Chairman of the Board of Directors, J. I. Schnitzer, Vice-President, Edwin C. King, the new general manager of F. B. O.'s studios, and John C. Brownell, head of the Scenario department already are in Los Angeles and will be active at the convention.

From Chicago the party traveled to Los Angeles on a special train running as the second section of the Golden State Limited of the Rock Island Railroad. Other groups boarded the train at Kansas City and El Paso. The return trip will start on Sunday, April 4th.

City of York, Pa. Adopts Simon's Composition

"March Continental," a composition by Walter C. Simon, was formally adopted as the official march of the City of York by council during the meeting yesterday. Mr. Simon was present and presented a manuscript copy of the march, which he has dedicated to York, to the members of the council.

H. Seed Appointed Branch Manager at Albany

Sam E. Morris, general manager of distribution for Warner Bros., has announced the appointment of H. Seed as Branch Manager of Albany to succeed Austin Interrante, who has resigned.

You'll want your bit o'

Sunshine

It's the biggest, the greatest, the happiest box office story you've ever heard! It will be a clean-up at YOUR box office!

COMING SOON!

Regional Distributors Association Joins Forces with Hays Organization

THE application of The Regional Distributors Association, made up of regional distributors throughout the United States, whose territories consist of less than eight states, for affiliation with the Motion Picture Producers and Distributors of America, Inc., was accepted by that organization at its annual meeting on Monday. (March 29).

This gives an affiliated membership in the Hays Organization to leading regional distributors throughout the United States.

The organizers of the Regional Distributors Association are Joseph A. McConville, President, Independent Films, Inc., Boston, Mass.; Bobby North, President, Apollo Exchange, Inc., New York City; Herman Gluckman, President, Capital Film Exchange, Inc., New York City; Sam Zierler, President Commonwealth Film Corp., New York City; Ben Levine, Mgr., Oxford Film Exchange, Inc., New York City; Jack Bellman, Gen. Mgr., Renown Pictures, Inc., New York City; Gene Marcus, Pres., 20th Century Film Co., Inc., Philadelphia, Pa.; Ben Amsterdam, Pres., Masterpiece Film Attractions, Philadelphia, Pa.; Oscar Neufeld, Pres., De Luxe Film Co., Inc., Philadelphia, Pa.; Harry Charnas, Pres., Standard Film Service Co., Cleveland, Ohio.

The application to the Motion Picture Producers and Distributors of America, Inc., was made by Oscar Neufeld, as President of the Regional Distributors Association.

"In view of the fact," said Mr. Neufeld, "that all our members already belong to the local Film Boards of Trade we felt that it would be to our advantage and to the advantage of the entire industry if we regional distributors were also represented officially in the Motion Picture Producers & Distributors of America, Inc. We realize that our members will obtain many benefits and advantages through such an affiliation.

"It is our earnest desire to aid in every way in the constructive work being done by Mr. Hays for the benefit of the entire industry."

Canada in Copyright Battle

Musical Amusement Association Makes Progress on Amendment Proposals

THE Musical Amusement Association, with headquarters at Toronto, is having excellent progress in its negotiations with various interests regarding the Copyright proposals now before the Canadian House of Commons, L. J. Ladner, Federal member of Vancouver, B. C., having introduced a measure providing for the payment of fees on copyrighted music when played in theatres and otherwise in public.

The Musical Amusement Association, which is sponsored by the Motion Picture Distributors and Exhibitors of Canada, includes in its membership all leading theatre proprietors, band masters, hotel companies and others. The executive comprises: John Arthur, director of presentations, Hippodrome Theatre, Toronto; J. C. Brady, owner of the Madison Theatre, Toronto, and president of the Ontario Division of the M. P. T. O.; Col. John A. Cooper, Toronto, president of the Motion Picture Distributors and Exhibitors of Canada; R. J. McAdam, owner of the Casino Theatre, Halifax, N. S.; Charles A. Meade, manager, Lyceum Theatre, Winnipeg, Man.; W. C. Muir, Paramount Theatres, Ltd., Vancouver, B. C.; D. C. Ross, director, Canadian National Exhibition, Toronto; Jerry Shea, proprietor, Shea's Theatre, Toronto; Lawrence Solman, proprietor, Royal Alexandra Theatre, Toronto, and R. L. Vallee, owner of the Premier Theatre, Sherbrooke, Quebec.

The Association has reached the point where it is practically in agreement with Ladner, the sponsor of the copyright bill in the Canadian Commons, regarding the inadvisability of establishing a current fee system on copyright music played in moving picture theatres and elsewhere. The Musical Amusement Association has held numerous conferences on the subject with the M. P. T. O., with Mr. Ladner himself, Musicians Union, Canadian Authors Association and others. Important meetings have been held in Toronto, Montreal and Ottawa, while members of the Canadian Cabinet and of the Canadian House have been advised by letters regarding the wishes of the moving picture business. It has been pointed out frequently that the constant collection of royalties on copyright music under a license plan would a burden and an inconvenience.

Daylight Saving Ordinance to Be Adopted by Rochester

The common council of the city of Rochester has adopted the daylight saving ordinance, effective from 2 o'clock a. m. of May 30 to 2 o'clock a. m. of September 12. Only one member of the council voted against it. Mayor Van Zandt has declared he will sign the ordinance.

Repeal of the daylight ordinance, scheduled to go into effect in Syracuse, June 15, will be asked of the council in that city, it was announced by Alderman Charles P. Gruman, who says he is preparing such a bill. Unless the council kills the ordinance now on the books, the city will go on daylight saving time about the time school ends in June and will not go back to regular time until September 12.

Paris to Have Its First Municipal Movie House

That the city of Paris will soon establish its first municipal movie house is an observation made by the Department of Commerce in the French Press. This municipal house will be primarily for educational purposes, the development of instruction by the system of motion pictures. It will specialize in educational films of interest to the application of motion pictures to the schools.

Hays Organization Has Annual Meeting; Names Board of Directors

At the annual meeting of the members of the Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President, the following directors were elected:

G. McL. Baynes (Kinogram Publishing Corp.); Charles H. Christie (Christie Film Co.); R. H. Cochrane (Universal Pictures Corp.); William Fox (Fox Film Corp.); D. W. Griffith (D. W. Griffith, Inc.); E. W. Hammons (Educational Film Exchanges, Inc.); Will H. Hays (Motion Picture Producers and Distributors of America, Inc.); Joseph P. Kennedy (Film Booking Offices of America, Inc.); Marcus Loew (Metro-Goldwyn-Mayer Distributing Corp.); Frederick C. Munroe (Producers Distributing Corp.); J. Homer Platten (Motion Picture Producers and Distributors of America, Inc.); Richard A. Rowland (First National Pictures, Inc.); Joseph M. Schenck (Joseph M. Schenck Productions, Buster Keaton Productions and Talmadge Producing Corp.); Albert Warner (Warner Bros. Pictures, Inc.); Adolph Zukor (Famous Players Lasky Corp.).

At the regular quarterly meeting of the Board of Directors immediately following the annual members' meeting, Will H. Hays and Carl E. Milliken were re-elected President and Secretary, respectively, of the Association and J. Homer Platten, previously Assistant Treasurer, was elected Treasurer and appointed Assistant Secretary.

In his annual report to the members Hays cited the advances made by the motion picture industry during the past twelve months in attaining its present position as one of the country's most stable enterprises, and indicated his confidence in the continually enlarging program of the Association in achieving its aim of producing motion pictures of the finest type.

Women of Florida Endorse Better Films Program

Endorsement of the Better Films program as administered by the Committee on Better Films of the National Board of Review and a recommendation to all the clubs in the state to organize Community Better Films committees to work in affiliation with the National Board were covered in a resolution adopted by the Florida Federation of Women's Clubs during the annual session recently held in Jacksonville, Florida.

Ruth Rich, who has long been identified with Florida organizations, representing the National Board of Review and its committee on Better Films, outlined the work which is being carried on throughout the country.

Chase Picture Corporation to Enlarge Company

The president of Chase Picture Corporation, Maurice A. Chase is now in New York City for the purpose of enlarging his organization by the addition of salesmen, publicity and exploitation men who will help him in a campaign for the coming season. The Chase Picture Corporation distributes featurettes in the Buffalo, New York territory, having recently taken over the Red Seal product.

Productions in Work for First National Ahead of Schedule

Eight pictures are in work at present at the West Coast and East Coast studios of First National and more are soon to get under way, with all directors working well ahead of schedule in order that productions be ready in ample time for release.

Those in production at the Coast are "Ella Cinders," "The Wise Guy," "Sweet Daddies," "Into Her Kingdom," "Ranson's Folly" and "Miss Nobody," and at the New York studios A. L. Rockett is completing production on Milton Sill's starring vehicle, "Puppets," which is being directed by George Archainbaud. Johnny Hines is back from Florida and is at present engaged in filming exteriors for "The Brown Derby."

Production on "Ella Cinders," in which Colleen Moore is starred, is expected to be finished shortly and Al Santell is completing the filming of "Sweet Daddies." "Ranson's Folly," in which Richard Barthelmess is starred, is also expected to be ready for the cutting rooms soon. Corinne Griffith has been working about two weeks on her latest production, "Into Her Kingdom."

Sam Sax Gives Views on Independent Market

Sam Sax, president of Gotham Productions, this week in commenting on the Independent market situation made several remarks showing he has definite views on the matter. Sax said in part: "The one big thing to consider in producing pictures for the Independent market, is to decide on a definite target or market and aim directly at it. For the smaller producer, who is without the unlimited capital and enormous resources of a few of the very big companies, to attempt to compete in the matter of spectacular and luxurious productions is simply business suicide. There is a large public, who while they enjoy massive productions, also derive a large measure of their entertainment from simple themes and straight clean melodrama minus the sex angle. Those are the people we make pictures for."

Progress Pictures Purchase Four Rayart Series

Progress Pictures, Inc., of Washington, purchased this week four series of Rayart product, according to an announcement by W. Ray Johnston, president of Rayart. The series consisted of eight Romantic Westerns produced by and starring Ben Wilson, eight Ben Wilson westerns, starring Dick Hatton, eight Action Westerns produced by Anchor Films, Inc., and starring Helen Holmes and eight additional Anchor films, starring Al Hoxie.

Rockett to Produce "The Charleston Kid"

Al Rockett has chosen "The Charleston Kid," adapted from Gerald Beaumont's "Even Stephen," as his third production for First National. Production will be started under the direction of Al Santell as soon as that director finishes work on "Subway Sadie." Dorothy MacKail and Jack Mulhall will play the leads in "The Charleston Kid" which has Coney Island as its locale.

Pathe Managers Will Convene

District Chiefs to Gather at Hotel Roosevelt in N. Y. Week of April 19

THE District Managers of the Pathe Exchange, Inc., will hold an important Convention at the Hotel Roosevelt in New York City during the week of April 19th, according to an announcement from General Sales Manager Harry Scott. In addition to the five District Managers, nearly a score of Pathe Branch Managers will also be in attendance at the Roosevelt sessions.

Both Hal Roach and Mack Sennett are planning to attend the session and will have much to tell the visitors regarding future comedy product. Representatives of Timely Films, Inc., Producers of Topics of the Day and Fables Pictures, Inc., makers of Aesop's Film Fables, will also be in attendance, as will other producers whose product is distributed through Pathe.

As set forth in the Annual Announcement statements of the organization, the Pathe Producers have most ambitious plans for the forthcoming season. Both Hal Roach and Mack Sennett will contribute four Series of two-reel comedies each, with the latter also presenting several Harry Langdon special subjects. Charles R. Rogers will present a Series of six Harry Carey Western Features, Leo Maloney will also star in six Western Features and Monty Banks is scheduled to make a minimum of three feature comedies of the type that have made him popular. The Pathe Serial Program offers several Serials of the feature type. J. L. Hawkinson, Producer of the Grantland Rice Sportlights, is going to Europe to secure more material; James A. Fitzpatrick is producing a Series of Famous Melody Song Pictures.

Besides the above-mentioned product now in production, Pathe is offering such celebrities as Theda Bara, Lionel Barrymore and Ethel Clayton and the regular Hal Roach stars in two-reel comedies.

Associated Studios Sign Capt. Richard Day

Capt. Richard Day, who has been identified with many Von Stroheim productions, has been engaged by the Associated studios in Los Angeles as art and techincal director. Though Day is to work primarily with Erich Von Stroheim on the latter's productions which are to be made at the Associated studios he will also act in an advisory capacity in the production of the pictures that are to be filmed there for release through Associated Exhibitors. At present Capt. Day is at the Associated studios where he is making his plans for "The Wedding March" which is to go into production sometime in April.

COMING SOON!
You'll want your bit o'
Sunshine
You haven't it —YET!
Wish you had it —NOW?
You'll get it —SOON!

M. P. T. O. A. Lists L. A. Hotels for Seventh Annual Convention

NATIONAL Headquarters this week makes known the hotels in Los Angeles where Conventionees may make reservations during the Seventh Annual Convention of the Motion Picture Theatre Owners of America in that city on June 1st to 5th. This data is gathered by Glenn Harper, chairman of the Entertainment Committee.

HOTEL	LOCATION	PER DAY 1 in room	PER DAY 2 in room
Ambassador	Residential Dist.	$7	$9
Alexandria	Downtown Dist.	$4	$6
Chancellor	Residential Dist.	$3 to 5	$4 to 6
Biltmore	Downtown Dist.	$5 to 8	$7 to 10
Hollywood Plaza	Hollywood		
Christie	Hollywood	$2 to 3.50	$3 to 6
Ritz	Downtown Dist.	$2 to 3.50	$3 to 5
La Tosca	Apartment Dist.	$1.50 to 3	$2 to 4
Lankershim	Downtown Dist.	$1.50 to 2.50	$4 to 7
Clark	Downtown Dist.	$3 to 5	$5 to 7

The Ambassador will be convention headquarters, and here all the meetings will be held. It will also be the starting point for all trips to studios. A bus will be run hourly between the Alexandria and Ambassador. The Chancellor is about one block from Ambassador. The Biltmore is a 20-minute taxi ride away, as is also the Ritz, while the La Tosca is about 15 minutes ride.

Canada Holds First Meeting

Branch of Hays Organization Ends Year's Work With Splendid Report

THE first annual convention of the Motion Picture Distributors and Exhibitors of Canada, Toronto, which represents the Hays organization in Canada, was held in the head office of the Canadian association in the Metropolitan Building, Toronto, Tuesday, March 30, with Col. John A. Cooper, president, in charge. The Canadian organization comprises the Canadian distribution of motion pictures, producers and exhibitors, all directors being elected for the ensuing year, six being those nominated by the distributors and two being nominated by exhibitors and producers.

The report of President Cooper, who has been very active throughout Canada in behalf of distributors and exhibitors, showed the wide field that the organization has covered. Six film boards had been established in the Dominion, these being located at Toronto, Montreal, St. John, Winnipeg, Calgary and Vancouver, and they have worked very successfully in the settlement of disputes between exhibitors and distributors through joint Boards of Arbitration. Already the Motion Picture Distributors and Exhibitors of Canada have been able to settle about 20 important disputes without recourse to the courts.

The agitation against amustment taxes in the various Provinces of Canada was carried on throughout the year, the report of Col. Cooper showed. Recently a joint deputation of the Ontario M. P. T. O. and of the Hays association waited upon Hon. W. H. Price, K. C., Provincial Treasurer for Ontario, with the rsult that the intimation was held out that there would be reductions in the tax in Ontario in 1927.

Ontario Urges Film Quota

Legislators Advocate Showing of More Pictures Made in Britain

A MOVE was made on the floor of the Ontario Legislature at Toronto on March 26 to provide a film quota law for the many theatres of the Province when Russell Nesbit, a member for Toronto, introduced a motion providing that 75 per cent of the pictures shown in the Province would be made in the British Empire. The motion resulted in a lengthy debate. Nesbitt said that it was compulsory in Australia for theatres to show 1,000 feet of British made film on every programme but Hon. W. H. Price the Provincial Treasurer declared that the situation would have to be met in a practical way.

Hon. Mr. Price read from a report of the Ontario Board of Moving Picture Censors for 1925 which showed that 99 per cent of all pictures screened in Ontario were made in the United States. A number of companies had been formed in Canada to make pictures but most of them had gone out of business because of the competition of the U. S. producers.

"I will say this that if British and Canadian films are made, we will see that they are shown," declared Mr. Price, who referred to the work which was being done by the Ontario Government at its own studio in Trenton, Ontario.

Moe Greenwald of Stanley Company Passes Away

Moe Greenwald, head of the Stanley Advertising Company and for many years affiliated with the Stanley Company of America, died recently after a brief illness. The passing of Greenwald, who was familiarly known throughout the industry in Philadelphia as "Uncle Moe," removes one of the most popular figures of the film fraternity in this territory.

Complaint Says Credit Committee Encroaches on Film Board Rights

A complaint that the jurisdiction of the Film Boards of Trade is encroached upon by the Credit Committee is now lodged with the Motion Picture Producers and Distributors of America, Inc., by the Motion Picture Theatre Owners of America, through its Business Manager Joseph M. Seider. In an official letter to Will H. Hays, Mr. Seider writes:

"In spite of the provisions of the contract now in use, the Film Boards of Trade have organized what they call a 'Credit Committee' for the sole purpose of forcing the purchasers of theatres to assume contracts even though they had not assumed them."

Mr. Seider's letter indicates that he bases his chief contention upon the ground that it is up to the Film Boards of Trade, the accepted medium for arbitration, to pass upon the merits of such a situation which in the new form of contract, according to the Business Manager, provides that "where a purchaser of a theatre accepts an assignment in writing and the assignment is consented to by the distributor, then the seller is relieved from responsibility."

In reply to this complaint, Gabriel Hess, general attorney for the Hays Organization wrote Mr. Seider a letter of which the following paragraph may be considered a summation:

"Abuses and unfair practices have reached such an extent that losses running into the hundreds of thousands of dollars were sustained by the distributors of motion pictures. These abuses became so prevalent it was common talk in the industry that all an exhibitor had to do to avoid his uncompleted contracts was to transfer his theatre."

Seider immediatetly responded to the explanation by the Hays' attorney with the declaration:

"It is apparent that the intent as indicated by the language of the rules and regulations for the establishment and operation of the Credit Committee is not carried out by the Credit Committees. Distributors of motion pictures have grasped the opportunity to force the acceptance by theatre owners of contracts which they had not assumed. Surely, it is fairer that the Arbitration Boards, under the Uniform Contract, determine whether a theatre owner is guilty of such practice or not, in preference to your Committees arriving at a determination.

P. D. C. Lodges Complaint Against N. J. House

A complaint was recently filed with the Arbitration Board by Producers Distributors Corporation against Doughty's Pier, Cape May, N. J., charging that of the thirteen pictures booked by the pier owners last summer only two were played during the year. The house closed at the expiration of the resort season in September. In order to establish a claim, a picture was shipped to the pier owners in February but could not be accepted or played. A claim for the original booking contract price was filed with the Board, and after considerable discussion it was decided that inasmuch as the theatre had been closed, the owners could not be compelled to pay for the eleven pictures not played. It was ruled, however, that upon the opening of the house next summer the eleven remaining pictures on the schedule must be played and paid for.

"The Flaming Frontier" Premiere April 3

FINAL arrangements have been completed for the premiere of "The Flaming Frontier," Universal's epic of the West, which will take place at the Colony theatre, New York City, on April third at Midnight. The lobby of the theatre has been converted into a wigwam with a number of real Indians bivouacked there, and an electric sign of huge proportions has been placed on the front of the theatre.

Gold tickets have been sent to the invited guests and the regular admission for the evening for the few remaining tickets has been set at five dollars. Celebrities in all walks of life are expected to attend the premiere.

Canadians Will Aid Work on "Trail of '98"

Through Raymond S. Peck, the Motion Picture Bureau of Trade and Commerce at Ottawa has offered its full cooperation to Clarence Brown, the director, for the filming of the Robert W. Service story, "The Trail of '98." Government agents are investigating housing and transportation conditions in order that Brown might have full details before moving a large group of players and equipment to the Canadian Northwest. Production of the story is planned to begin within the next three weeks.

Donald Crisp Will Direct Vera Reynolds Film

Vera Reynold's first starring vehicle for Cecil B. De Mille, "Sunny Ducrow," will be directed by Donald Crisp. Crisp was one of the earliest directors having deserted grand opera as early as 1907 to become an actor in the films where the years of experience gained stood him in good stead during the years of his directorship.

Jannings Feature Released as "Three Wax Men"

When the Emil Jannings starring vehicle, recently purchased by Edwin Miles Fadman, is given its general release next September it will bear the title of "The Three Wax Men" instead of the title it bore when produced in Europe which was "The Three Wax Works."

"Morganson's Finish" Now in Production

The Jack London story, "Morganson's Finish," is now in the coure of production. The cast includes Anita Stewart, Mahlon Hamilton, Johnnie Walker, Victor Potel and others. The picture is to be released by Tiffany Productions, Inc., early in May.

"Flaming Forest" Script Being Completed

The scenario of James Oliver Curwood's story, "The Flaming Forest" is being finished by Waldemar Young at the Metro-Goldwyn-Mayer studios. This is a Cosmopolitan production under the direction of Reginald Barker.

Associated Gives New Service

Installing New Recording System in Branches for Aid of Exhibitors

ASSOCIATED EXHIBITORS is installing a new recording system in its branches to aid exhibitors, and facilitate the handling of individual accounts in each territory. The new system will make possible an instantaneous and all-inclusive survey of any situation in the country.

E. J. Smith, General Sales Manager of Associated Exhbitors, Inc., is responsible for the innovation in exchange operation.

Associated Exhibitors are detailing a man from the home office who has made a thorough investigation of exchange operation from both the home office and branch viewpoints, to establish greater coordination of effort between the managerial centers and sub-divisions of the company. They are aiming to eliminate all unnecessary and usless records and install a system which will reveal the exact state of any exhibitor's account at a glance.

To head the Exhibitor Service, Mr. Smith selected H. C. Borger, who takes the title of Chief Auditing Booker of Associated Exhibitors. During the next few months Mr. Borger will visit every exchange operated by Associated Exhibitors, Inc., for the purpose of going over each account listed and instructing the local booker as to its proper handling after a study of the conditions that exist in the locale. Showmen in all parts of the country will, as a consequence, enjoy a protection and a consideration that will practically guarantee the successful presentation of all pictures for which they contract.

Bonus to be Awarded for Summer Sales Drive

The sales cabinet of First National announces that a bonus of one week's salary will be paid to the employees in the three branches whose gross billings for the thirteen weeks summer sales drive show the highest percentage against quota. To the employees of all other branches whose billings exceed the quota, a bonus of one week's salary will also be paid.

Warner Baxter Signed for "Mismates"

Warner Baxter has been signed to play opposite Doris Kenyon in "Mismates" which Earl Hudson will produce for First National release. Charles Brabin is directing and production was started on April 5th. Nicholas T. Barrows has been engaged as comedy instructor.

You'll want
your bit o'
Sunshine
Next Week
You'll
Get It!
COMING
SOON!

Gene Tunney

Gene Tunney, Heavyweight Championship Aspirant, Signed by Pathe

PATHE announces the signing of Gene Tunney, contender for the heavyweight championship of the world to play the leading role in a serial film to be placed in immediate production. Tunney and his Manager Billy Gibson leave for the Coast this week where production plans are already under way for the ten-chapter film play. Assistant General Manager J. E. Storey of Pathe, will supervise the making of the Tunney serial. Frank Leon Smith is responsible for the scenario and Spencer Bennett is expected to wield the megaphone. The details concerning the story have not been made public but it is understood that Tunney will portray a red-blooded ex-marine whose physical prowess aids him in thwarting all obstacles and upholding the reputation of the marines.

The new Pathe serial star is known in private life as James Joseph Tunney. He is twenty-seven years old, having been born in Perry Street, New York City on May 25, 1898. He was educated in the public schools of New York and graduated from high school.

First National in South

Depinet Announces Plans to Open New Exchange in Memphis—Divides Territory

ANNOUNCEMENT that First National will open a new branch exchange in Memphis, Tenn., as soon as suitable quarters can be obtained there, was made this week by Ned E. Depinet, southern sales manager of the company. The move, it is explained, is made in response to the needs of the territory and as a means of facilitating service to exhibitors in the districts covered by the new branch.

The arrangement will bring about a re division of the territory. The Memphis branch will absorb part of the territory now served by the St. Louis, Dallas, New Orleans and Louisville branches. Service going out of Memphs will cover all of Arkansas, Tennessee, west of the Tennessee River, Northern Mississippi and part of northwestern Alabama.

Contracts for the erecton of an exchange building will be closed this week. It is hoped that the new building will be ready for occupancy within ninety days.

W. E. Callaway, supervisor of the southern territory, will be in charge of the launching of the new branch and the installation of the office staff.

H. D. Parks, salesman of the Dallas branch, covering Arkansas and H. S. Bowman, who covers Memphis and western Tennessee, out of Louisville, have been assigned to the Memphis exchange. Other appointments will be made soon.

With the new branch First National will have forty exchanges in all, others being at Albany, Atlanta, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Denver, Des Moines, Detroit, Indianapolis, Kansas City, Los Angeles, Louisville, Milwaukee, Minneapolis, New Haven, New Jersey, New Orleans, New York, Oklahoma City, Omaha, Philadelphia, Pittsburgh, Portland, St. Louis, Salt Lake City, San Francisco, Seattle, Washington, Calgary, Montreal, St. John, Toronto, Vancouver, Winnipeg and Mexico City.

Third semi-annual banquet of the Memphis-Little Rock Film Board of Trade at the Hotel Claridge, Memphis, March 20th. Talks given included "Why We Should Boost Memphis as a Film Centre," Pres. C. E. Hilgers, Paramount; "Fire Prevention," W. E. Sipe, Universal; "Good Accomplished by Film Board," J. L. Franconi, F. B. O.; "Changes in Theatre Ownership," C. E. McKean, Fox; "Why I Think the Memphis-Little Rock Board is Best," Alma A. Walton, secretary, and a talk by Hank Hearn, southern district manager for Associated Exhibitors.

Universal District Sales Meet at New Orleans This Week

In accordance with the plan to hold district sales conventions instead of the national gathering as heretofore, the Universal sales heads this week are conducting a meeting in New Orleans. Branch managers, salesmen, exploiteers and accessory men from the southern branches are in attendance at the convention, which is being held under the supervision of Ralph B. Williams, sales director of the district.

The convention follows similar meetings held recently in Detroit and Chicago. Next week the Los Angeles convention will take place.

The New Orleans meeting was held in the Roosevelt Hotel in that city. The offices represented are New Orleans, Atlanta, Charlotte, Dallas, Jacksonville, Memphis, El Paso, and Oklahoma City. Among the home office executives present with Williams in New Orleans are Julius Singer, sales manager for Short Product; Joseph Friedman, sales manager for Reginald Denny Productions, and Dave Bader, manager of advertising accessories for Universal.

Fire Destroys Two Theatres in New Brunswick, Canada

Two of the leading theatres of Moncton, N. B., were destroyed and a volunteer fireman was killed by the crash of a falling wall when fire swept the Capitol and Empress Theatres early on the morning of March 26. The origin of the fire is unknown. Flames were first discovered in the Capitol Theatre, leaping high into the air as the fire department arrived on the scene. The fire quickly spread to the Empress Theatre which was on an adjacent site and both houses were soon in ruins. The theatres were operated by the Eastern Amusement Companies of Moncton. Alexander Torrie, manager of that concern, estimated the loss at more than $200,000.

Greiver, Lieber Turn Over Interests to New Co.

Robert Lieber and John Servaas, both of the H. Lieber Company, have completed a deal with S. B. Greiver of Greiver Productions, Chicago, whereby the interests of the H. Lieber Company and the Indiana interests of Greiver Productions were taken over by The Mid West Film Company, a corporation newly organized in the State of Indiana.

John Servas remains in charge of the sales activity of the new corporation and becomes its secretary and treasurer. He will retain his present offices at 218 Wimmer Building, Indianapolis. S. B. Greiver was elected president of the Company.

British Film Personality Sails for New York

Jeffrey Bernard, prominent figure in the British film industry, sailed Tuesday, March 30th on the Leviathan for New York, where he will stop at the Algonquin Hotel.

He is taking with him six two reelers of Donaghue pictures feating Stephen Donaghue, England's premier jockey, which have attained considerable success in that country. Also a print of "The Last Days of Pompeii," a Continental picture which will be shown in England in a few days.

"Up in Mabel's Room" Goes as Special

FOLLOWING several conferences between executives of Producers Distributing Corporation and Charlie Christie relative to the Al. Christie features for the current and coming season, it was decided to withdraw the production of "The Champion Lover," the third Christie on the current schedule, in order to accommodate the release of the special now being filmed from the stage farce "Up in Mabel's Room."

Upon the acquisition of Marie Prevost by Metropolitan Pictures under a contract that made her services available for the leading role in "Up in Mabel's Room," it was decided to produce this subject at once and release it as a special to be sold separately, immediately upon completion.

Cast of Monta Bell's "The Boy Friend" Enlarged

The supporting cast of Monta Bell's new production for Metro-Goldwyn-Mayer, "The Boy Friend," a story of small town folk, has been augmented by the addition of Estelle Clarke, Virginia Bradford, Walter Tennyson, Otto Hoffman, Archie Burke, Edgar Norton, Ruth Hanforth, Dorothy Seay, Aileen Manning, C. Gelbert and Evelyn Atkinson. The leading roles are being played by Marceline Day, Johnnie Harron, Gertrude Astor, Elizabeth Patterson, Maidel Turner and Gwen Lee.

Johnnie Walker Added to "Old Ironsides" Cast

Johnnie Walker has been engaged by Paramount to play the part of Stephen Decatur in the historical film "Old Ironsides" now being produced by James Cruze. The story was dramatized by Laurence Stallings from material prepared by Walter Woods and Henry Carr. The cast already consists of Wallace Beery, George Bancroft, Esther Ralston, and Charles Farrell.

Morning Shows at Warner Theatre Easter Week

Warner Brothers have decided to give morning shows which will start at ten-thirty next week in order that children may get a chance to see Rin-Tin-Tin in person in connection with "The Night Cry" his latest starring picture which will play the Warner theatre, New York during Easter week, starting Monday morning, April 5th.

Author of "Clinging Vine" Leaves for Hollywood

Zelda Sears, author of "The Clinging Vine," left New York on March 25th, for Los Angeles to assist the De Mille writers in the adaptation of her story for Leatrice Joy's next starring vehicle.

Crosland to Again Direct John Barrymore

Alan Crosland has again been chosen to direct John Barrymore in his third production for Warner Bros., as yet untitled. Crosland also directed Barrymore in "Don Juan."

"Uncle Tom's Cabin" Revised

Director Pollard Will Change the Story to Avoid Offence to Any Part of Country

DUE to being stricken with influenza while on location at Plattsburgh, New York, where he was filming scenes for "Uncle Tom's Cabin," Harry Pollard, who is directing the Universal production, has been forced to return to the city for medical treatment. The unit will continue work at Plattsburgh under the direction of Pollard's assistant director Messenger.

To avoid offending any particular section of the country, Pollard has revised the Stowe epoch-making narrative in such a way that it will exert a direct and powerful appeal upon those who considered the book in its original form savored of propaganda. Regarding the changes he and A. P. Younger, Universal scenarist, have made in the Harriet Beecher Stowe narrative, Pollard says:

"In our picture of 'Uncle Tom's Cabin' there will be no vindictiveness, no spite. Yet I shall stress one fact: that men like Simon Legree—against whom Mrs. Stowe's diatribe was justly directed—were not Southerners, but actually were speculators in human chattles who came from an entirely different section of the country. It was men like Legree, Haley, Marks and Loker who caused the Negro his most cruel suffering—not the Southern plantation owners. The true Southerner was and is—and the Negro will be the first to bear me out in this—kindly, considerate and, in short, the Negro's best friend. It was not until men like Legree came below the Mason-Dixon line to exploit the slaves, that the term 'massa,' changed from an affectionate word to one denoting a cruel, tyrannical oppressor."

Paul E. Perez, of Universal's Home Office Publicity Department, has been assigned to do special publicity work with the "Uncle Tom's Cabin" company now making under the direction of Pollard.

Tiffany Planning Ad Campaign

Hoffmann Announces Vigorous Drive Will Be Used to Launch 1926-27 Productions

ANNOUNCING a production schedule of 20 feature productions for the 1926-27 season, M. H. Hoffman, vice-president of Tiffany Productions, Inc., stated that plans have been made whereby that company will expend a considerable sum in advertising to launch the schedule for the coming season. There will be a concentrated effort, he states, to sell the Tiffany product to the theatre going public and that the ad campaign will be carried through the medium of the trade press, daily papers and other media.

The schedule announced by Tiffany as the "Twenty Tiffany Gems,' will be franchised and distributed nationally through exchanges of the company. Titles of the first ten features are: "That Model From Paris," "Flaming Timber," "Fools of Fashion," "The Tempest," "One Hour of Love," "Wives," "Sin Cargo," "Squads Right," "The Steeplechase" and "The Tiger."

In speaking of the plans as mapped out by the Tiffany organization for the coming year, Mr. Hoffman said:

"During 1925-1926 we conclusively showed to the exhibitor and to the general public that the Tiffany organization did not stop at cost and effort in the production of their pictures. For the coming year even a greater amount of money is to be spent on the Twenty Tiffany Gems to make them outstanding productions, both in the independent and national field. We intend to make the name 'Tiffany' one to reckon with in the motion picture industry."

William C. de Mille, who is joining the ranks of producer-directors for Producers Distributing Corporation, and will start his first production shortly.

William De Mille Joins P. D. C. Organization

An official announcement from the De Mille studios confirmed this week the rumor that William De Mille would follow his brother, Cecil B., into the ranks of the independents. Upon the completion of "The Runaway," featuring Clara Bow, William De Mille moved from the Famous Players studio to the De Mille studio where he is now making preparations to direct Leatrice Joy in an original story by Lenore Coffee, "For Alimony Only," to be released by Producers Distributing Corporation.

Since 1918 when he turned his attention from the stage to the screen William De Mille has directed some fifty pictures for Famous Players.

Scenes from "Oh, Baby," an Al Lichtman production released through Universal.

Excellent Outlook for Summer

First National Sales Managers Back From Trip Report Exhibitors Ready to Beat Slump

NED MARIN, western sales manager, and Ned Depinet, southern sales manager for First National who have just returned from a trip through their respective territories report that exhibitors evince a more enthusiastic attitude in getting ready to combat the summer slump in business.

Exhibitors are beginning to realize that the type of house erected during the past few years is adequately ventilated and provides comfortable surroundings no matter what the temperature, say Marin and Depinet. All that is needed now to keep the exhibitor on his toes during the hot months is an assurance of a supply of good pictures.

"On no previous trip through the West," said Mr. Marin, "have I found exhibitors so keenly interested in the product to be supplied them during the summer. The one fear seemed to be that companies would withhold their best pictures as too frequently has been the case in the past. It happens that First National is in a strong position this year with a number of the finest pictures on its entire program reserved for the Spring and Summer. When I told exhibitors that we would have two more Colleen Moore pictures, two more Corinne Griffith, two Richard Barthelmess, one Milton Sills and two Robert Kane productions, they were encouraged to go after business in an aggressive fashion regardless of the season."

Visiting twelve branches in the Southern territory, Mr. Depinet conducted meetings and conferred with leading exhibitors, whom he found to be greatly interested in the forthcoming product of First National. "Generally speaking, business seemed to be better than a year ago at this time," said Mr. Depinet, "and exhibitors are confident that they can keep it on the up-grade if they are supplied with the right sort of box office pictures. I found a demand for early bookings of 'Irene' and 'Kiki,' also 'Tramp, Tramp, Tramp.' Another picture that exhibitors seem anxious to see is 'The Greater Glory.'"

Charlie Murray Comes East to Act in "Mismates"

On Tuesday, March 30th, Charlie Murray arrived in New York from Hollywood to play a comedy role in "Mismates," an Earl Hudson-First National production to be filmed at the Eastern studios. The story written by Myron C. Fagan will have Doris Kenyon, Warner Baxter and Philo McCullough in the cast and will be directed by Charles Brabin.

M. G. M. Signs H. B. Warner for "The Temptress"

Irving G. Thalberg, studio executive of Metro-Goldwyn-Mayer, has signed H. B. Warner to a contract to play as Fontanoy in the Cosmopolitan production of "The Temptress" under the direction of Maurice Stiller. Warner is a veteran both of the stage and screen.

Hal Roach Lot is Scene of Great Activity

The production of four comedies and the signing of directors of note indicate busy times at the Roach comedy lots. Supporting Glenn Tryon in "Ukelele Shieks" his current release for Pathe are Martha Sleeper, Mack Swain, Vivian Oakland, Bull Montana, Jimmie Finlayson and Helen Gilmore. For the Tryon comedy following this, "Say It With Babies" now in the editorial stage, Hal Roach has selected Eva Novak for the leading feminine part.

"Long Fliv the King," Charley Chase's new comedy under the direction of Leo McCarey, presents a mythical kingdom plot with Fred Malatesta, Max Davidson and Martha Sleeper in the cast. Following the completion of "Uncle Tom's Uncle," a burlesque of "Uncle Tom's Cabin" and after a short vacation, the popular "Our Gang" is back at work again under the direction of Robert McGowan.

F. Richard Jones, director-general has secured the services of Beatrice Van, well known writer, and Jerome Storm feature director of .note, as members of his staff. Jones declared, "Big players in comedies would be a loss without the best in direction, stories and sets as a background for their work.

"Lord Hokum" Title of New Horton Feature

Samuel S. Hutchinson has definitely decided upon "Lord Hokum," as the title of the next Edward Everett Horton comedy feature which is now being directed by Llyod Ingrahm at the Associated studios in Los Angeles. The cast selected by Hutchinson and Ingrahm include Dorothy Devore, Frank Elliot, Otis Harlan, Kay Deslys, Edythe Chapman and Margaret Campbell. The continuity for "Lord Hokum" was prepared by Beatrice Van.

Production is Started on "Duchess of Buffalo"

Production on "The Duchess of Buffalo," Constance Talmadge's new starring vehicle, was started this week at the West Coast studios of First National. Sidney A. Franklin is directing and Walter Pidgeon is playing opposite the star. Miss Talmadge has another light comedy role in this story by Hans Kraly for which Raymond L. Schrock and Edward Clark wrote the continuity.

Florence Vidor Given Starring Contract

FLORENCE VIDOR will be launched as a star in her next Paramount picture. Miss Vidor's starring contract was arranged under the direction of Jesse L. Lasky and was announced by Hector Turnbull and B. P. Schulberg, associate producers at the organization's West Coast studio.

Turnbull will be in charge of the new star's productions. Filming of her first stellar vehicle, "Love—the Magician," will begin in about a month under the direction of William Wellman. The story was written especially for her by the Hungarian dramatist, Ernest Vajda. Benjamin Glazer and the author are now at work on the screen treatment.

Fox Lines Up Stories for Tom Mix and Buck Jones for New Season

Fox Films, during the 1926-27 season, will give the screen a series of Tom Mix and Buck Jones productions, plans for which are now being made. Authors have been engaged to write special stories to fit the personalities of these stars and many of the leading novels and short stories have been purchased.

Among the authors who are at work on Special stories or who have contracted to write them are Adela Rogers St. Johns, Jackson Gregory, J. Allan Dunn, Gerald Beaumont, Shannon Fife, Charles Darnton, Max Brand and John Stone.

Mix has just finished work on "Hard Boiled," one of Shannon Fife's stories, while Jones has completed production on "30 Below Zero," an original story by John Stone.

On his return from Europe Jones will start work on Stone's screen version of Max Brand's story "Dark Rosaleen."

Mix will begin on James Bell Smith's script of "Dead Man's Gold," a drama of desert treasure, adapted from a novel of the same name by J. Allan Dunn.

Darnton is at work on a screen history of the life of Kit Carson as Jones' fourth effort and Gerald Beaumont is writing "The Silk Hat Cowboy" for Mix.

George Marion to Title Next Valentino Film

George Marion, Jr., has been chosen to title "The Son Of The Sheik," the forthcoming Valentino film. This will the third United Artists release so to be titled by Marion.

Some of the tense scenes in "Yellow Fingers" the Fox Film Company production.

Paramount Has 12 in Work

East and West Coast Studios Working at Top Speed on Current Productions

PARAMOUNT'S east and west coast studios are busily engaged in the making of scenes for the pictures on the current program. At the Lasky studio in Hollywood, Pola Negri, Raymond Griffith, Allan Dwan are working on new productions and James Cruze with his "Old Ironsides" company and Herbert Brenon who is producing "Beau Geste" are on location.

Cruze has anchored his fleet on the Pacific twenty miles off Los Angeles harbor and Brenon is somewhere in the Arizona desert with 1,750 people taking exteriors for his latest picture.

Pola Negri, Tom Moore and Ford Sterling are hard at work on "Good and Naughty" at the Lasky studio under the direction of Mal St. Clair, and Raymond Griffith is busy with his "Wet Paint" unit under the direction of Arthur Rosson.

John Waters is engaged on his first directorial assignment "Born to the West" in which Jack Holt, Arlette Marchal, Margaret Morris and Raymond Hatton play the featured roles.

Preparations are under way for a series of productions, among them "The Rough Riders," "Mantrap," and "The Wedding March."

"Padlocked," made by Allan Dwan with Lois Moran in the lead, has just been completed and is in the cutting room.

At the Long Island studio production is equally as active. The interior sets of five pictures fill almost every nook and corner on the two mammoth stages. D. W. Griffith is making his special production of Marie Corelli's book, "The Sorrows of Satan." In the cast are Adolphe Menjou, Carol Dempster and Ricardo Cortez.

Richard Dix is busy on his next comedy, "Take a Chance," under the direction of Gregory La Cava. W. C. Fields and his unit have returned to the Astoria studio from Florida where exteriors were made for "It's the Old Army Game." This is the stage comedian's first stellar vehicle.

Bebe Daniels is still in Florida making scenes for the Byron Morgan story, "The Palm Beach Girl," under the direction of Erle Kenton. The company will return to the studio within a few days. The illness of Gloria Swanson has delayed somewhat production on "Fine Manners." She has opposite her Eugene O'Brien, and Lewis Milestone is directing.

"Flying High" Next Lumas Release for Fairbanks

The next William Fairbanks picture is entitled "Flying High" Fairbanks has been resting after completing "The Mile A Minute Man" and will start this second of a series of action pictures which Camera Pictures are making for Lumas release in the near future. The story is an adaptation of William Henry Cook's magazine story "The Watchman Of The Sky."

Titling of Sierra Comedy Nearly Completed

The titling of "Keep Going" the second of the Sierra Picture comedy dramas starring Earl Douglas is now being completed by J. D. Trop.

Scenes from "The Night Cry" a Warner Brothers production starring the "Wonder" dog, Rin-Tin-Tin.

"Pleasures of the Rich" is the title of a new Louis Gasnier feature for Tiffany Productions. These scenes are taken from the picture.

Seven in Production for P. D. C.

First Starring Vehicles for Jetta Goudal and Vera Reynolds Included in New List

SEVEN productions of the forty planned by Cecil B. De Mille and William Sistrom for the current year's schedule have been put in work, four at the De Mille studio and three at the Metropolitan. These will be turned over to Producers Distributing Corporation for distribution when completed.

Filming has been started on "Sunny Ducrow," a novel by Henry St. John Cooper which Elmer Harris adapted for the screen. This will serve as the first starring vehicle for Vera Reynolds. Donald Crisp is handling the direction and the supporting cast includes Edmund Burns, Zasu Pitts, George K. Arthur and Ethel Clayton.

Priscilla Dean is about to start work on "The Speeding Venus," her next production for Metropolitan. Robert Thornby is directing the Welford Beaton story with a supporting cast including Johnny Fox, Robert Frazer, Dale Fuller [illegible] Rinder.

Jetta Goudal started work this week on "Risky Business," a story by Jeanie Macpherson and Garrett Fort. William Boyd will play opposite the star and the supporting cast includes Jimmy Adams, Robert Edeson, and Junior Coghlan. Frank Urson is directing.

Joseph Schildkraut's first starring vehicle "The American Sex" is scheduled to start immediately at the Metropolitan studios under the direction of Joseph Henaberry. The story is an adaptation by Jane Murfin of Frank Adam's novel. Paul Sloane will direct Leatrice Joy's next production "The Clinging Vine," an adaptation of Zelda Sear's musical comedy prepared for the screen by Rex Taylor.

Rod La Rocque is to start production within a week on his next starring vehicle, an adaptation by Garret Fort of Edna Ferber's story "Gigolo." William K. Howard will direct. Seena Owen will be starred in "The Flame of the Yukon" on which production will be started soon at the Metropolitan studio. The story is by Monte Katterjohn and Finis Fox and Will Ritchey did the adaptation. George Melford will direct.

Harry Carey Pathe Western Nearing Completion

The Charles R. Rogers production, "Satan Town" which is being made by the Harry Carey Company is nearing completion. The picture serves to introduce Kathleen Collins who is a discovery of Rogers and Director Edward Mortimer expresses himself as well pleased with her work. "Satan Town" is by Jack Boyle and has a supporting cast including Charles Clary, Ben Hall, Trilby Clark, Richard Neill, Charles Delaney and Ben Hendricks, Jr.

P. D. C. Will Release Ralph Ince Version of London's 'Sea Wolf'

John C. Flinn, vice president and general manager of Producers Distributing Corporation, announced the closing of a contract this week between P. D. C. and the Ralph W. Ince Corporation, for the release of "The Sea Wolf" as adapted from Jack London's story by J. Grubb Alexander and produced under the direction of Ralph Ince who also plays the leading role in the production.

It will be recalled that the first screen presentation of "The Sea Wolf," produced fourteen years ago, created a furore with Hobart Bosworth playing the leading role of Wolf Larsen. Eight years later, in 1920, this story repeated its triumph when produced by Famous Players-Lasky with Noah Beery and Dick Dalton in the leading roles. And now, after a lapse of another six years the melodramatic virility of the subject has again brought it to the screen in a lavish production by Ralph Ince.

In rearranging "The Sea Wolf" for its third picturization, J. Grubb Alexander availed himself of the assistance of Mrs. Jack London while preparing the script, and later Mrs. London cooperated with Mr. Ince during the entire filming of the picture. Mrs. London's suggestions resulted in Ralph Ince personally playing the part of Wolf Larsen and the selection of Claire Adams, Mitchell Lewis, Snitz Edwards and Theodore Von Eltz for the supporting cast.

Talmadge Starts Work on "The Better Man"

Work has been started at the Universal studios on "The Better Man" in which Richard Talmadge is starred. The story is an adaptation by Arthur Statter of a comedy-drama written by Clifford Howard and Burke Jenkins, and will be directed by Scott Dunlap.

Enid Gregory has the feminine lead and other principals in the cast are Margaret Campbell, John Steppling, Charles Mailes, Herbert Prior and Percy William. Albert Matzetti is assistant director and Jack Stevens, cameraman. The production is for F. B. O. release.

Allan Dwan Now at Work Cutting "Padlocked"

In about two weeks Allan Dwan expects to complete the cutting and editing of "Padlocked," his current picture for Paramount, which was adapted from Rex Beach's latest novel.

Paramount to Produce Anita Loos Story

"GENTLEMEN Prefer Blondes," the novelette by Anita Loos has been purchased for screen production by Paramount. A stage version of the comedy is now in preparation by Miss Loos and John Emerson for early presentation on Broadway.

The entire field of feminine stars is being combed by Mr. Lasky and his staff to fill the two important roles of the Heroine, who is nameless but christened by one of the characters as The Lorelei, and Dorothy, her girl friend.

Warners Start Production on Two Pictures

On March 25th Lubitsch started actual production on "Revillon" the last of the continental comedies which he will direct for Warner Bros. Patsy Ruth Miller and Monte Blue have been selected for the leading roles while the other members of the cast who were already chosen are Lilyan Tashman and Andre Beranger. This title "Revillon" is but temporary.

On the same day "The Footloose Widow," a sequel to "His Jazz Bride" went into production at the Warner West Coast studios. It is an adaptation of a newspaper serial by Beatrice Burton. Additions to this cast announced by Jack Warner are Jane Winton, Jason Robard and Douglas Gerrard.

The remaining pictures to be gotten under way after the completion of "The Footloose Widow" are "The Passionate Quest," "The Social Highwayman" and "Broken Hearts of Hollywood."

Audience Test Given "The Prince of Pilsen" in N. Y.

Last Monday evening, March 29th, Producers Distributing Corporation subjected "The Prince of Pilsen" to an audience test at the Symphony Theatre on Broadway and 95th Street, New York City, with the result that John C. Flinn and W. J. Morgan have gone on record with the prediction that the "Prince of Pilsen" will register one of the most decisive hits of the year. This is an A. H. Sebastian special Belasco production.

Scenes from "Red Dice" a Cecil B. DeMille production released through Producers Distributing Corporation.

Two Stories Purchased for Screen by M-G-M

Metro-Goldwyn-Mayer last week purchased two stories for screen production, namely "The Rivals" by Mary B. Mullett and "Shadow Lane" by Edmund Goulding. The authoress of "The Rivals" is well known for her magazine stories while the name of Edmund Goulding is familiar to the industry through his directorial work for Metro-Goldwyn-Mayer.

Dorothy Devore to Play Lead in "Senor Daredevil"

Charles R. Rogers has signed Dorothy Devore to appear opposite Ken Maynard in "Senor Daredevil" which Rogers is producing for First National release. This is Roger's first production for First National under his contract and it also marks Miss Devore's first appearance in a picture for that company.

Sid Saylor Contracted to Stern Brothers

SID SAYLOR has been signed to a long term contract by Stern Brothers and his first work will be the role of George in the "Let George Do It" series of two reel comedies which the Stern Brothers will release through Universal. The series will be released about one a month during the 1926-27 season.

Stern Brothers announce that they will vigorously prosecute any or all companies claiming to have Saylor under contract to make comedies as the Sterns state Saylor is definitely tied up with them for several years.

Increase Fox Shorts Schedule

Eight Novelty Comedies Added—Marshall Ascribes Move to Success of Laugh Month

INCREASED demand for short features, traceable to the success of the "National Laugh Month" drive last January, has decided the Fox company to add eight novelty comedy productions to the schedule which has been planned for the current season. Announcement of the increased program of short features was made by George Marshall, comedy director-general of the Fox West Coast Studios.

Laugh Month was the first concerted effort to bring to the attention of theatre patrons all over the United States the laugh producing value of short comedies and the exploitation work was more than justified by the increase in patronage, says Marshall.

"However," said Marshall, "unless we make good comedies all the exploitation in the world won't put them over. We are making clean, wholesome comedies, with a story. The greatly increased business this year proves that we are on the right track."

The eight comedies which will be added to Fox Films schedule for 1926-27, will make the season's total fifty-two instead of forty-four. The Van Bibber, Helen and Warren, O. Henry and Imperial comedies will be continued.

The first of next season's O. Henry's will be "The Lickpenney Lovers." "Rah-Rah, Heidelberg," the last of the 1925-26 season's Van Bibbers has just been finished. It will be followed by "The Swimming Instructor," with the same cast, as the first for 1926-27.

"The Family Picnic" starts the 1926-27 year for "The Married Life of Helen and Warren." "Easy Payments," with Miss Perry and Cooley in the leads, will follow "The Family Picnic." "Eight Cylinder Bull" starts the Imperial comedies on their way for 1926-27.

Christie Comedy Stars Off on Annual Tours

Now that all the Christie comedies for the season have been filmed, (the last of them are being prepared for release by Educational) some of the participants in them have turned their attention to other things.

Bobby Vernon has taken his wife and small daughter to Honolulu for a stay of two or three weeks, while Bill Watson, who directed Vernon's last comedy for the season, and Mrs. Watson, have sailed for Vancouver, B. C. Walter Heirs is doing personal appearances in Boston, Chicago, Milwaukee, Nashville, Reading and Harrisburg.

Bill Dooley, with his vaudeville partner, Frances Lee, have gone to the San Francisco Orpheum for a week.

Casting for "The Galloping Cowboy" Completed

Bill Cody's initial starring effort for Associated Exhibitors has been completed. The leading feminine role will be played by Florence Ulrich, sister of the Belasco star, while others in the cast will be Edmund Cobb, Alex Hart, Barney Gilmore, Richard Cummings and David Dunbar. William J. Craft will direct his original story by Adele Buffington and production is scheduled to start this week.

E. J. Smith, A. E. Sales Chief Leaves for West

E. J. Smith, general sales manager of Associated Exhibitors left New York for a trip of five weeks during which time he will visit the Pacific Coast and exchanges in the west. Cities on his list include Chicago, Omaha, Des Moines, Minneapolis, Salt Lake City, Butte, Portland, Seattle, Los Angeles and San Francisco. He will make a survey of various territorial conditions with a view of increasing sales and solving distribution problems that have arisen in several centres. While in Los Angeles he will visit the Associated studios and confer with various coast officials.

Publix Denies Report of Short Subject Buying

The Publix Theatres Corporation has issued a denial of the report published in a daily film trade paper at the time of the recent Atlantic City convention, to the effect that the company was planning to decentralize its buying of short subjects. The company has had no such plan in contemplation at any time, according to D. J. Chatkin, who is in charge of the purchasing of short subjects for Publix. The buying for all the company's theatres will continue to be done at the home office in New York.

Blythe of P. D. C. Sales Dept. Now in Mid-West

On March 25th David R. Blythe of the home office sales department of Producers Distributing Corporation left New York for a hurried trip through the mid-west territory where he will confer with district manages Robert Cotton, C. D. Hill and Cecil Marberry on deals that are pending in their respective territories.

Albany Representative of P. D. C. Promoted

Robert Mochrie of the Albany, N. Y., territory has been promoted by W. J. Morgan, sales manager of Producers Distributing Corporation, to the management of the Pittsburgh branch.

George A. Roberts, who has been appointed assistant to Fred C. Quimby, short subject sales manager of Fox Film Corporation.

George Roberts Wins Fox Promotion

As the first step in the expansion of his short subject sales force James A. Grainger has assigned George A. Roberts, veteran branch manager, special representative and film salesman, to the short sales department as assistant short subject saies manager for Fox.

In addition Mr. Grainger plans to allow Fred Quimby to organize his own staff of salesmen to handle nothing but the one- and two-reelers released by the Fox company.

Mr. Roberts joined Fox in 1920 and worked as a salesman out of the Cincinnati exchange for two years. His work there earned for him the position of manager of the Fox exchange in Washington, D. C., where he remained for more than two years. He was again promoted to the positon of special representative, working out of the home office in 1924, which work he was doing when Mr. Grainger assigned him to be Mr. Quimby's assistant.

New Corporations Given New York Charters

Motion picture companies incorporating in New York state during the past week, included the following, according to papers filed with the secretary of state showing the amount of capitalization and the names of the directors: Harold Amusement Co., Inc., capitalization not specified, J. T. Basseches, A. Perlstein, M. Schwartz, New York City; Till Amusement Corporation, capitalization also not stated, and having the same incorporators.

Stone Amusement Corporation, $20,000, L. C. Foreman, R. F. McKeown, Esther Abend, Brooklyn; Nayor Amusement Corporation, $10,000, Harry T., Elizabeth and Arthur Nayor, Yonkers; Waldron-Broadway Theatre, Inc., $5,000 Vernard H. and William H. Waldron, Mary E. Lovegrove, Haverstraw; Sun Pictures Corporation, $20,000, Sam Efrus, William F. Ashley, L. T. Abrams, New York City; Harrison Studios, Inc., capitalization not specified, Herbert Ascher, Rosalind Sattler, Fred Kalb, New York City.

Amusement Corp. of Penn. Declares Dividend

With the announcement made late in March by J. Mal Gillespie, secretary of the Chamberlain Amusement Enterprises, Inc., which operate a big chain of Pennsylvania motion picture and vaudeville theatres, that the board of directors had declared the regular quarterly dividend on the seven per cent preferred participating stock of the corporation, it was disclosed that the original stockholders have now received practically one hundred per cent on their original investment, in the form of dividend disbursements. The company has continued the unbroken payment to stockholders since incorporation.

It is regarded as significant that there was no break in the dividend record on this Chamberlain stock notwithstanding many of the theatres owned by the corporation were hard hit by the recent miners' strike of six months' duration.

The latest dividend was payable on April 1 to stockholders of record as of March 24.

New Jersey M. P. T. O. Win Power Rate Battle

Joe Seider, in his capacity as president of the New Jersey unit of the Motion Picture Theatre Owners of New Jersey announced the victory of the local theatre owners in their fight against the Public Service Electric and Gas Company of New Jersey. The winning of this power rate contest will mean the saving of thousands of dollars every year to the theatre owners of that state. Under the terms of the new agreement with one of the largest lighting companies of New Jersey current flowing through wires feeding arcs in New Jersey houses will be billed as "power rate" and not as the more expensive ratelight.

Rayart Head in Hollywood Planning Product

W. Ray Johnston, president of Rayart Pictures, arrived in Hollywood this week in company with Dwight C. Leeper, vice-president of Richmount Pictures, where they will remain for six weeks to confer with Henry J. Brown and other West Coast producers on product to be released by Rayart.

Snowdon Summers, of U. A., Dies Suddenly Here

Snowdon H. Summers, a prominent member of the United Artists' publicity department for several years, died suddenly on Sunday at his home, 115 West 104th Street, New York City, as the result of a heart attack following acute indigestion.

A veteran newspaperman, Summers came to United Artists about three years ago from the Evening Telegram, and handled trade paper and editorial copy. More recently he had been director of sales promotion literature. He left United Artists for a short time last year to accept a position as managing editor of the New York Bulletin, when that paper was founded, but returned to the film corporation a few months later.

Snowdon H. Summers, United Artists sales promotion director, who died this week.

Johnny Hines Doing Interiors in New York

Johnny Hines has returned from a five weeks' stay in Florida where he was engaged in filming exteriors for "The Brown Derby," his latest production for First National release, and he is now installed at the Tec Art studios in New York where he will make interior scenes. Production is expected to be completed within four weeks and the national release date has been set at July 4th.

U. A. Rents De Mille Studio For "Barbara Worth"

"The Winning Of Barbara Worth" a Samuel Goldwyn release through United Artists will be made at the Cecil B. De Mille studio. This was made known by De Mille after he had completed arrangements with Goldwyn for the renting of the studio for the filming of the Henry King production featuring Vilma Banky and Ronald Colman.

Screen Material Purchased by Metro-Goldwyn-Mayer

The Metro-Goldwyn-Mayer west coast studios have recently added to its list of writers and story material by the purchase of the pictures rights of "Gates of Doom" by Rafael Sabatini and William Anthony McGuire's current stage success "Twelve Miles Out." Marc Connelly has also been engaged to write an original screen story.

Cast for "The Temptress" Assembled

Roy D'Arcy and Armand Kaliz have been added to the cast of the Cosmopolitan production of "The Temptress." Others who were also added to the cast are Antonio D'Algy, Kathleen Key, and Alys Murrell. In the featured roles will appear Greta Garbo, Antonio Moreno and H. B. Warner.

"Altars of Desire" Next for Mae Murray

Under her new contract Mae Murray's next starring vehicle for Metro-Goldwyn-Mayer will be "Altars of Desire," a magazine serial by Maria Thompson Davies. It will be directed by Christy Cabanne, who acted in the same capacity in her last picture, "The Masked Bride."

"Totem Pole Beggar" to be Started Shortly

W. S. Van Dyke, who recently joined H. C. Weaver productions to direct the "Totem Pole Beggar" to be released by Associated Exhibitors, has announced that the locations have been chosen and production will start shortly.

"Desert Healer" Changed to "Old Loves and New"

Marion Fairfax has changed the title of her first production effort from "The Desert Healer" to "Old Loves and New." Lewis Stone and Barbara Bedford have the leading roles in this story by E. M. Hull, which is a First National release.

Johnny Burke Signed by Sennett

MACK SENNETT, Pathe comedy producer, announces the signing of Johnny Burke, vaudeville headliner, to a long time contract calling for his appearances in the Sennett comedies.

Burke concluded his vaudeville work with two weeks at the New York Hippodrome, and left for the West Coast on Monday.

Sanford Buys Two Stories for Production

Two stories to be used in the Sanford program for the coming season have been purchased by Frank M. Sanford, president of the company. The first "Money Buys Everything" is an original photoplay by Harold K. Stockton and the other "Under The Make-up" a stage play by Robert Mansfield.

Rayart Contracts for Ben Wilson Westerns

W. Ray Johnston, president of Rayart Pictures Corporation, has contracted for sixteen Ben Wilson Action Westerns, to be released during the coming season. They will be five-reel productions, eight of which will star Ben Wilson, while the other eight will feature Dick Hatton.

Leading Players Picked for "Forever After"

Lloyd Hughes and Mary Astor have been chosen to play the leading roles in "Forever After," an adaptation of the Owen Davis story which B. P. Fineman will produce as his first picture for First National release. Harmon Weight will direct.

Production Work on "The Dangerous Dude" Finished

Work on "The Dangeous Dude," starring Reed Howes, has been completed according to an announcement from the west coast studios of Harry J. Brown, who directed. Supporting the star are Dorothy Dwan, Bruce Gordon and Johnny Sinclair.

"Sunny Ducrow" Continuity Completed by Jevne

Jack Jevne, "Gagman," has just finished the continuity on "Sunny Ducrow," which will star Vera Reynolds. Jack Jevne was comedy constructor in "The Black Pirate," and more recently in "Eve's Leaves."

"Money Talks" Unit Returns to M-G-M Studio

The Archie Mayo company has returned to the Metro-Goldwyn-Mayer studios after spending more than a week at sea filming the Rupert Hughes' story "Money Talks."

Dorothy Sebastian Added to M-G-M Stock Company

Dorothy Sebastian, chorus girl, has been added to the Metro-Goldwyn-Mayer stock company.

Fox Film Appoint Many New Branch Managers

James R. Grainger, General Sales Manager of Fox Film Corporation, announces the following changes: Walter J. Price, formerly Fox Manager at Charlotte, assumes management of the Washington office. John Fuller, former salesman of the Charlotte office, has been appointed manager of that branch. Both the Washington and Charlotte offices, as well as Pittsburgh, are under the supervision of District Manager George W. Fuller. I. J. Schmertz, for years with the Fox organization at its New York exchange, has been appointed manager of the Albany office, replacing James F. Dermody, who has been transferred to another branch.

E. T. Gomersall, formerly manager of Minneapolis, has been appointed manager of the Indianapolis office, replacing George T. Landis, who has been transferred to another office.

Massachusetts Grants Two Charters During Week

Motion picture companies incorporated during the week totaled but two. They were the Lowell Community Theatres, Inc., and the Dedham Community Theatres, Inc. The Lowell Community Theatres was incorporated with 500 shares capital stock of no par value. Allan Robertson is president, Julia Troy, 941 Tremont Bldg., Boston, treasurer, and Nora E. Troy is clerk of the company. The Dedham Community Theatres was incorporated with capital of $100,000. Incorporators were Rupert C. Thompson of Newtonville, Mass., Thomas D. Gotshell, Joseph E. Downey, Charles P. Bell of Newton, Mass., and Thomas L. Goodwin of Newton Highlands, Mass.

Two Universal Serials to Start Production

The first two Universal serials which will go into production within a week are "The West That Was" and "The Fire Fighters." The first of these is a picturization of the autobiography of Buffalo Bill. In the cast are Elsa Benham, a former extra, whom assistant casting director Harold Dodds considers a "find." Robert E. Homans, Edmund Cobb, Wallace MacDonald, Grace Cunard, Howard Truesdale and Cuyler Suplee. Ray Taylor will direct. In "The Fire Fighters" Jack Daugherty will be starred and the cast will include Lafayette McKee and Wilbur McGaugh. The picture will be directed by Jacques Jaccard.

Albany Film Board of Trade Elections Due Soon

Nominations for next year's officers of the Albany Film Board of Trade will be posted in the near future as the annual election is slated for the fore part of May. Up to the present time no opposition has developed toward Alec Herman being reelected to the presidency of the Board. Howard Morgan, local manager for Educational, is vice-president, and Herman Stern, who recently resigned as manager for F. B. O. here, and has moved to Brooklyn, will be succeeded by someone else. It will be necessary for the Board to name a temporary treasurer at its next meeting to serve until the annual meeting.

: : : : "THE CHECK-UP" : : : :

"The Check-Up" is a presentation in the briefest and most convenient form of reports received from exhibitors in every part of the country on current features, which makes it possible for the exhibitor to see what the picture has done for other theatre managers.

The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third, the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage figure giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage ratings of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage — a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

No picture is included in the list which has not received at least ten reports.

Title of Picture	Number Exhibitors Reporting "Poor"	Number Exhibitors Reporting "Fair"	Number Exhibitors Reporting "Good"	Number Exhibitors Reporting "Big"	Average Percentage Value	Length
ASSOCIATED EXHIB.						
Introduce Me	—	1	13	5	75	5,980 ft.
CHADWICK PICT.						
Wizard of Oz	—	1	11	1	70	6,300 ft.
FAMOUS PLAYERS						
Adventure	1	11	29	7	66	6,602 ft.
Air Mail, The	2	5	35	6	69	6,976 ft.
American Venus, The	—	2	8	2	70	7,931 ft.
Ancient Highway, The	—	9	20	1	62	6,034 ft.
Any Woman	3	7	1	—	55	5,963 ft.
Are Parents People?	1	2	23	3	69	6,586 ft.
Beggar on Horseback	12	8	7	1	41	7,168 ft.
Best People	1	10	11	—	54	5,700 ft.
Charmer, The	3	2	13	3	64	6,076 ft.
Coast of Folly, The	3	15	22	4	59	6,840 ft.
Cobra	11	7	10	—	44	6,895 ft.
Code of the West, The	—	10	30	6	67	6,777 ft.
Crowded Hour, The	1	3	19	2	67	6,558 ft.
Dressmaker From Paris, The	2	7	23	12	71	6,186 ft.
Eve's Secret	3	8	19		57	6,338 ft.
Flower of Night	2	9	9	—	47	6,374 ft.
Golden Princess, The	—	12	16	3	61	6,395 ft.
Goose Hangs High, The	—	9	30	7	69	6,186 ft.
Grounds for Divorce	6	5	5	—	42	6,420 ft.
Hands Up	1	3	13	—	62	5,883 ft.
In the Name of Love	2	17	15	—	52	5,904 ft.
Irish Luck	—	2	15	2	70	7,008 ft.
King on Main Street, The	1	7	18	3	64	6,229 ft.
Kiss for Cinderella, A	7	6	16	2	55	7,816 ft.
Kiss in the Dark, A	2	10	18	1	58	5,767 ft.
Light of the Western Stars	—	9	35	9	70	6,859 ft.
Little French Girl, The	1	3	23	2	67	5,628 ft.
Lord Jim	2	9	11	1	55	6,702 ft.
Lost—A Wife	1	12	14	—	55	6,420 ft.
Lovers in Quarantine	1	9	15	4	63	6,570 ft.
Lucky Devil	—	1	35	10	76	5,935 ft
Madame Sans Gene	8	11	19	4	55	9,994 ft.
Manicure Girl, The	6	9	22	—	55	5,959 ft.
Mannequin	—	4	12	1	65	6,981 ft.
Man Who Found Himself	3	9	22	2	60	7,168 ft.
Marry Me	2	9	14	—	55	5,529 ft.
Men and Women	2	6	10	1	57	6,223 ft.
New Brooms	2	14	8		48	6,570 ft.
New Lives for Old	—	6	17	5	68	6,796 ft.
Night Club, The	1	8	31	7	68	5,732 ft.
Night Life of New York	—	8	24	2	65	6,998 ft.
Not So Long Ago	6	9	6	3	50	6,943 ft.
Old Home Week	—	6	31	9	72	6,888 ft.
Paths to Paradise	—	4	28	4	70	6,741 ft.
Pony Express, The	—	4	26	28	82	9,929 ft.
Regular Fellow, A	4	8	15	4	60	5,027 ft.
Rugged Waters	4	10	7	—	46	6,015 ft.
Sackcloth and Scarlet	3	9	14	6	63	6,732 ft.
Seven Keys to Baldpate	2	7	25	1	62	6,648 ft.
Shock Punch, The	—	10	32	4	66	6,151 ft.
Son of His Father, A	—	10	30	5	67	7,009 ft.
Spaniard, The	—	7	15	3	65	6,676 ft.
Splendid Crime, The	—	6	7		56	6,000 ft.
Stage Struck	4	11	15	3	57	6,691 ft.
Street of Forgotten Men, The	1	5	27	3	67	6,366 ft.
That Royle Girl		9	19	2	63	10,253 ft.
Thundering Herd, The	2	8	30	34	79	7,187 ft.
Top of the World, The	—	13	25	2	62	7,167 ft.
Trouble with Wives	1	8	13	1	59	6,489 ft.
Vanishing American	—	1	6	7	83	10,063 ft.
Welcome Home	3	8	12	—	53	5,909 ft.
Wild Horse Mesa	3	13	27	9	65	7,221 ft.
Wild Wild Susan	2	15	21	5	61	5,774 ft.
Womanhandled	—	4	17	3	69	6,765 ft.
Woman of the World	1	6	2	3	58	6,353 ft.
FILM BOOKING OFFICES						
All Around Frying Pan	1	1	12	4	73	5,519 ft.
Bandit's Baby, The	—	5	33	22	79	5,291 ft.
Blood Hound	1	4	12	1	62	4,789 ft.
Druscilla With a Million	1	8	19	9	69	7,391 ft.
Fighting Demon, The	1	1	10	—	63	5,470 ft.
Forbidden Cargo	1	5	8	—	54	4,850 ft.
Galloping Vengeance	3	5	8	3	59	5,095 ft.
High and Handsome	—	2	7	1	67	5,669 ft.
Human Tornado	2	4	4	—	48	4,473 ft.
If Marriage Fails	1	7	5	—	50	6,006 ft.
Isle of Hope	3	3	4	—	46	5,800 ft.
Jimmies Millions	—	4	12	—	63	5,167 ft.
Keeper of the Bees	—	1	10	11	84	6,712 ft.
Last Edition, The	1	4	9	2	63	6,400 ft.
Let's Go Gallagher	—	3	7	3	70	5,182 ft.
Lilies of the Street	—	2	11	4	74	7,160 ft.
Midnight Flyer, The	—	4	6	3	68	6,200 ft.
Parisian Nights	3	3	15	2	68	6,278 ft.
Ridin' Comet, The	—	6	9	—	58	4,354 ft.
Riding the Wind	—	4	20	6	72	5,014 ft.
Scar Hanan	—	4	16	—	64	4,684 ft.
Smooth as Satin	1	1	9	—	63	6,003 ft.
Speed Wild	—	5	7	—	58	4,700 ft.
Tearing Through	1	6	12	—	58	4,714 ft.
Texas Bearcat	1	4	7	2	62	4,770 ft.
That Devil Quemado	1	6	37	17	75	5,641 ft.
That Man Jack	1	3	8	—	58	5,032 ft.
White Fang	2	7	25	9	69	5,800 ft.
White Thunder	2	5	8	1	56	4,550 ft.
Wild Bull's Lair, The	1	4	30	15	76	5,280 ft
FIRST NATIONAL						
Beautiful City, The	—	4	10	1	64	6,460 ft.
Bluebeard's Seven Wives	—	2	8	—	64	7,774 ft.
Chickie	1	11	28	6	66	7,767 ft.
Classified	1	3	17	4	69	6,927 ft.
Clothes Make the Pirate	—	4	9	—	61	7,000 ft.
Dark Angel, The	—	1	15	6	77	7,311 ft.
Declasse	1	7	19	5	67	7,869 ft.
Desert Flower, The	1	6	29	9	71	6,827 ft.
Fine Clothes	2	9	12	—	54	6,971 ft.
Graustark	—	3	23	11	88	5,900 ft.
Half Way Girl, The	2	8	18	3	62	7,570 ft.
Heart of a Siren, The	2	15	7		47	6,780 ft.
Her Sister from Paris	—	2	23	7	77	7,255 ft.
His Supreme Moment	1	13	18	3	60	6,600 ft.
I Want My Man	1	6	27	2	65	6,173 ft.
Joanna	—	1	7	4	78	7,900 ft.
Just a Woman	2	6	11	—	55	6,652 ft.
Knockout, The	1	6	16	5	71	7,450 ft.
Lady Who Lied, The	—	6	9	2	66	7,111 ft.
Live Wire, The	—	5	20	6	71	6,850 ft.

Title of Picture	Number Exhibitors Reporting "Poor"	Number Exhibitors Reporting "Fair"	Number Exhibitors Reporting "Good"	Number Exhibitors Reporting "Big"	Average Percentage Value	Length
Lost World, The	—	6	26	26	80	9,700 ft.
Making of O'Malley, The	-	4	23	6	72	7,571 ft.
Marriage Whirl, The	1	7	9	1	57	7,672 ft.
My Son	1	7	17	3	64	6,500 ft.
Necessary Evil, The	-	9	10	1	58	6,307 ft.
New Commandment, The	—	6	15	1	63	6,980 ft.
New Toys	7	7	19	1	54	7,250 ft.
One Way Street	-	8	15	—	60	5,596 ft.
One Year to Live	2	5	10	—	55	6,064 ft.
Pace That Thrills, The	1	7	9	—	55	6,911 ft.
Playing with Souls	1	5	8	2	61	5,831 ft.
Quo Vadis	1	2	18	11	77	8,945 ft.
Sally	-	1	24	38	88	8,636 ft.
Scarlet West	2	5	6	2	57	8,391 ft.
Shore Leave	—	2	24	4	72	6,856 ft.
Soul Fire	3	4	15	4	64	8,262 ft.
Splendid Road, The	1	7	5	—	50	7,646 ft.
Talker, The		6	19	1	64	7,861 ft.
Unguarded Hour, The	—	12	5	2	54	6,613 ft.
We Moderns	—	6	9	5	69	6,609 ft.
What Fools Men	1	6	8	1	61	7,264 ft
White Monkey, The	3	8	3	1	46	6,121 ft.
Why Women Love	1	3	9	—	59	6,750 ft
Winds of Chance	2	2	7	4	67	9,554 ft.
FOX						
Ancient Mariner, The	2	6	4	—	47	5,548 ft.
As No Man Has Loved	—	5	12	6	71	7,929 ft.
Best Bad Man, The	—	1	7	4	78	4,983 ft.
East Lynne	1	4	7	1	59	8,553 ft.
Everlasting Whisper, The	1	3	10	2	65	5,611 ft.
Everyman's Wife	1	4	6	-	55	4,365 ft.
Fighting Heart	—	5	4	1	58	7,132 ft.
Fool, The	—	2	12	4	73	9,488 ft.
Gold and the Girl	1	2	11	3	69	4,521 ft.
Havoc	1	5	10		58	9,200 ft.
Hearts and Spurs	—	3	12	1	66	4,600 ft.
Hunted Woman, The	2	11	12	2	56	4,954 ft.
Iron Horse, The	—	3	21	31	85	11,335 ft.
Kentucky Pride	1	8	14	2	61	6,597 ft.
Lazybones	—	2	9	1	68	7,236 ft.
Lightnin'	1	5	7	6	69	7,979 ft.
Lucky Horseshoe, The	3	4	12	2	60	5,004 ft.
Rainbow Trail, The	—	4	21	6	72	5,251 ft.
Riders of the Purple Sage	—	1	18	20	85	5,534 ft.
She Wolves	1	9	4	—	48	5,723 ft.
Thank U	3	—	6	2	62	6,839 ft.
Wheel, The	—	5	6	—	65	7,325 ft.
When the Door Opened	2	5	5	—	49	6,515 ft.
Winding Stair, The	2	4	6	—	52	6,107 ft.
METRO-GOLDWYN-MAYER						
Bright Lights	—	8	2	—	46	6,260 ft.
Confessions of a Queen	6	7	8	—	46	5,851 ft.
Daddy's Gone a Hunting	3	6	11	1	56	5,851 ft.
Denial, The	3	9	12	1	54	4,791 ft.
Exchange of Wives	—	7	14	1	62	6,300 ft.
Go West	—	5	8	8	74	6,256 ft.
Great Divide, The	1	11	32	10	69	7,811 ft.
His Secretary	—	3	8	7	77	6,433 ft.
Lights of Old Broadway	—	7	12	4	66	6,437 ft.
Man and Maid	6	3	7	2	52	5,307 ft.
Masked Bride, The	—	2	7	1	67	5,699 ft.
Merry Widow, The	—	—	12	25	90	10,027 ft.
Midshipman, The	—	3	19	18	81	7,498 ft.
Monster, The	2	12	24	5	63	6,435 ft.
Mystic, The	2	6	7	2	59	6,147 ft.
Never the Twain Shall Meet	—	7	14	5	68	8,143 ft.
Old Clothes	—	2	11	5	75	5,915 ft.
Only Thing, The	1	4	12	-	59	5,824 ft.
Prairie Wife, The	4	14	4	1	44	6,487 ft.
Pretty Ladies	3	13	15	—	53	5,828 ft.
Proud Flesh	2	7	6	1	53	5,770 ft.
Rag Man, The	—	4	30	12	75	5,968 ft.
Romola	3	10	9	8	63	10,875 ft.
Sally, Irene and Mary	—	5	9	4	68	5,564 ft.
Seven Chances	1	9	25	15	78	5,113 ft.
Slave of Fashion, A	2	5	15	2	62	5,906 ft.
Sporting Venus	1	15	12	—	52	5,938 ft.
Sun Up	3	7	4	1	48	5,819 ft.
Tower of Lies, The	3	4	14	1	59	6,849 ft.
Unholy Three, The	1	7	16	13	74	6,848 ft.
Way of a Girl, The	4	10	7	3	53	5,025 ft.
White Desert, The	—	3	22	2	69	6,345 ft.
Zander the Great	1	8	12	7	68	5,851 ft.
PATHE						
Black Cyclone	-	2	25	10	76	5,508 ft.
Freshman, The	3	2	21	66	88	6,883 ft.
Percy	1	2	5	2	65	5,384 ft.
PROD. DIST. CORP.						
Bad Lands	—	1	9	2	73	5,833 ft.
Beyond the Border	—	6	23		64	4,469 ft.
Coming of Amos, The	4	1	17	1	61	5,677 ft.
Crimson Runner, The	2	1	6	1	60	4,775 ft.
Friendly Enemies	1	1	12	4	72	6,288 ft.
Hell's Highroad	2	5	12	2	61	6,084 ft.
Madame Behave	1	3	3	5	71	5,417 ft.
Road to Yesterday, The	1	5	9	1	59	9,980 ft.
Seven Days	—	2	9	2	70	6,974 ft.
Silent Sanderson	4	7	11	3	57	4,841 ft.
Stop Flirting	2	3	7	1	58	5,161 ft.
Texas Trail, The	1	2	10	2	67	4,720 ft.
Wedding Song, The	2	4	5		50	7,373 ft.
STATE RIGHTS						
Crackerjack, The	—	3	16	3	70	6,500 ft.
Silent Pal, The	—	3	6	2	67	5,452 ft.
Souls for Sables	1	3	9	1	62	7,000 ft.
UNITED ARTISTS						
Don Q, Son of Zorro	—	2	19	18	82	10,264 ft.
Eagle, The	—	3	7	5	74	6,756 ft.
Gold Rush, The	3	8	21	23	75	8,500 ft.
Little Annie Rooney	2	1	17	12	77	8,850 ft.
Sally of the Sawdust	—	8	10	3	63	9,500 ft.
Waking up the Town	2	9	2		42	4,802 ft.
Wild Justice	1		8	2	49	5,886 ft.
UNIVERSAL						
Calgary Stampede, The	—	1	12	3	74	5,924 ft.
California Straight Ahead	—	3	16	15	81	7,238 ft.
Dangerous Innocence	1	4	14	—	61	6,759 ft.
Don Daredevil	1	6	8	3	62	4,810 ft.
Fifth Avenue Models	2	5	10	1	54	6,581 ft.
Goose Woman, The	—	3	13	6	74	7,500 ft.
Head Winds	3	5	12	3	61	5,309 ft.
His People	1	2	1	6	77	8,963 ft.
Home Maker, The	3	5	2	—	40	7,755 ft.
I'll Show You the Town	—	4	21	11	76	7,396 ft.
Last Laugh, The	4	4	4	2	51	6,519 ft.
Let 'Er Buck	1	2	24	7	73	5,547 ft.
Lorraine of the Lions	—	4	9	1	64	6,753 ft.
Mad Whirl, The	1	7	6	1	55	6,184 ft.
Man in Blue	—	4	8	—	60	5,706 ft.
Peacock Feathers	—	7	4	1	55	6,802 ft.
Phantom of the Opera	2	6	20	25	79	8,464 ft.
Price of Pleasure, The	2	3	10	4	66	6,618 ft.
Raffles	2	10	9	2	55	5,557 ft.
Riding Thunder	1	6	4	1	53	4,354 ft.
Roaring Adventure	3	1	8	—	55	4,657 ft.
Saddle Hawk, The	1	3	19	3	68	5,468 ft.
Siege	2	2	12	2	64	6,424 ft.
Sign of the Cactus	4	1	9	—	54	4,938 ft.
Spook Ranch, The	—	3	12	1	66	5,247 ft.
Sporting Life	1	4	6	1	58	6,763 ft.
Storm Breaker, The	2	9	5	—	47	6,093 ft.
Taming the West	—	1	22	2	71	5,427 ft.
Teaser, The	1	5	22	1	69	6,967 ft.
Up the Ladder	1	2	14	1	69	6,023 ft.
Where Was I?	—	2	17	1	68	6,630 ft.
White Outlaw, The	—	4	9	4	70	4,830 ft.
Woman's Faith, A	4	5	5	1	49	5,557 ft.
VITAGRAPH						
Baree, Son of Kazan	—	4	32	8	73	6,800 ft.
Empty Saddle	4	6	10	—	60	5 reels
Ranger of the Big Pines	—	2	7	1	67	6,800 ft.
School for Wives	—	8	12	—	58	6,750 ft.
Wildfire	1	6	21	—	62	5,950 ft.
WARNER BROS.						
Below the Line	1	4	7	3	65	6,001 ft.
Bobbed Hair	—	5	12	1	64	7,781 ft.
Compromise	2	5	3		60	6,586 ft.
Eve's Lover	1	5	10	1	60	6,540 ft.
Happy Warrior, The	1	1	10		63	7,550 ft.
How Baxter Butted In	3	4	9		53	6,650 ft.
Kiss Me Again	—	7	10	1	60	7,200 ft.
Limited Mail, The	—	2	10	4	74	6,250 ft.
Man on the Box, The	—	1	11	7	79	7,282 ft.
My Wife and I	4	9	7	1	49	6,700 ft.
Recompense	2	6	9	1	56	7,480 ft.
Red Hot Tires	1	3	9	1	62	6,447 ft.
Steele of the Royal Mounted	—	—	15	3	75	4,850 ft.
Tracked in the Snow Country	—	5	11	6	71	6,900 ft.

Dorothy

The Bar C

with Wallace MacDonald, Philo

Fighting that will keep the fans happy.

Thrills that will stir everybody.

True Western, every inch of it.

Gripping story by a well known writer, Raymond S. Spears.

Produced by C. W. Patton

Pathéserial

TRADE MARK

Phillips *in*

Mystery

McCullough and Ethel Clayton

A cast that is notable even in a Patheserial.

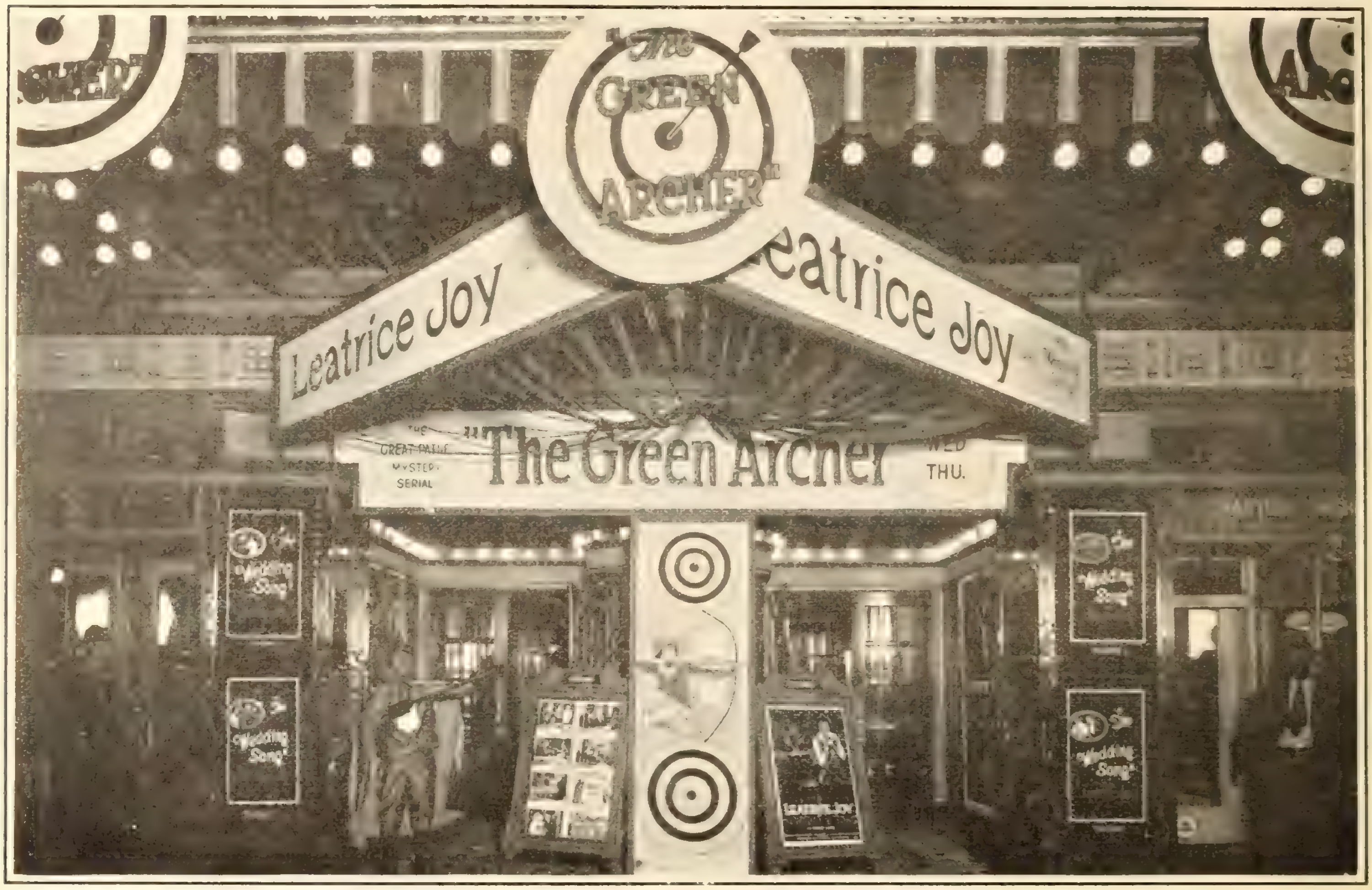
Dorothy Phillips, Wallace MacDonald, Philo McCullough, Ethel Clayton, Johnnie Fox,—where have you seen a better?

Box-office, the kind you like.

Pathéserial

TRADE MARK

Exhibitors Service Bureau



"The Green Archer," Pathe serial, was given the exploitation advantages of a vivid frontal display when it played at the Majestic Theatre, Memphis, Tenn., as shown by the photo above. Another feature of the theatre's efforts in support of the picture was the costuming of the usher staff in "Green Archer" robes.

Advisory Board and Contributing Editors, Exhibitors' Service Bureau

George J. Schade, Schade theatre, Sandusky.

Edward L. Hyman, Mark Strand theatre, Brooklyn.

Lee A. Landau, Lyceum theatre, Minneapolis.

C. C. Perry, Managing Director, Garrick theatre, Minneapolis.

E. R. Rogers, Managing Director, Tivoli theatre, Chattanooga, Tenn.

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F. L. Newman, Managing Director, Publix theatres, Los Angeles.

Arthur G. Stolte, Des Moines theatre, Des Moines, Iowa.

W. C. Quimby, Managing Director, Strand Palace and Jefferson theatres, Fort Wayne, Ind.

J. A. Partington, Director of Presentations, Publix theatres, Los Angeles and San Francisco.

George E. Carpenter, Paramount-Empress theatre, Salt Lake.

Sidney Grauman, Grauman's theatres, Los Angeles.

: : THE CHECK-UP : :

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

	Poor	Fair	Good	Big	Value	Length
FAMOUS PLAYERS						
American Venus, The	—	2	6	2	70	7,931 ft.
Splendid Crime, The	—	5	6	—	56	6,000 ft.
FIRST NATIONAL						
Bluebeard's Seven Wives	—	2	8	—	64	7,774 ft.
Joanna	—	1	6	4	78	7,900 ft.
Splendid Road, The	1	7	4	—	48	7,646 ft.
PROD. DIST. CORP.						
Madame Behave	1	3	3	5	71	5,417 ft.
UNIVERSAL						
His People	1	2	1	6	77	8,982 ft.

George E. Brown, Manager, Strand theatre, Birmingham, Ala.

Louis K. Sidney, Division Manager, Lowe's theatres, Pittsburgh, Pa.

Geo. Rotsky, Managing Director, Palace theatre, Montreal, Can.

Jimmie Carrier, Managing Director, Broadway-Strand theatre, Detroit.

Fred S. Myer, Managing Director, Palace theatre, Hamilton, Ohio.

Joseph Plunkett, Managing Director, Mark-Strand theatre, New York.

Ray Grombacher, Managing Director, Liberty theatre, Spokane, Wash.

Ross A. McVoy, Manager, Temple theatre, Geneva, N. Y.

W. S. McLaren, Managing Director, Capitol theatre, Jackson, Mich.

Harold B. Franklin, Vice-President, Publix Theatres Corp.

William J. Sullivan, Manager, Rialto theatre, Butte, Mont.

Ace Berry, Managing Director, Circle theatre, Indianapolis.

River Storm Supplies Material for Ads on "The Johnstown Flood"

An ice jam causing a real flood in a river in Cook Park in Canton, two days before the opening of "The Johnstown Flood" at the Mozart Theatre there caused Manager Abrams of the theatre to change his exploitation program for the picture on short notice. Naturally, he did not calculate on a storm to either detract or add to the exploitation facilities at his command. But he did not permit it to detract, because Abrams used the news items and interest in the event to turn people's thoughts toward his theatre and the engagement of the "JoJhnstown Flood." He sent out a telegram to the Mayor of Canton and other public officials, declaring that something should be done to protect the people from the dangers of such occurrences, inviting them to see "The Johnstown Flood" on the screen in order that they might realize the horror and disaster caused by that historic catastrophe.

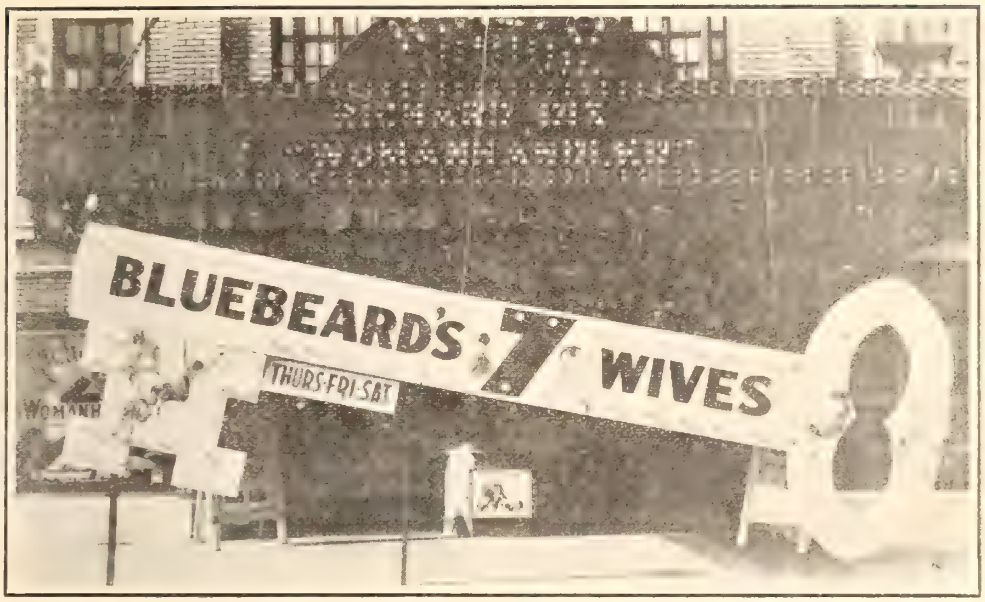
Taking advantage of the crowds who were attracted to the scene of the flood, Abrams immediately covered the entire flooded area with posters and windows cards advertising "The Johnstown Flood" at the Mozart Theatre. He even painted signs on boards and permitted them to float about the flooded streets.

20,000 Submit Names for Marx Bros. House

"Granada" is the name that has been selected for the new picture theatre being erected by Marx Brothers Theatres, Inc., in Chicago. The theatre, which it is expected will be opened in May, is located at Sheridan Road and Devon Avenue. The name was chosen through a public contest, more than 20,000 individuals sending in suggestions during the three weeks that the contest was under way. Mail was received from every state and practically every district of the middle west was represented, although the bulk of the suggestions came from Chicago. The contest proved an excellent publicity feature for the new house.

REGINALD DENNY
THE COMEDIAN REGINALD DENNY

George P. Montgomery, manager of Wells Theatre, Anniston, Ala., in the lobby of his house, decorated with display material for Universal's "California Straight Ahead."



Illuminated by incandescents and decorated with small cutouts, was the key which hung from the marquee of the Rialto Theatre, Macon, Ga., as an attractor for First National's "Bluebeard's Seven Wives."

Strong Drives for "Skyrocket"

Booth Uses Vigorous Campaign in Indianapolis; L & T Illustrated News Exploits Peggy in Chicago

EXHIBITORS have accorded special efforts along exploitation lines to support their presentations of "The Skyrocket," and the amount of newspaper advertising, publicity and stunt tie ups employed for the picture up to the present give the production a place among the outstanding "exploitation pictures" of recent months.

One of the latest big campaigns for "The Skyrocket" was put on in Indianapolis by Hap Roberts, of the Charles Olson Enterprises for the showing at the Ohio Theatre. Describing his "Skyrocket" drive, Mr. Roberts writes:

"First, in a broadly general way, we carried window cards and tack cards throughout the city, special display ads in all newspapers, special one-sheet tie-ups on all waste boxes in the down town district.

Our feature tie-up consisted of a mutual arrangement with Rinks Cloak House for women's apparel. Through the assistance of the Los Angeles office, a wire was sent sponsoring the Jean Patou printed gown sale. They gave us all three of their front windows, and we made life-size cut-outs, hand-painted, of Peggy Joyce, and dressed them in the advertised gowns. We also had living models displaying the apparel twice a day in the windows.

"On Wednesday during the week of the showing of the picture a Peggy Hopkins Joyce dance was handled through Mr. Sullivan's Dancing Academy. Special announcements and miniature photographs of Peggy Joyce were given to all in attendance.

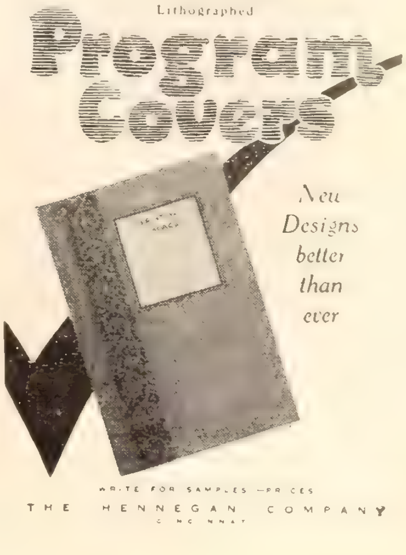
"Special follow-ups in different local stores were handled during the week of the picture. We found this a wonderful medium for 'The Skyrocket.'"

The Lubliner & Trinz Theatres in Chicago exploited "Skyrocket" in the house publication, the L&T Illustrated News. In the issue of March 8, the Illustrated News started serial publication of the life story of Peggy Hopkins Joyce.

M-G-M Stars Featured in Tie Up With Candy Co.

A NATIONAL tieup of unusual scope is being sponsored by the Metro-Goldwyn-Mayer organization and the Bishop Candy Company of Los Angeles. The arrangement provides for a novelty package of chocolates known as the "Dreams of Hollywood" package. It is an especially designed campaign to popularize twelve of the M-G-M stars, and through them the productions in which they appear, so that in the end the exhibitor benefits.

On the cover of each package is a photo of the star it is designed to exploit, and whose picture, autographed, is enclosed with the candy. The candy is labelled, each piece being captioned as the favorite of a star.



HENNEGAN
Lithographed
Program Covers
New Designs better than ever
WRITE FOR SAMPLES—PRICES
THE HENNEGAN COMPANY
CINCINNATI

First National Month Prize Stunt

STETSON
STETSON

Window display tying up with the Fox features starring Tom Mix. The photo above shows one of the displays resulting from a national tie-up between the Fox company and the Stetson hat company in connection with the western star.

Campaign Highlights Of Drives That Won Exploitation Awards

UNDER the stimulus of prize competition during the First National Month campaign, a number of the most resourceful showmen in the country put forth their best efforts with the result that many excellent exploitation devices were developed—stunts not new in principle, perhaps, but applied with many improvements over past usages that gave them new effectiveness from the box office standpoint.

The campaign on "We Moderns," conducted by Leroy V. Johnson for the Liberty Theatre, Seattle, Wash., won two prizes in the contest. Mr. Johnson was awarded a second prize for the most complete campaign conducted in Class A theatres and the prize for the most effective newspaper stunt of the Month.

There was a strict embargo against any sort of side-walk ballyhoo, placed by the city fathers, but the Policemen's Popularity Contest, considered by the judges to be the best newspaper stunt of the Month, received official sanction.

The Admiral Line furnished transportation for the winner of the contest on the S. S. Ruth Alexander to Los Angeles and return, and the Star backed up the Contest with an intensive front-page campaign. Regulation ballot boxes were installed in the lobby of the theatre and special voting tickets were printed; one hundred votes for fifty cents. The contest developed amazingly, many of the policemen getting out special posters and cards to boost their total. Several even went so far as to placade automobiles around the city. The winning officer drew a grand total of 570,000 votes; second 370,000. The tie-up with "We Moderns" was that the winner should be entertained at the First National Studios as a guest of Miss Moore and John McCormick.

HAROLD LLOYD
"THE
Freshman"
GALAX
NOW

Manager Rodney Bush figured that the out-of-season object sometimes gets more attention than a timely article, and used the ballyhoo shown above for "The Freshman" (Pathe) for the Galax Theatre in Birmingham.

A new idea was incorporated in the banner and marquee sign; that of placing a flash light ahead of the letter flash that "traveled" along painted "rays." While it was an experiment in the making, the effect came out admirably by making a quick on and off flash of the pilot light, leaving the letters lighted a longer time —then all dark for a few seconds. The effect was just as intended—the bright flash traveling towards the letter and "lighting" the letter.

B. W. Bickert of the Old Mill Theatre, Dallas, Texas, put on such a strong exploitation campaign for "Quo Vadis" that he was awarded third prize in the contest.

One of the big features of the campaign was a liberal billing of the town, 938 sheets of paper being posted at advantageous positions.

Not content with the conventional stands and fences where paper might be posted, Mr. Bickert placed "Quo Vadis" signs on the traffic tower at the junction of two of Dallas' main thoroughfares.

A. S. Wieder of the Rivoli Theatre, Portland, Ore., came in for the second money in the First National Month Exploitation Contest in the class of theatres seating between 1,000 and 1,500. His advertisement for "Clothes Make the Pirate" was selected by the judges as the best one in its class.

In handling "Classified," Mr. Wieder tied up with the Portland Journal for a day by day series of stories bringing out the romantic themes in classified advertising. One of the effective stunts, as a "classified" ballyhoo, was the stationing of one hundred news boys at prominent corners of the city streets the day of the opening of the picture. They displayed reproductions of a full page classified ad in the Journal centering a portrait of Corinne Griffith. These boys also shouted "Classified" to the passerby.

Yellow Taxis Advertise "The Wanderer"

For his showing of "The Wanderer" at the Rialto, Manager Montague Salmon arranged for an exceptionally fine tie-up with the Yellow Cab Company of Macon.

All company's cabs carried attractive and conspicuous advertisements on the spare tire of each cab, a special oilcloth disc being made for the purpose. In return for this courtesy, theatre permitted Taxi Cab Company to offer its riders a ticket between certain hours of the day for two days. This was more than repaid for by the publicity the Cab Company gave it in their ad announcing that free tickets would be given patrons riding in their cabs on the last two days of the picture between the hours of 2.23 p. m. and 4.30 p. m. and 7.30 p. m. and 9.30 p. m.

Lobby display consisted of beautiful hand-painting depicting Biblical scene, the work of staff artist.

The appropriate prologue in which young woman sang "The Holy City," was well received.

Votes of Patrons Elect "Casey of Coast Guard"

Manager Heiman of the Empire Theatre in Rahway, N. J., allowed his patrons to select their own choice of a serial attraction for the house in voting contest in which everybody was permitted to cast a ballot. The final count showed that "Casey of the Coast Guard" was the prime choice of the list submitted to the Empire patrons, and Heiman forthwith booked that production.

As an added stunt to help the engagement along, Heiman issued a book of matinee tickets for children. These were called Empire Theatre Membership Cards. The cards, with 10 cents was good for admission at any matinee performance at which an episode of the serial was given.

Opinions on Current Short Subjects

"Ukulele Sheiks"

(Pathe—Two Reels)

(Reviewed by M. T. Andrews)

GLENN TRYON and Jimmie Finlayson share the stellar honors in this hilarious Hal Roach concoction. Mack Swain as Glenn's father gives excellent account of himself, and Vivien Oakland as the heroine is both lovely and effective. The boy, Glenn, is locked in his room by the enraged father, Swain, but makes his escape in BVD'S. Vivien's auto runs away and Glenn saves her. When she comes to, he tells her that she is his ideal, but she explains that she is to marry Jimmie. When she and Jimmie leave on a boat for their honeymoon, Glenn follows in hope to win Vivien from Jimmie, but he himself is followed by father who is determined to teach the youngster a lesson. Jimmie is mistaken for a stowaway and put to work in the boiler room, but he manages to escape and rejoin his sweetheart, while Glenn and his father chase each other into the stoker's room. Fred L. Guiol directed.

The Cast

Glenn Tryon, Jimmie Finlayson, Mack Swain, Vivien Oakland, Martha Sleeper, Ben Hall, Churchill Ross and Bull Montana.

Summary—Excellent performance by the entire cast, and especially the amusing antics by Jimmie Finlayson, should make this comedy a strong attraction in any house.

"Dancing Daddy"

(Educational-Christie—Two Reels)

(Reviewed by Edw. G. Johnston)

JACK DUFFY and Vera Steadman are the featured players in this Christie two reeler and Duffy's usual entertaining performance coupled with good support from Miss Steadman and the other members of the cast, provide a pretty fair brand of comedy. Duffy has the role of a town squire who alarmed by the reported engagement of his son to a chorus girl, goes to the city with a determination to break up the impending ceremony even to the extent of marrying the girl, himself. Arriving in town and after effecting an introduction to the girl, father works fast in his effort to save his son and soon has the girl's promise of marriage. He then discovers that the son is already married to another and many troubles arise with his attempt to free himself from the vamp and her brother. Harold Beaudine directed.

Summary—This will do very well for the average theatre although it's not up to Christie standard. Jack Duffy's sincere efforts will go a long way toward putting this over.

"Animated Hair Cartoon, No. 8"

(Red Seal—One Reel)

ANOTHER demonstration by Marcus, artist of the N. Y. Times, and this time several Motion Picture stars furnish the necessary countenances. Strange looking people finally appear as Jackie Coogan, Constance Binney, Agnes Ayres, Conway Tearle, Alla Nazimova, Tom Moore and Louise Fazenda. These are always good little shorts for first run and other houses.—EDW. G. JOHNSTON.

"Happy Hunting Grounds"

(Pathe Sportlight—One Reel)

THIS Grantland Rice Sportlight produced by J. L. Hawkinson will delight any lover of hunting and out-door sports. It is exceptionally well done in its graphic portrayal of hunting big and small game in different parts of this country. First is shown the preparation for a fox hunt in the Eastern states and the two methods employed—that of the real fox and the artificial scent. Then, on to the Southland where the camera man has secured some unusually fine shots of quail hunting. The ones of the dogs "on point" will bring a thrill to any hunter. Another interesting part is that where an old negro directs a possum expedition through the swamps in the early morn. Needless to state—the younger sons bring back several specimans for the family table. The reel is concluded with an elk hunt in the Western state of Montana.—EDW. G. JOHNSTON.

"The Old War Horse"

(Pathe—One Reel)

THIS is a one reel Civil War comedy-farce, with "Snub" Pollard impersonating the Confederate hero. Playing opposite him is Blanche Mehaffey whose sympathy lies with the North. Their fathers who are next door neighbors, have it out between themselves over the back fence. "Snub" is caught aiding his sweetheart and her brother, now a Confederate prisoner, and is condemned to be shot, but just then a messenger appears with the news that the war is over. Four years later their irreconcilable fathers exhausted and battered are still fighting in prone positions. George Jeske directed.

This Hal Roach one reel offering is only a fairly amusing comedy, though there are some clever gags especially the burlesque shots of the war, and "Snub's" wild escapades.—M. T. ANDREWS.

"Reelview, Issue D"

(Red Seal-Urban-Kineto—One Reel)

MAX FLEISCHER has gathered together three interesting subjects in this issue of Reelview—the first showing the peasants of Turkey and the primitive methods employed by a wandering band of quilt weavers, who with the use of crude tools—manufacture from the peasant's raw cotton, a bed-covering in short order. Next comes enlightenment as to the real amount of work in connection with present day cattle and sheep raising. It dissipates the romance painted by fiction writers. The balance of the reel demonstrates just what can be accomplished with a seven months' old baby in the matter of trapeze tricks.—EDW. G. JOHNSTON.

"Pathe Review No. 15"

(One Reel)

THE Review presents three subjects: "The Eye of the Spanish Main," a series of beautifully photographed scenes at Fort Marion, St. Augustine, Florida, which is the oldest fort in America. "The Sea-Gull Navy," showing the daily maneuvers of a huge flock of sea gulls in San Francisco Bay. Few of the scenes are shot in slow motion showing the birds on the wing feeding from the friendly hand of the camera man. Pathecolor study of the residence of a Moorish Potentate in Morocco, including the views of the luxurious palace with the picturesque courtyard in the foreground, a close-up of the Sultan's family and the afternoon tea.—M. T. ANDREWS.

"The Big Hearted Fish"

(Pathe-Fable—One Reel)

PAUL TERRY, the cartoonist, concocted an animal romance in his latest Aesop Fable, the moral of which is: "You don't have to be crazy to fall in love, but it helps." Eczema Cat the villain, not only robs Hartsooth Mouse, but carries his sweetheart, Tweedle Dee away to a lonely cabin. Meanwhile the distressed lover meets his old friend Filler Fish, who gratefully helps him to find the hidden cabin and thus come to the assistance of his sweetheart who was at the point of becoming the villain's prey. Of course the malefactor is KO'd by the hero and happiness shines again on the mouse family.—M. T. ANDREWS.

"Pathe Review No. 13"

(Pathe—One Reel)

THE first part of this issue of the Pathe Magazine is a fashion show done in an interesting and unique manner by the graceful and well known Irene Castle. "What the Well Dressed Woman Will Wear" is described by Miss Castle who displays a number of seasonable creations in women's coats, dresses and gowns. Some of them are advance models. A decided personal touch is evident throghout. Following Miss Castles demonstration is an interesting microscopic study of blood circulation. The balance of the reel is made up of Pathecolor scenes of Old Greece.—EDW. G. JOHNSTON.

"Hair Cartoon, Issue 6"

(Red Seal—One Reel)

MARCUS, Times artist, executes some real clever strokes in this cartoon—the ones with which he changes the countenance of Bryan to that of Briand—standing out as one of his best. Another interesting example of this cartoonist's cleverness is a drawing of a tiger which gradually takes on the likeness of Clemenceau, "The Tiger of France." Other subjects include Josephus Daniels, Lloyd George, Theodore Roosevelt and Cardinal Mercier.—EDW. G. JOHNSTON.

"Marvels of Motion, Issue J"

(Red Seal-Novograph—One Reel)

SLOW, normal and suspended action are introduced in this issue of the Fleischer Novograph. The different subjects include acrobatic tumblers, trick photography with some questionable eggs which are scorned by a restaurant's customer and made to return to their original resting place in the frying pan and the clever juggling about of bubbles without breaking them. This is an average number.—EDW. G. JOHNSTON.

"My Old Kentucky Home"

(Red Seal-Cartoon—One Reel)

ANOTHER one of Max Fleischer's song cartoons which is done in almost the same manner as those in the past with the exception that a few cartoon novelties are introduced here and there. Ko-Ko leads a brass band into a theatre and when the words of the song appear, follows the bounding ball along the lines. During the last chorus the usual acrobatic stunts take place. This one is up to standard.—EDW. G. JOHNSTON.

WATCH
RED SEAL
729 7th Ave. RED SEAL PICTURES CORP. N. Y. C.

Short Subjects and Serials

Weiss Brothers Will Release Seven Series of Novelty Subjects

Weiss Brothers, through their independent distributing organization, have been gathering together a number of series of short subjects comprising comedies, novelties and "contest films," for release to states right exchanges.

There will be a series of twelve two-reel comedies picturized from the well-known "Winnie Winkle" cartoon strips which appear in a number of daily newspapers, another series based on the "Hairbreadth Harry" cartoons appearing in the Philadelphia Public Ledger, while a third series will be built around the romantice adventures of a boy and girl of the present generation, which will be called the "Izzy and Lizzie" series.

"Lessons in Magic," an expose of tricks which have puzzled the public, will be released in ten single reels, twelve one-reel "Screen Star's Sports," covering the athletic pastimes indulged in by leading stars of the screen, and six single reels titled "Scandal of America" will deal with the present crime wave and methods of checkmating criminals, are included in the schedule, as well as "Guess Who," a series of six single reels, which present an opportunity for the motion picture public to identify favorite screen stars.

Cranfield and Clark Acquire Picture Rights to Charleston Films

Cranfield and Clark announce the acquisition of domestic and foreign rights to the Ned Wayburn Charleston films produced by the Edgar Scott Spargo Studios in New York. The series consists of four half-reels which have for their purpose the teaching of the famous Charleston to the audiences as the latter remain seated.

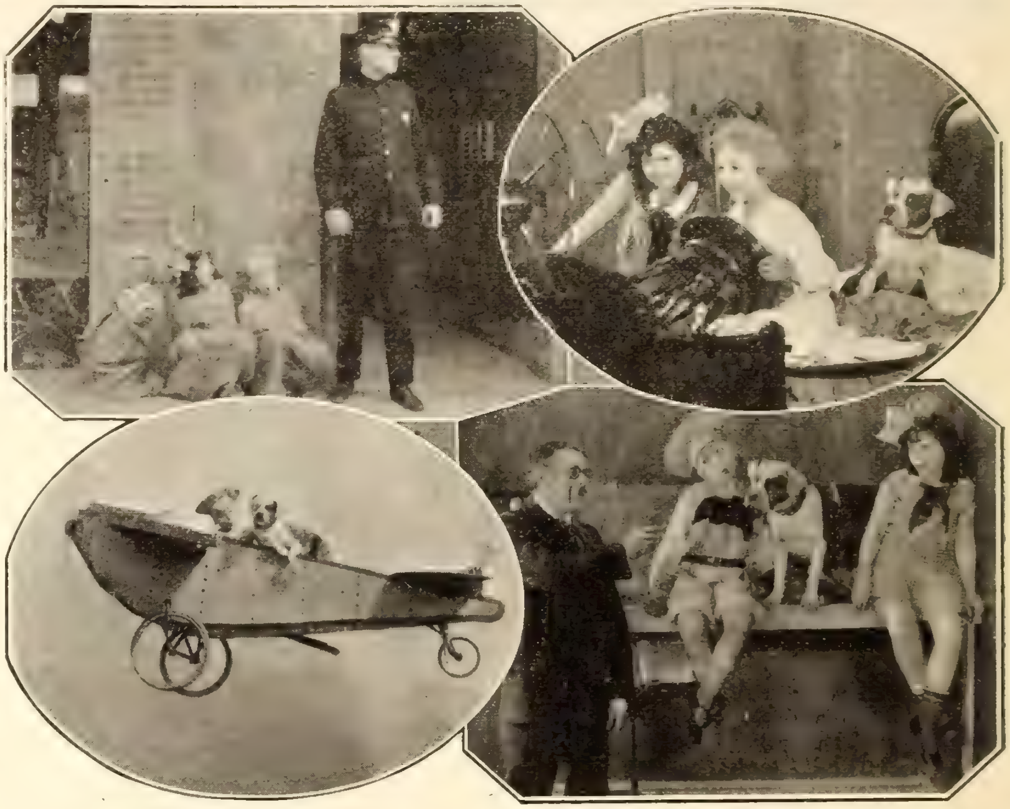
The idea is a novelty originated by Ned Wayburn, director of the Follies and other successful Broadway shows. The lessons are interspersed with bits of comedy.

The four units take up the first four movements in the Charleston including the Characteristic Step, the Swing Step, the Figure Eight, and the Polka steps. Plans for a continuation of the series will cover more than forty variations of the dance, Mr. Wayburn says.

The cast consists of more than forty dancers, and includes such names as Howard and Fables, Olive Brady, Mildred Leisy, John Lonergan, Rita King, Gloria Glennon, Virginia Bacon and Mortimer Becker.

Weiss Bros. Winnie Winkle Series Not Cartoons

In order to correct the impression that the Winnie Winkle Series, which Artclass Pictures will release this fall, are to be done in cartoon form Louis Weiss has definitely stated that the series will be released at the rate of twelve two reel films each year, using real players and without resort to cartoons of any nature.



Comedy highlights of "Buster's Nose Dive," the Stern Brothers two-reel comedy released through Universal.

Comedies Share Pathe Honors

Sennett and Roach Two-Reelers Top Releases for Week of April 11th

ALICE DAY in "A Love Sundae," made by Mack Sennett and Glenn Tryon in "Ukulele Sheiks," made by Hal Roach, share two-reel comedy starring honors on the Pathe short feature program for the week of April 11th, which also includes "The Old War Horse," a Hal Roach single reel comedy; the ninth chapter of the Patheserial "Casey of the Coast Guard"; Pathe Review No. 15; "A Big Hearted Fish," one of Aesop's Film Fables; Topics of the Day; and two issues of Pathe News.

"A Love Sundae" is a Mack Sennett two-reeler starring Alice Day who is supported by Ruth Taylor, Danny O'Shea, Eddie Quillan and Joseph Young.

"Ukulele Sheiks" is a Hal Roach two-reeler starring Glenn Tryon, with Mack Swain, Jimmie Finlayson, Vivien Oakland, Martha Sleeper, Ben Hall, Churchill Ross and Bull Montana in the cast.

"Meshes of the Law" is the title of the ninth chapter of the Patheserial "Casey of the Coast Guard," with George O'Hara and Helen Ferguson. Will Nigh directed.

"The Old War Horse" is a single reel Hal Roach comedy with "Snub" Pollard supported by Blanche Mehaffey, Billy Engle, Paul Parrott and George Rowe. George Jeske directed.

Ned Wayburn, whose Charleston lesson reels, produced in association with Edgar Scott Spargo, have been acquired for release by Cranfield & Clarke.

Patheserial Release Date Set for This Month

The new Patheserial "The Bar-C Mystery," starring Dorothy Phillips, has been scheduled for release April 25th. In support of the star are Wallace MacDonald, Ethel Clayton, Philo McCullough, Johnnie Fo , Violet Schram, Fred De Silva, Victor Potel and Billie Fletcher.

Kinograms Man Honored

Gene Lamb, Representative in Orient, Becomes Member of Explorers Club

ONE of the greatest honors ever paid a news reel cameraman has been bestowed upon Gene Lamb, staff operator in the Orient for Kinograms, by The Explorers Club of America, which has made him a full member of that distinguished organization. Fellow members with Lamb in the Explorers club include such famous men as Amundsen, McMillan, Captain Bartlett, who was with Peary on his trip of discovery to the Pole, and a host of others.

After a two-year expedition into Northern Tibet, Lamb, who is a native of Washington, D. C., came to America for a short visit. He was invited to lecture before the club, and so enthusiastic were the members of his audience over his achievements that he was told an application for membership would probably be acted on favorably. He thereupon made formal application on January 19 and on March 11th last, he was notified that he had been elected a fully qualified member.

The full importance of this lies in the fact that in order to become a member of The Explorers Club the applicant must prove to the satisfaction of the electoral committee that his explorations have been of value to humanity and science. For instance, one clause in the rules expressly states that the applicant must show that he has "contributed to the geographical knowledge of the world." He must also be a recognized author and lecturer.

Lamb's "contribution" lies in the fact that he was the first white man to visit certain parts of Northern Tibet, which must not be confused with the southern or southwestern part of the country, in which Llassa, its capital, is situated, and which has often been visited within the last ten years.

In order to explore the Northern region Lamb was forced to negotiate a desert on the Mongolian border which took nearly two months to cross. The results of his explorations were the discovery of a great sea of solid salt, lakes, rivers and mountains, and peculiar formations in the land, and a wealth of motion and still pictures showing customs, habits and industries of the Tibetans of which nothing had been known.

Kinograms, which is released through Educational Film Exchanges, Inc., has already shown a number of these views. Lamb has been in news reel work for nearly six years and a had a staff of his own in the Orient. Recently he signed a long term contract with Kinograms for his exclusive news reel services in Japan, China, the Philippines, Korea and Tibet.

Eugene Lamb, staff operator in the Orient for Kinograms, released by Educational, who has been elected to full membership by the Explorers Club of America, a great honor.

Resume of Current News Weeklies

INTERNATIONAL NEWS NO. 26: In the North Sea. Off Germany Lone lighthouse keeper saved as winter ends; Chicago, Ill.—Louisville lads triumph in final match for Cardinal Mundelein trophy; Frisco, Cal.—World's champions beat Pacific title holders; Ellensburg, Wash. Huge plows clear roads through mountain passes; Franklin, Pa.—Spring breaks grip of ice gorge menacing city; Paris, France—Paris in wild acclaim to "Queen of Queens;" Miami Beach, Fla.—Baby speed boats in race for Dixie title: Colorado Springs, Colo.—Dog provides power for family wash; Richmond Hill, N. Y.—Workmen's homes burn as mud holds firemen; Auteuil, France—Thriller opens French Steeplechase season.

INTERNATIONAL NEWS NO. 27: New York City—Spring cleaning for awesome monsters; Petaluma, Cal.—Welcome Easter! Seattle, Wash.—New speed boat bids rum runners beware! Lone Pine, Cal.—College students in annual snow frolic; Clifton, N. J.—Unusual glimpse of great textile strike shows cops using clubs to keep "order;" Washington, D. C.—The Department of Agriculture opens its amaryllia show: Villa Coublay, France—France tests new type of airplane with two propellers and two motors; Washington, D. C.—Republican Women's Clubs of Baltimore present city flag to President Coolidge; Chicago, Ill.—Blue blooded sovereign of the canine world on display at Chicago Kennel Club's annual show; Peking, China—Free chop suey for Chinese kiddies; New York City—Famous college star goes after new records; Orangefield, Tex.—Tornado spreads ruin in rich oil district; West Baden, Ind.—Circus polar stars end training season.

PATHE NEWS NO. 27: Hasbrouck Heights, N. J.—Tests plane for polar flight! North Atlantic Ocean—Chart drift of huge icebergs in transatlantic ship lanes! Moscow, Russia—Blaze air trail to China! Pleasant Valley, Cal.—Highest concrete pier railroad bridge nears completion! In the Limelight—New commander assumes duties at West Point! Croyden, England—British airman flies 16,000 miles in round-trip flight to Cape Town! Geneva, Switzerland—League of Nations' failure to agree does not banish Germany's hope of entry! in a new role—hotel owner, chef, menu expert. Panama Bay, C. Z.—U. S. battle fleet engages in annual maneuvers! Panama City, Fla.—Newark ball tossers prepare for 1926 pennant battle! Charleston, W. Va.—Last moments of a moonshine still! St. Petersburg, Fla.—Mayor Walker outshines Babe Ruth at Yankee training camp! St. Paul, Minn.—Wins national handball championship for third successive time! Oil City, Pa.—Ice jam in Allegheny River brings devastating flood!

PATHE NEWS NO. 28: Petaluma, Cal.—Who said youngsters didn't like eggs? Urga, Mongolia—Russian fliers compete long flight from Moscow to Pekin! Tampa, Florida—Trains for attempt to swim English Channel! Augusta, Ga.—Cavalrymen in the making! Fairbanks, Alaska—Christen planes for North Pole flight! Moscow, Russia—Commemorate Soviet triumph! New York City—Swings on ladder in mid-air! Petersburg, Va.—Jersey City baseball club prepares for pennant race: New Orleans, La.—Doff old lids for new! Buffalo, N. Y.—Every dog has his day—so they all attend annual "Mutt Show!" Atlantic City, N. J.—Beach resort attracts thousands of Palm Sunday visitors!

FOX NEWS CONTINUITY, VOL. 7, NO. 51: The simple last rites for John C. Coolidge; Newport News, Va.—Thirty thousand see America's greatest ship-launching event in which 9 vessels take to water in 2 hours; Glimpses of European Rulers at Leisure—Dr. Hainisch, Austria's democratic President attends peasant wedding; Houston, Texas—Etiquette for monkeys; Paris, France—Exciting scenes enacted on the Bourse, or Stock Exchange; Houston, Texas—The industrial romance of Southwest; New York City—Horace Mann team wins the private school title in basketball by defeating Columbia Grammar, 26-19; Little Rock, Ark.—Old-time fiddlers in their old-time costumes come to town to compete for the old fiddlers' trophy; Columbia Nine Begins Training in Georgia; Miami Beach, Fla. — Fastest water craft in the South compete for hydroplane honors at Biscayne Bay Regatta; Philadelphia—New Camden Bridge is inspected by Gov. Moore of New Jersey and Gov. Pinchot, Pennsylvania; Helpless Ship Saved in North Atlantic—Liner DeGrasse hears S. O. S. and finds crippled Kentucky at sea's mercy.

FOX NEWS CONTINUITY, VOL. 7, NO. 52: Oil City, Pa.—Ice jam and high water cause $5,000,000 loss; St. Nazaire -Largest and finest liner in the French Mercantile fleet, Ilo de France, of 40,500 tons, is launched; Rochester Nine Starts Training in Georgia; Cambridge, Mass.—Harvard oarsmen turn out for Spring practice; San Francisco—John McCormack and his wife and daughter, Gwendolyn, arrive on visit from Emerald Isle; Starkville, Miss.—Great parade marks the formal opening of milk condensery; Washington, D. C.—President Coolidge is presented with city flag by Women's Republican Club of Baltimore, Md.; Interesting Figures in the Day's News Lord Allenby, Liberator of Jerusalem in the war, pays a visit to Canada; Nice, France Here's a luxurious home on wheels; Woodside, N. Y.—Herd of camels, symbols of Prohibition, get their first taste of near-beer; Oakland, Cal.—Famous Alaska salmon fleet of schooners makes ready for its final cruise in waters of Far North; Los Angeles, Cal.—Jack Dempsey host and "jack-of-all trades;" Colorado Springs A new idea in education- Chief Brave Hawk is added to school faculty to teach lore of Indian; Big Springs, Idaho—Country's largest rotary plow, with 3 locomotives pushing it, cuts a path to snowbound Yellowstone.

F. B. O. Acquires Two New Series of Comedies

In addition to the list of comedies and short subjects listed last week Film Booking Offices have signed contracts for two new series. One, a series of twelve comedies, called "Nutty Novelties" will be made by Charley Bowers who also plays the leading role. The other series will consist of twenty-six "Krazy Kat" cartoons produced by C. B. Mintz.

New "Helen and Warren" to Go Into Production

The eighth comedy based upon the Married Life of Helen and Warren has just gone into production at Fox Films studios under the direction of Albert Ray. It is "The Family Picnic." Hallam Cooley and Kathryn Perry again play the leads. Others in the cast are Arthur Housman, David Butler, Belva McKay and Grace Goodall.

Regional News from Correspondents

San Diego

G. A. AND KENT G. BUSH have added another building site to their holdings and have announced that construction will start soon on another motion picture theatre on 30th street, near Grape. It will be of the Egyptian style of architecture and will cost approximately $100,000.

James H. Rice, resident manager of the Pantages Theatre, has resigned to take up work as assistant general manager of the Airfan Radio Corporation of America, which is establishing a broadcasting station on the top of the U. S. Grant hotel. It is understood that George Pantages, nephew of the owner of the theatre, will come here to assume the management.

The name selected for the new motion picture theatre at Chula Vista, following a naming contest, is The Seville. A season pass was given to the winner. More than 200 names were turned in by contestants.

The Broadway Theatre has changed to a new schedule of three changes of pictures each week, on Sunday, Tuesday and Friday.

Paul Maiss, for some years the organist at the Superba Theatre, but for the past year teaching piano and organ, has been engaged as the organist at the new Bush Egyptian Theatre, now nearing completion at Park boulevard and University avenue.

New York and New Jersey

THE next meeting of the Brooklyn M. P. T. O. will be held at the Hotel Astor, New York City, on Thursday, April 1st. Several matters will be discussed—the most important among them being that of the proposed merger between the Local and State organizations.

Mayer and Schneider, chief executives of a powerful and fast growing local theatre circuit, recently held a "get-together" reception and dinner at Clinton Hall, Clinton Street, New York City. The event was largely attended—some four hundred employees and guests participating in the festivities. Messrs. Mayer and Schneider addressed the assembly, stressing the fact that the position occupied by the M. & S. Circuit today, was largely due to the loyalty and close co-operation given by their employees. The popular Lou Goldberg, Booker-Manager of the organization, acted as toastmaster.

Brooklyn's latest theatre opening was that of the Ritz at 46th Street and 8th Avenue, on the night of March 25th. William Brandt, Al Friedlander and S. A. Seelenfreund are the proprietors. The Ritz is a thoroughly modern neighborhood theatre and seats approximately 1200. The usual gathering of exhibitors, exchange managers and salesmen were present. Observed among the crowd were Marty Solomon of Red Seal, Dave Gross and Bernard of Fox, Harry Hollander and William Gluck of Howell's Cine Equipment Co., Sol Raives, Chas. Rossassi, Abe Blumenstein, R. Odierno, Harold Eldridge, Dave Worth, Max Levine, Dick Perry and Messrs. Strassberg, Jenell and Carlock.

Not to be outdone by other local exchange branch managers, Stanley Hand of First National has designated April 11th to the 17th as his week and all exhibitors are invited to give this popular executive a particularly big hand during that time.

And by the way, with Mr. Hand's reservation of that April week, the report is that there are no more weeks or months of the year open to any branch manager who may have failed to make his arrangements with the calendar. This condition has resulted from the unusual amount of activity on the part of branch managers in the different parts of the country. It is further reported that a larger and better calendar is under consideration.

Harry Buxbaum, New York Exchange Manager for Fox Films, seated in his handsome office in the new New York Fox Exchange Building.

Charles Rosenzweig, Manager of Film Booking Offices, New York Branch, was tendered a luncheon by the New York Film Board of Trade at the Hotel Astor on Fridoy, March 26th. "Charley" is President of the Film Board of Trade and his fellow members on the Board took the opportunity of his departure on Saturday for Los Angeles to attend the F. B. O. Sales Convention to felicitate him on his success both as an Exchange Manager and as President of their organization.

L. Lawrence Baren, manager of the Cranfield and Clarke New York exchange reports that business has jumped to the extent that a larger sales force is contemplated. Harry Fogarty is at present working Greater New York and Emler Hollander is covering Northern New Jersey.

Irving Lesser is making extensive alterations to the Strand Theatre at Rockville Centre, L. I. New projection equipment will also be installed in the Long Island house.

The opening dates of Calderone's new Long Island houses remain unchanged at the present writing. The Rivoli at Hempstead is scheduled for April 3rd and the New Valley Stream Theatre is due to open on the evening of April 15th.

Another important local theatre opening will occur next week when Chrystmos and Eldridge hold the premiere of the Parkhill at Yonkers. The Parkhill was scheduled to open on April 5th but the latest report is that it will be held over a day or two.

J. Berman, formerly connected with the Freeman Theatre and the Consolidated Amusement Co., has been chosen as manager of Messrs. Eldridge and Chrystmos' Parkhill.

Julius Joelson's new Star Theatre, Knickerbocker Avenue, Brooklyn, is expected to open on April 22nd.

J. L. Liner and Hermon Schwaub, both connected with the recently remodeled Daytona Theatre, Amsterdam Avenue and 165th St., were down around the exchanges this week. Schwaub is the house manager and Liner not only does the booking for the Daytona but for the York Theatre, Bronx as well.

The Forest Park Theatre, recently operated by Crystal and a partner, closed its doors last Sunday. It is reported that Chas. Rossassi, owner of the house will reopen it on Saturday of this week.

A change of ownership concerning the Electra Theatre, 1160 Broadway, Brooklyn, has been recently reported. Brown and Brava, former owners, are said to have sold their interests to B. Strassberg who at one time operated the Boro Hall Theatre.

There have been several changes among the managers' offices in local theatres. A. L. Green, of the Ozone Amusement Corporation, is the new manager of Goldreyer and Fleischman's Manor Theatre, Brooklyn, while Tony Cavallo, former manger of the Manor, has been transferred to the Cameo in Yonkers, another house belonging to the Goldreyer and Fleischman circuit.

L. Steinberg has recently tendered his resignation as the manager of the Cameo at Yonkers and has not as yet announced his future plans.

Robert Justry, manager of the Lido Theatre, Boro Hall, Brooklyn, has purchased an interest in that house and also The Eden at 201 Atlantic Avenue. The Lido is located at Court and Butler Streets.

Hymie Goldschein, former owner of the Windsor Terrace Theatre, is now connected with the Stadium Theatre, one of the Harlem houses operated by Steiner, Blinderman and Sherman.

In addition to getting his share of the equipment trade in this locality, Joe Hornstein of Howell's publishes a little monthly bulletin called "Cine-Shots." Part of the front page cites what Joe says is a "remarkable record" and that is—the sale of thirty-four projectors during a thirty day period. Some other theatres recently equipped by Howell's include Irving Lesser's Strand at Rockville Centre, Calderone's two Long Island Theatres. The City Theatre at Highland Falls, N. Y., Sam Berman's Senate, Brooklyn and Fabian's Rialto, Newark, N. J. Howell's service and sales staff have been recently increased to eighteen, in number.

COSTUMES FOR HIRE PRODUCTIONS EXPLOITATIONS PRESENTATIONS BROOKS 1437 Broadway Tel. 5580 Pen.

Central Penn

THE fine new Capitol Theatre, in Shamokin, Pa., described as one of the most elaborate motion picture and vaudeville houses in Central Pennsylvania was formally opened with special exercises on the evening of March 26. The theatre was built and is owned by the Shamokin Amusements Corporation, headed by C. A. Tharp, president, and composed entirely of local business men who established the theatre as a Community enterprise.

The dedicatory speech was made by C. K. Morganroth, a prominent Shamokin lawyer, and there were addresses also by Chief Burgess, A. G. Shissler and C. A. Tharp, president of the corporation.

Following the last performance the owners gave a luncheon at the Shamokin Valley County Club, the guests including the personnel of every contracting firm that assisted in the construction, decoration and equipment of the theatre; executives of the Keith-Albee Vaudeville Circuit, newspaper men and the borough council.

A charter of incorporation was issued at the State Department in the Pennsylvania capitol at Harrisburg on March 26 to the Suburban Enterprise Company, of Verona, Pa., the purpose of which is to own and operate amusement places. The authorized capitol is $15,000 of which $1,500 is paid in. The par value of the shares is $100. The incorporators are P. R. Marshall, R. D. 1, Verona, treasurer, who owns 20 shares; H. H. Martindale, R. D. 1, Verona, 20 shares, and John E. O'Neil, R. D. 1, Verona, five shares.

Razing of the old G. A. R. Opera House, on South Hickory street, Mount Carmel, for the purpose of replacing it with a modern motion picture theatre, is being contemplated by the officers of the Sons of Veterans organization of that city, according to a recent announcement.

South East

S. G. ROGERS, of the Rainbow Theatre, Marion, S. C., was a Charlotte visitor the past week.

B. B. Benfield, of Everybody's Theatre, Dillon, S. C., was along film row the past week setting in dates and getting new service.

Lawrence Lester, of the Ideal Theatre, Columbia, S. C., spent several days in Charlotte the past week.

J. R. Houser of the Strand Theatre, King's Mountain, N. C., paid the film exchanges a visit the past week.

Laddie Byers, former salesman of Pathe Exchange, has accepted a position as booker with the Fox Film Company.

A. M. Woodall, former salesman with Famous Players Exchange, has taken a position as booker with Universal. Mr. McWhorter, former booker, will return to the road as salesman.

L. L. Drake, of the Ansonia Theatre, Wadesboro, N. C., was a Charlotte visitor the past week as well as R. T. Lucas, of the Lyric Theatre, Wadesboro, N. C.

Cameron Price, who formerly was connected with the Enterprise Distributing Corporation, in Dallas, Texas, has arrived in Charlotte to take over the position of booker for Associated Exhibitors.

A new theatre will be opened in Lenoir, N. C., by N. W. Sherrill. This is to be a modern and up-to-date theatre. Mr. Sherrill was formerly in the hardware business in Hickory, N. C.

Jack Marcus, manager, and H. J. Paradis, President of the Eastern Carolina Theatres, Inc., were Charlotte visitors the past week. They stated they had purchased the Temple Theatre, of Sanford, which was formerly owned by J. Walters, and the Wanda in the same town, which was formerly owned by C. F. Doriety. They took charge on March 15th. Mr. Doriety, of the Wanda, will be retained as manager of the two houses.

Warner's Broadway, of Charlotte, N. C., celebrated its first anniversary on March 16th. Nat Royster, manager, took over this theatre immediately after its opening in 1925 and was retained by Warner Brothers, who purchased this theatre, June, 1925. Manager Royster booked a special program for the week.

The coming marriage of Harvey W. Marcus, General Manager of the Eastern Carolina Theatres, Inc., and better known as "Jack," to Miss Frances Marion Crisp, of Kinston, N. C., is announced for March 31st.

District Manager J. J. Fitzgibbons, of the Publix Theatres, in North and South Carolina; Harry Hardy, District Booker, and Warren Irving, Manager of the Imperial Theatre, Charlotte, N. C., have returned from the convention in Atlantic City.

William Conn, Manager of F. B. O., is leaving Charlotte for Los Angeles to attend a sales convention of the Film Booking Offices. Mr. Conn will go direct to Chicago where he will board the special train of that company.

The sales convention of the southern district of Universal, which will be held in New Orleans, on March 29-30-31, will be attended by E. F. Dardine, manager of the Charlotte Exchange accompanied by Salesmen C. W. Cheek, C. A. Anderson, James McWhorter and A. E. Rook.

The Charlotte Film Board of Trade held it's regular semi-annual election on Monday, March 22nd. William Conn, of F. B. O., was elected chairman of the board. Merritt Davis, of Warner Brothers, was elected vice-president and E. F. Dardine, of Universal, treasurer.

Miss Dorothy Kenney, of the Hays Organization, who has spent several weeks in Charlotte systemizing the Film Board of Trade, left for New York on Wednesday night.

Bill Lenehan, manager of Producers & Distributors Corporation, has been confined to his home for a week or ten days suffering with influenza.

Claude Webb, of the Webb Theatre, Shelby, N. C., was a Charlotte visitor the past week setting in dates.

L. T. Sharpe, of the Falls Theatre, Granite Falls, N. C., accompanied by Mrs. Sharpe, paid a visit to Film Row the past week.

B. Humphries, of the Rialto Theatre, Rock Hill, S. C., spent a few days in Charlotte the past week.

Jack Turner, manager of the Concord Theatre, Concord, N. C., visited the various exchanges the past week.

The Liberty Theatre, Walhalla, S. C., will be opened within a short time, was the statement made by H. N. Phillips, the manager.

W. L. Feezor, of the Badin Theatre, Badin, N. C., was along film row the past week buying service and setting in play dates.

Manager Tom Little of Producers & Distributors Corporation, of Atlanta, Ga., is a Charlotte visitor. Mr. Little returned to Charlotte in order to be near his mother who has been seriously ill.

Colonel A. F. Sams, of the Piedmont Amusement Company, of Winston-Salem, N. C., spent a few hours in Charlotte this week.

Paul Phillips, manager of the Wilson and Oasis Theatres, Wilson, N. C., was a Charlotte visitor the past week.

H. B. Cook, owner of the Kershaw Theatre, Kershaw, S. C., was a Charlotte visitor the past week to purchase products for his theatre.

Universal's
Greater
Movie
List
The
Highspot
of 'em All

Albany

AUSTIN INTERRANTE until recently manager of Warner Brothers' exchange in this city, has leased the Astor theatre in Troy, and will open it on April 3. He plans to change his program daily.

Ted O'Shea, local manager for Metro-Goldwyn-Mayer, has recovered from his recent attack of the grippe, and is once more looking after business.

Walter Roberts, manager of the Troy theatre, is encouraged these days in the report of attending physicians, which indicate that Mrs. Roberts is now on the road to recovery.

Ben Apple, of Troy, is now connected with the auditing department of Symansky brothers.

Any other person but John Doocey, manager of the King theatre in Troy, would be on the sick list. With no one to relieve him, Mr. Doocey had to keep going last week and managed to shake off an attack of the grippe.

Jake Golden, manager of the Griswold in Troy, is still confined to a Boston hospital, and during his absence, John Campbell is handling the theatre.

Mrs. Harold Filkins is now the telephone operator at the Pathe exchange in this city, succeeding Mrs. Richard Streuwe. Mrs. Filkins lost her husband by death a few weeks ago.

Edmund Melhado, a well known salesman at the Pathe exchange, paid a fine in police court last week, after admitting that he had parked his car in a restricted zone.

Jack Matthews, of Plattsburg, has presented his daughter with a beautiful automobile. Mr. Matthews has been doing exceptionally well with his theatre, but what is more important, has recovered from the stomach trouble from which he was a sufferer for several months.

William Benton played the part of host last week at a chicken dinner served on the stage of the Congress theatre in Saratoga Springs, to the employees of Mr. Benton's houses in Glens Falls, Mechanicville, Granville, Whitehall, Ballston and Saratoga Springs.

D. J. Harrington, of the Palace theatre in Saratoga, is recovering from an attack of the grippe. The father of Ben Straus, manager of the Palace, died during the past week.

C. H. Buckley, of the Leland and the Clinton Square theatres in Albany, returned last week to his office for the first time in a month or more. Mr. Buckley has entirely recovered from the effects of his operation.

Ed Trembly, of the American theatre in Troy, found that the epidemic of grippe, had cut into his working force so severely last week that it was necessary for him to secure not only another cashier for the time being, but also a complete set of ushers.

Abe Stone, of Albany, running the Arbor Hill theatre, has definitely decided to erect a new 1,000-seat house this spring, and so announced during the past week, following a conference with one of the local architects.

The Playhouse in Hudson is closed at the present time in order to permit of extensive interor decorating. The theatre was run for several years by A. A. Elliott, but was taken over recently by Freeder and Grossman, of Brooklyn.

It has been decided to reopen the Opera House in Lowville, closed since last December. J. C. Gerner will handle the theatre in his capacity as chairman of the village board of trustees, the theatre being owned by the village.

The theatre in Parishville run by Mrs. Arquette, has reopened for the spring and summer, according to a recent announcement.

Film salesmen from here, who hit Rome, say that Mike and Joe Kallet are busy there days in going over many of the incidental matters in connection with the construction of their new theatre.

Harry Hellman, owner of the Royal in Albany observed his twenty-fifth wedding anniversary last week with a dinner at the Hellman home. Mr. and Mrs. Hellman's daughter whose husband is a well known song writer and vaudeville star. called her parents on the long distance telephone from Chicago, and also presented them with a beautiful silver service. The many friends of Mr. and Mrs. Hellman remembered them to the extent that the Hellman home was a veritable bower of roses and hothouse flowers.

Louis Cappa has closed Dreamland in Albany, and is now devoting his entire time to the management of the Rialto in Schenectady.

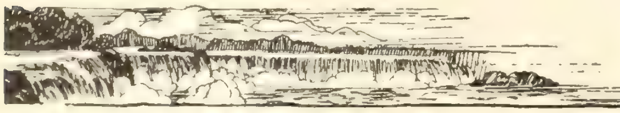
Two well known exhibitors were in Albany last week in the presence of William Smalley, of Cooperstown, and Charles Sesonske, of Johnstown. Mr. Smalley is using Al Bothner these days in booking amateur acts for the circuit and will continue his amateur acts until sometime in May. Mr. Sesonske is using a program of pictures during one-half the week and vaudeville the remainder.

Herman Vineberg, who is handling the Albany Theatre in this city, will have a birthday on April 7. Mr. Vineberg has recently installed considerable new projection equipment which is appreciated by patrons of the theatre. Beginning the fore part of April, the theatre will do much more in the way of newspaper advertising than in the past.

Louis Buettner, of Cohoes, made his first trip to Film Row this past week, since his return from the West Indies.

Miss Jane Halloran, secretary of the Albany Film Board of Trade, has been at her home for several days from an attack with the grippe which at one time threatened to develop into pneumonia. Miss Margaret Halloran, her sister, has been looking after her duties in the meantime.

The local Universal exchange lost considerable film last week through two fires in projection booths which fortunately, however, were confined to the booths. About 200 feet of film from the Universal exchange went up in smoke at the Lyceum in Waterville, while seven reels were destroyed by a fire in the booth at the Pine Crest Sanatorium.



Buffalo

THE officials of the Niagara Falls musicians union announce that the local had no connection whatever with the alleged "Black Hand" letter which was received by the conductor of the orchestra in the Bellevue Theatre. This announcement was made following a meeting of the union musicians and during which officers made clear that no un American tactics would be tolerated in connection with the present strike. No propaganda alien to the interests of either side will be tolerated, it is stated.

The Molly Mays! The Molly Mays!
In these Violet Mersereau frolics and plays.
Not a dull second! Assured of your praise,
The Molly Mays! The Molly Mays!

Arthur J. Lamb Productions

Sole Direction of Joseph Levering

Distributed by Cranfield & Clarke (Inc.)

729 7th Avenue New York City

The opening date for the New Hollywood Theatre in Gowanda, N. Y., will be Monday, April 21, according to an announcement by Judge John W. Schatt, who will be the manager of the house, built by Richard Wilhelm of Buffalo. On Friday, April 18, there will be a performance for invited guests. A. Wurlitzer organ is being installed.

William M. Shirley, former Buffalonian and now a prominent Schenectady exhibitor, was in the Queen City of the Lakes last week end on his weding anniversary celebration. It was his fifteenth. Bill visited his many friends along Film Row.

Joe Fitzer is now managing the new Kenmore Theatre in Kenmore, N. Y., which was opened by his brother Mitchell, who has assumed the personal management of the Rivoli in Syracuse.

There was a good crowd in attendance at the midnight benefit staged March 26 in the Olympic Theatre, Buffalo, for Miss Anne Beston, a former member of the Universal office and who now is at the Perrysburg hospital. The program provided excellent entertainment. Manager John B. Whitney of the Olympic and Charlie Goodwin, Universal branch manager, arranged the program.

E. J. Vallen of Akron, Ohio, was in Buffalo the other day conferring with Al Becker of the Becker Theatre Supply Company. He also visited the new Hollywood Theatre in Gowanda where Vallen curtain machines and noiseless curtain tracks are being installed. Al, by the way, has saved up enough for a new spring hat.

Manager Fred M. Shafer of the Lafayette Square is spreading himself on advertising these days.

The boys at the Paramount exchange have returned to town all pepped up over the new season product, the features of which they learned at the big Atlantic City pow-wow. Look's like Manager Marvin Kempner is going to crawl closer to the top of the offices doing the most business.

Minneapolis

M. J. Weisfeldt, district manager, and Eph Rosen, branch manager, are on their way to the Film Booking offices sales convention in Los Angeles.

A. H. Blank and E. L. Maytag will build a new theatre at Newton, Iowa, to seat 1,000.

J. A. Fogerty, former owner of the Orpheum theatre at Centerville, Ia., has bought the Melrose at Melrose, Ia., turning his old theatre over to Leo Moore owner of the Majestic, who now controls competition in Centerville

Omar Kenyon is managing the remodeled Majestic theatre, just reopened in De Moines.

H. S. Gallup of the Delft theaters, Marquette, Mich., is driving his new Cadillac to Los Angeles.

Waubay, S. D., business men, are making plans for a new theater.

Archie Higgs and Clark Bates are reported to have bought a site for a new theater in Flandreau, S. D.

H. E. Barnes has closed the State theater at Redfield, S. D., removing competition.

W. P. Lowell, former owner of the Kennedy theater, has bought Verne Kennedy's interest in that Canton, S. D. house. Kennedy is running for the governorship nomination.

A new Sherburne, Minn. theatre is to be operated by M. Witte.

H. L. Boch has sold his Opera House at Glenwood City, Wis., to H. H. Gleason.

The New Palace theater at Spooner, Wis., has been opened by Miner and Crouse.

Ray Churchill is the new owner of the Opera House at Coon Rapids, Ia., formerly handled by Williams and Allen.

The Strand at Conrad, Ia., has been reopened by N. L. Lamb of Radcliff.

Rebuilding of the Englert theater of Iowa City, Ia., recently destroyed by fire, will start soon.

Leo Maloney, star of "The Blind Trail," an Artclass production.

Nate Johnson announces plans for a new house on the site of his Scenic at Miller, S. D.

Broddyville, Ia., is without theaters following closing of the Golden Rod.

The Star theater at Alexandria, S. D., has been sold by C. F. Knoll to John Basche. Knoll will run the Liberty at Sioux Falls.

Frank Hoff has bought a theater site at Port Washington, Wis.

Engler Brothers Royal theater at Hopkins, Minn., will offer dancing in the Opera House across the street.

A. M. Leitsch has sold the Strand theater at Milford, Ia., to Joe and Frank Jerkins.

E. P. Hageman is completing his new theater at Waverly, Ia.

The new Sons of Norway building at Watford City, N. D., will house a theater.

Universal's Minneapolis branch is in the hands of second string men while the chiefs attend the Chicago sales convention of the company, directed by Lou Metzger.

Edmund M. Michalson, owner of the Palace and Orrton at Madison, Wis., will break ground soon for his new east side theater.

Bill Bennett, formerly of the Metro Goldwyn forces in Minneapolis, is about to return to St. Barnabas hospital for an operation. He has been suffering from heart trouble aggravated by appendicitis for some time.

J. B. Clinton of Duluth is having a good deal of fun with the wise one recently pulled on him by a Duluth newspaper. He declares that it was Morris Abrams of Metro Goldwyn, who started the story that he was seen on the streets of Detroit recently with a suit of clothes over his arm looking for the Detroit Free Press.

Ed Buckley of the Idle Hour theater at Olivia was in town the other day accompanied by his son.

William Glaser of the Grand theater at Faribault, Minn., was in Minneapolis last week.

Al Peterson, who operates the Loyalty theater at International Falls on the northernmost border of Minnesota was seen on film row last week.

Joe Wolf from the New York office is helping put over a special drive in Metro territory here.

Clyde Booth has been added to the Metro Goldwyn staff. Until recently he was with Educational.

L. J. Bloomberg, Metro-Goldwyn-Mayer Salesman, came near selling no more pictures when his car went into a ditch outside of Sleepy Eye, Minn., the other day. He crawled out of the wreck and sought refuge at a farmhouse. They say he came to clutching a contract in his hand.

Frank Hensler and Jack Schumow from the Milwaukee office are temporarily connected with the Metro staff in Minneapolis during the special drive. Herbert Hayman of New York and Joe Schwartzbine, formerly of Universal and Film Booking offices in these parts, but now stationed at Chicago for M. G. M. are in the Minneapolis office for a time also.

H. L. Anderson of Mound, Minn., was in town the other day buying for his semi-occasional pictures in the school house there.

C. E. Lundquist of the Arrowhead theater at Onamia recently visited film row.

Dan Coweg, Pathe's cashier in Minneapolis, is the father of a new baby.

Ralph McMillan of the Pastime theater at Winnebago was also seen in Minneapolis during the week.

Ray Berry, salesman for Producers Distributing Corporation, reports bad roads in his Wisconsin territory.

Billy Gould of the P. D. C. force has traded in his Ford for an Oldsmobile.

Dick Baasen of Minot is reported to be putting in a big stage in his Strand theater.

Harry Olin of Grand Forks, has launched a heavy advertising campaign in the newspapers.

Ben Friedman of the American Amusement company is installing a new organ in his Garric theater at Fargo.

Esle Larson has taken over the Cecile theater at Cokato, Minn., formerly operated by William Deters.

The Fox salesman were all in for a sales conference with Sydney E. Abel last Saturday.

George Hake of the Lyric theater at Belmont, Ia., was a visitor at the Fox office the other day.

The Forman theater at Forman, N. D., has changed hands but the name of the new owner has not yet been received.

Sydney Abel, new Fox manager, is making preparations to go to the company convention at Los Angeles, April 12th. He will be accompanied by R. S. Stewart.

The Minneapolis council has granted a permit to Frank Smoleski for a brick tile and concrete theater building to be constructed at 345 Thirteenth Avenue, N. E., at a cost of $45,000.

Sit Tight!
Until you see
Universal's Greater Movie List

New England

ERNEST SHARIF, recently with Producers Distributing Corporation of Boston, has taken over the New England territory for Ad Vance Trailer service and has opened headquarters at 42 Church street, Boston.

General Manager Harry Asher, Branch Manager Harry Morey and members for the sales force of Universal at Boston, have returned from the convention of Universal at Hotel Astor, New York City.

Thomas Jennings of the Fox exchange, Boston, leaves next Sunday for an extended vacation in California, including a visit to the studios. Jennings was a prize salesman in a salesmen's contest among the Fox exchanges. He will be accompanied part of the way by Harry F. Campbell, manager of the Boston exchange for Fox.

Division Manager George Shafer of the Paramount exchange, Boston; Branch Manager William Erbb, Sales Manager Frank Shea, City Salesman Harry Goldstein and members of the sales force have returned from Atlantic City after attending the annual sales convention of Paramount.

I. L. Wallenstein, manager of Film Booking Office, Boston, is en route to the Pacific Coast on a business trip.

W. D. Shapiro, president of the Franklin Film Corporation, Boston, has returned from a six week's trip to California in the interests of that company.

Edward J. O'Leary of Worcester, Mass., has joined the sales force of Film Booking Office, Boston, and will represent that company in the Maine territory.

Charles Bean of the Pastime Theatre, Franklin, N. H., was a recent visitor to Boston's Film Row.

Benjamin Green, owner-manager of the Melrose Theatre, Melrose, Mass., is able to be around again after his serious accident when his auto skidded in Chelsea, Mass., and struck a pole.

Morris Ponzner, formerly of South Manchester, Conn., made a brief visit to Boston exchanges en route to the Atlantic City convention. It is understood that he will return to New England soon as an exhibitor but he has not made public his new house yet.

Mrs. Nellie Riva, owner of the Pastime Theatre at Tilton, N. H., was a recent visitor to Boston's Film Row.

M. Grassgreen, formerly traveling auditor for the Fox interests, has been made resident auditor and branch manager with the Fox exchange in Boston.

John Nolan has been promoted to sales manager of the Fox organization in New England with headquarters in Boston.

Contract for the new Film Exchange Bunilding to be erected on Berkeley street, Boston, in which Paramount will be housed, has been awarded.

Johnson Opera House, Gardiner, Me., was host to the Legion boys of that city last Tuesday.

Thomas F. Henry, a police inspector of the Pawtucket police department, has been appointed official theatre censor for that city.

Cleveland

ALBERT Botzum, who owns and operates the Orpheum Theatre, one of Akron's foremost first-run motion picture theatres, has just installed a new Wurlitzer organ, the kind that can do anything but talk.

Bob Mochrie, who, as everybody in these parts knows, left Cleveland some few months back to become P. D. C. exchange manager in Albany has been promoted to the job of branch manager in Pittsburgh for the same company.

Robert Cotton, central division manager for P. D. C., and Chester Loewe, division representative, were in Indianapolis most last week.

Harry Charnas, president of the Standard Film Service Company, returned from a two weeks stay in New York, and immediately called a sales convention of his branch managers. This included Sam Wheeler, Pittsburgh; Nat Lefkowitz, Cincinnati; A. M. Goldman, Detroit, and Bill Onie, Cleveland.

J. S. Jossey, president of Progress Pictures has appointed George L. Levy manager of his Cincinnati branch office. Levy succeeds H. Hirsch who has a foreign post under consideration.

Attending the Universal Convention in Detroit last week from the Cleveland office were Al Mertz, manager; Andrew Sharrick, exploiteer; Sam Gerson, Joe Krenitz, Dan Stearns, George Wilson, Al Atkinson and Jack Lefky.

Lou Geiger, local F. B. O. branch manager is on his way to the west coast to answer present when the roll is called at the F. B. O. convention.

Ned Depinet, central district sales manager for First National was in town last week and on Monday made a very constructive talk on selling and future policies before the assembled members of the local exchange including G. L. Sears, manager; assistant manager Herbert Oschs, and the entire sales force.

Out-of-town exhibitors noted in the Film Exchange Building last week included George Manus, Rex, Toronto; Henry Rosenthal, Ohio, Ravenna; George Schade, Schade's Theatre, Sandusky; A. Fish, Alhambra, Akron; C. W. Goodrichm Chardon, Chardon.

Indianapolis

GEO. LANDIS, local manager for the Fox Film Corp., has been assigned to Special Sales Work with the Fox Film Corp., and Edw. Gomersall of the Fox Minneapolis office has succeeded Mr. Landis as Indianapolis manager.

Following the resignation of Geo. Landis, President of the Indianapolis Film Board of Trade on account of being assigned new duties as Special Representative for the Fox Film Corp., Henry Zapp local manager for the Producers Dist. Corp. has been elected president to fill Mr. Landis' unexpired term.

The Associated Exhibitors. are now members of the Indianapolis Film Board of Trade as of March 7th. Oscar Kirshner is the manager in charge of this exchange.

Griever Productons of Chicago have opened an office in Indianapolis under the management of M. Moore and for the time being are located at 141 West Vermont St., Indianapolis.

The Capitol Film Exch., with home offices in Chicago have opened an office in Indianapolis and are located at 120 W. Michigan St., and Frank Heller is in charge of the office. Mr. Heller was formerly President of the Motion Picture Theatre Owners of Indiana.

The Indianapolis Film Board of Trade have taken in six new members distributors in the Board, namely, Associated Exhibitors, Griever Productions, Reelcraft Film Corp.. Capitol Film Exch., United Artists Corp., and the State Film Service. This constitutes nineteen members now in the Film Board of Trade of Indianapolis.

The Crystal Theatre at Butler, Ind., is now operating under the new management with Harry Cain as owner. This theatre was formerly operated by Mrs. Ada Wright.

Mr. and Mrs. A. Jackson of Crawfordsville, Indiana, operating the Strand and Arc Theatre of Crawfordsville have taken over the Olympic and Wilds Opera House at Noblesville, Indiana and will show pictures, vaudeville and road shows. There are four theatres now conducted by Mrs. Jackson in Indiana.

The Illinois Theatre, Indianapolis, is now being operated by Lee Goslee. Mr Keys of Minneapolis was the former owner.

The Cort and Empire theatres at Auburn, Indiana, operated by Vininskki and Smith are now being conducted by Smith and Hart, Mr. Hart buying out Mr. Vininskki's interest.

The Bandbox theatre at Plymouth Indiana operated by Billy Link has been taken over by Wm. Glaub.

The Grandview theatre, Grandview, Indiana, has just been taken over by J. A. Gabbert. Lawrence Scales was the former owner.

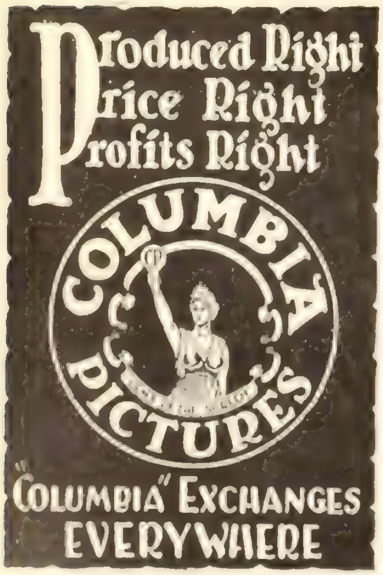
The Auditorium theatre at Dawson Springs, Ky., formerly under the management of Moulton and Hendryx of the Dawson Springs Amusement Co., is now being operated by the Broadway Amusement Co. of Louisville, Ky.

Another change of ownership concerns the Boice theatre at Napannee, Indiana. Bernard Richmond is the new owner, having bought out Mrs. R. Butz.

The Palace theatre at Crown Point, Indiana is also under the new management of James Bikos. F. Gregory was the former owner.

John Sanders has taken over Frank Kressler's interest in the Kentland Theatre at Kentland, Ind.

It is also reported that Louis Golden and M. Feldman have taken over the Capitol theatre, Washington and Capitol avenues, Indianapolis, and will operate on a ten cent admission charge.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Profits Right
COLUMBIA PICTURES
"Columbia" Exchanges Everywhere

Kansas City

CAN some one recommend another job of some sort for Adolph Eisner, manager of the Circle Theatre, Kansas City, and former president of the M. P. T. O., Kansas City? In addition to managing his theatre, Mr. Eisner recently became interested in the operation of a Kansas City drug store, to which he devotes several mornings each week. Feeling that he was "loafing" too much he proceeded to accept a position as publicity representative of the Globe Theatre, down town first run house. He still has a few superfluous minutes before breakfast and after dinner.

Among the out-of-town exhibitors in the Kansas City market this week were: C. L. McVey, Herington, Kas.; Ben Hill, City Hall Theatre, Belton, Mo.; W. A. Davis, Lyric, Holden, Mo.; W. R. Luehrs, Rex, Higginsville, Mo.; W. P. Cuff, Strand, Chillicothe, Mo.; Ed Pesha, Penn, St. Joseph, Mo.; J. Fiske, Butler, Mo.; C. Swierzinsky, Washington, Kas.; Jack Gross, Carthage, Mo.; C. M. Pattee, Pattee Theatre, Lawrence, Kas.

Another active week on Kansas City's movie row, George Lodge, former assistant Universal booker and now of the Exhibitors' Film Delivery Company, is the elated father of an 8-pound baby girl.

Lew Nathanson, film veteran, has accepted a position as Associated Exhibitors representative in Kansas City, according to Frank Cassil, branch manager. Walter Abrams has been made second assistant booker at the Universal branch.

The Irish have their month in March, and just to prove it, H. W. McCarthy, Pathe salesman, has been turning in contracts by the bale, it is said.

R. L. McLean, assistant to C. D. Hill, P. D. C. district manager, was a Kansas City visitor.

It was a vacant appearing office at the Paramount, the staff, a dozen strong, having gone to the Paramount convention in Atlantic City.

Ned Depinet, divisional sales manager, and W. E. Callaway, district manager, respectively, of First National, were Kansas City business visitors.

E. M. Saunders, western division sales manager, and J. E. Flynn district manager, of Metro-Goldwyn, were in Kansas City for a conference with C. E. Gregory, Metro-Goldwyn branch manager.

After being confined in a hospital for two months, ill of typhoid fever, Tom Byerle, First National branch manager, again will be back on the job next week.

Salt Lake City

GEORGE E. CARPENTER, manager of the Paramount Empress Theatre here, and Emmet Sorg, manager of the Paramount in Ogden, Utah, have returned from their trip to the managers convention in Atlantic City.

Carsten Dahnken will arrive in this city about April 1st to supervise the plans for their new Boise theatre on which construction will start immediately.

Dave Schayer, publicity man for the American Theatre here, has recently arranged a very attractive lobby display which makes a large castle out of the box office.

Sam Levine, manager of the Salt Lake Theatre Supply Company, is driving a new Chandler Sedan.

Seth D. Perkins, District Manager for Metro-Goldwyn-Mayer, has left this city for his headquarters in Denver. Jos. F. Samuels, local manager for Metro-Goldwyn-Mayer, is in the office after having made a trip into southern Utah. C. F. Parr and C. M. Stern are still up in Idaho on an extended trip. D. T. McElhenney is now back in his territory after having completely recovered from his recent operation.

Charles Dillerd, assistant manager here for Metro-Goldwyn-Mayer is now a married man and has just recently returned to Salt Lake after a brief honeymoon spent in Butte, Mont.

Branch Manager James R. Keitz has started for a trip into southern Utah.

Al O'Keefe, local manager for Producers Distributing Corporation, is spending a few days in Pocatello, Idaho. C. C. McDermond, salesman out of this office, and owner of the Orpheum Theatre at Milford, Utah, has returned from a successful trip in southern Utah.

Gordon Thornberg, owner of the Blue Bird Theatre at Garfield, Utah, is disposing of his theatre interests April 1st.

Clyde H. Messinger has returned to his desk at the Educational after a trip to the Yellowstone Branch of Idaho.

L. J. McGinely, branch manager for Famous Players Lasky in this city, and all of the salesmen out of this office attended the convention in Atlantic City.

Milton Cohn is still making Idaho with his United Artists product.

H. Bradley Fish, manager of the local Fox exchange, has been up in Boise, Idaho, for a few days.

George Mayne, owner of the Preferred Pictures exchange here, is expected in from Idaho territory to meet Henry Ginsberg of the Ginsberg Productions.

Mathew Aparton, branch manager for Universal, and Tony Hartford, sales representative, have returned to the office from southern Utah.

I. H. Harris of the Burley Circuit has taken over the Iris Theatre of Murray and the Rialto and Empress theatres of Magna, Utah.

J. A. Epperson, manager here for Pathe, has left to cover the Yellowstone Branch in Idaho.

B. H. Thatcher and Wm. Spicker of the Capitol Theatre at Logan, Utah, have been conferring with local managers on new product.

R. D. Boomer, manager here for Associated Exhibitors, leaves soon for the Idaho territory. Clifton Pierce, formerly an exhibitor in Brigham City, Utah, is now on the road for Associated Exhibitors, covering Utah and Nevada.

Don Carrothers, owner of the Orpheum Theatre at Pocatello, Idaho, was an exhibitor visitor this week.

Commissioner Harmon Peery and his brother Lou Peery, who has just returned from a trip to Los Angeles, were both visiting film row this week in the interest of their Egyptian Theatre at Ogden, Utah.

Henry J. Buddi, assistant manager of the Continental Feature Film Corporation, has just left this city where he has been visiting in regard to opening their new office.

John Ruger, owner of the American and Orpheum theatres of Park City, Utah, has been lining up new business this week.

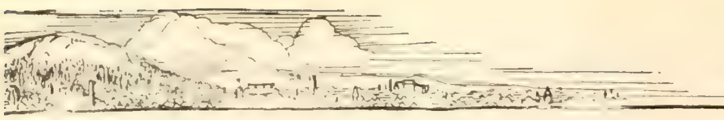
L. A. Davis, manager of the local F. B. O. office, has left for a trip into Idaho to close a few open spots before leaving for the convention in Los Angeles.

E. M. Gibson, assistant manager, will be in full charge of the F. B. O. office here during the three weeks of Davis' absence.

Ned Marin, general Sales Manager for Associated First National, was through here last week and has left for the home office in New York. Marin was accompanied by L. O. Lukin, Western District Manager. Lukin is reported to have gone to Denver from here.

Claude Hawkes and Vete Stewart were in for a sales convention at the Associated First National exchange this week. Stewart has left for Idaho, Wyoming and Montana, and Hawkes is on his way to the Wyoming territory.

GO
GO
Nothing can stop you once you're set with
Universal's Greater Movie List



Butte

MONTANA is interested in the recent transaction whereby the Rialto and American Theatres of Butte and the Liberty, Capitol and Grand Theatres of Great Falls, were added to the holdings of the North American Theatres Corporation.

There is a rumor current that programs at the Rialto and American theatres will be on a more elaborate scale in the future.

W. J. Sullivan of Butte, manager of the Rialto and American theatres, and Will Steege of the Liberty, Grand and Capitol of Great Falls have the confidence of the theatre loving public in their respective cities for the very high standard of pictures and programs offered at their houses and under their management these houses have become very popular.

Johnnie Gavan, manager of the Liberty Theatre of Butte has just been called to Helena to take charge of the Liberty Theatre at Helena, which has recently been redecorated and remodelled to the extent that it now represents one of the finest theatres in the city. Dr. Bethel, who owns the house, opened the theatre a short time ago with Mr. Kessler as his coworker.

Manager White of the Alcazar Theatre of Great Falls has recently opened a new theatre, the Rainbow, which was formerly known as the Palace and is one of the most artistic playhouses in the state. The house has been redecorated and Mr. White ranks as one of the best theatre business men in the West.

Charlie Hartwig, manager of the Marlowe Theatre of Helena, has recovered from a recent attack of flu.

Walt K. Millar, manager of Greater Features Exchange of Butte, was a recent caller in the city.

W. A. Simon, manager of the Wilma Theatre of Missoula, has been busy of late arranging some very special attractions for his patrons.

It is reported that Guy D. Stapleton, manager of the Rialto of Missoula, is not complaining about business these days and that Henry Turner, who runs the Bluebird in the University city says the salesmen keep him busy booking new programs.

E. L. Wharton, who has had the Orpheum theatre at Glasgow sold his interest to Bernard Survant of Malta. The new exhibitor is off on a honeymoon and will not take over the active management until the early part of April.

W. M. Hughardt, branch manager of Pathe in Butte, has been on a tour of eastern Montana and has recently returned. He is quite optimistic over business conditions in the state.

Claude Hall is doing the booking for Pathe now. He was at one time booker for Universal.

G. H. Warren, Pathe salesman for eastern Montana, is tooting his own horn these days through a brand new Studebaker.

Tom Walsh, Pathe serial salesman, is having wonderful success selling serials. He covers western Montana.

Ted Cassidy, who for the past several years has been door-keeper at the American Theatre, was found dead in the theatre on the morning of March 26th. The doctors said he died of heart disease. He was in his 60th year.

Des Moines

HARRY LLOYD is the new salesman at the office of Pathe. He comes from Detroit He has the territory which was previously traveled by Joe Jacobson, who has joined the sales staff of Universal.

E. O. Elsworth of the Metropolitan Theatre at Iowa Falls, who is one of these who rarely visit the film exchanges, registered in Movie Row last week.

R. F. Crawford, manager of the Famous Players office, with his sales staff left for the sales convention at Atlantic City. C. H. McClinock, head booker, and E. R. Burger, exploitation man for the Omaha and Des Monies territory, and Jack Curry, accessory sales manager, also made the trip to the special convention. Members of the sales force who represented Des Moines were R. W. Robbins, R. M. Copeland, E. R. Rushing, H. Saverude and W. E. Barker.

D. C. Kennedy, formerly with Metro-Goldwyn in St. Louis, has been added to the sales force of the Des Moines office.

A. G. Stolte, manager of the Capitol Theatre, Des Moines, for the Blank interests, has just returned from the convention at Atlantic City.

Beaulah Raines, biller for Metro-Goldwyn, was ill with the flu. Miss McGreavy, secretary to Manager Banford, was also a victim of the epidemic but is now recovered.

Universal salesmen who attended the national convention of salesmen at the Drake Hotel, Chicago, were George Nalor, J. S. Peckinpaugh, Clarence Ross, Joe Jacobson, Mr. Abrams, H. H. Cass and Manny Gottlieb, manager of the Des Moines office.

Leo Weiderts of the Associated Exhibitors office won a prize last week. He topped the list for play date contracts in the drive of last week. Also he had his new Essex out for inspection.

G. L. Schwanaker of the Garden Theatre at Guthrie Center, A. P. Shuneman of the Isis Theatre at Webster City, Mr. Grossman of the Palace Theatre at Nevada, Joe Benjamin Gerbracht of the Ames Theatre Company, Byron Watson of the Grand at Knoxville, were out of town exhibitors who visited the offices of the film exchanges last week.

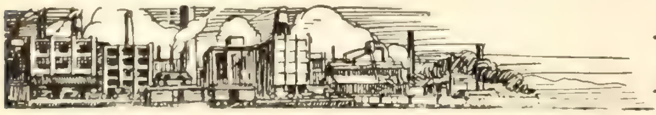
Carl Reese, salesman for Metro-Goldwyn, has been spending part of the past week at the Kansas City office.

N. C. Rice, manager of the F. B. O. exchange, left for California for the national convention there.

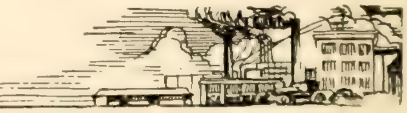
E. J. Tilton, manager for First National, was ill last week with the 'flu. He is now back at the office after a fews days absence. Art Johnson, booker for First National also suffered an attack of 'flu.

Jess Day, manager of the Strand Theatre, Des Moines, is now in charge of the theatre again after time off to battle with the 'flu. During the absence of Mr. Day from the theatre, Mr. Brager, director of publicity for the Blank Theatres, took the management of the Strand.

E. Rowell, from the home office of First National, has been visiting the Des Moines office in his capacity as booking inspector.



Detroit



FRED DAVIE, who some weeks ago was appointed Detroit manager for Associated Exhibitors, is no longer manager of this exchange. He has gone to Florida where he will engage in the real estate business.

The Colony is the name of the new house being erected by Wadlow Brothers at Mack Avenue and Balfour Road, Detroit. The new house will contain about 1,000 seats and is expected to be opened by August 1. This will give Wadlow Brothers two theatres, the other being the Virginia Park.

A. J. Kleist's new Orpheum theatre in Pontiac, opened less than a month ago, closed March 21, to permit rearrangement of the seats. It is expected that the theatre will again reopen within two weeks under the same policy.

In a recent court decision, George Murphy, who has been operating the Garden Theatre in Muskegon for the past five years, loses his lease on this theatre. Paul J. Schlossman, who now operates several theatres in that city, takes possession on Sunday, March 28, and expects to continue its operation. Mr. Murphy will continue to operate the Iris.

W. D. Ward, of the W. D. Ward Productions, left for New York last week to arrange for product for the coming season.

George Koppin is back in Detroit after three weeks spent in Florida.

Sid. Bowman, who is in the booking department of Paramount's local office has been appointed manager of the 1926 Paramount baseball team. He claims to have the winning team among the Detroit Film Exchanges this year. Games are being scheduled now.

It is reported that a new theatre will be erected at Van Dyke and Mack Avenues by the owners of the Iris Theatre. The house will be a combination vaudeville and pictures and will seat approximately 2,000.

Word has been received of the sudden death of one of Bill London's children and sincere regret is expressed by the local film trade.

Gabriel L. Hess, general attorney for the Film Board of Trade has advised David Palfreyman, secretary of the local board that some of the regional distributor members of Film Boards of Trade plan to consider several clauses pertaining to the new Standard Exhibition Contract, and the Detroit Board will also have a discussion on the matter at their next regular board meeting.

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DEVELOPING AND PRINTING MOTION PICTURE FILM

St. Louis

WILLIAM GOLDMAN owner of the Kings, Queens, Woodland and Kingsland Theatres, St. Louis, Mo., gave a delightful dinner party at the Coronado Hotel. His guests included: Ned N. Depinet, sales manager for First National, New York City; W. E. Callaway, First National district manager, New Orleans; Harry Weiss, St. Louis First National manager; Max Milder, special representative Fox Film Corporation, New York; Jules Levy, special representative United Artists, New York; William Barron, St. Louis manager for United Artists and H. E. Truog, district manager for Pathe.

Spyros Skouras, president ot Skouras Brothers Enterprises, accompanied by his wife, departed March 27 for a four weeks vacation in California.

W. C. Gregg, owner of the Majestic Theatre, Mammoth Springs, Ark., who in off hours finds time to act as Mayor, City Marshal, Police Magistrate and several other things for that city, was a visitor to the St. Louis exchange of First National during the week.

Edward Alperson, manager of the St. Louis branch of Warner Brothers, and his wife were held up and robbed by two bandits shortly after they had left the Orpheum Theatre, Ninth and St. Charles Sts., St. Louis, Friday evening, March 26.

Alperson had parked his machine on Lucas avenue between Ninth and Tenth and was just about to start the car homeward when the men climbed in the back of the machine, displayed a pistol and demanded Mrs. Alperson's fur coat and the couple's jewelry.

The loot included the coat valued at $400, Mrs. Alperson's wedding and engagement rings and another ring. Alperson's watch and $36 in cash. The jewelry taken was valued at $750.

Out-of-town exhibitors seen along Picture Row the past week included Jack Williams, Panama, Ill.; Mrs. Frances Peart, Gillespie Ill.; C. L. Henry, Glen Carbon, Ill.; John Pratt, Fulton, Mo.; John Rees, Wellsville, Mo.

J. J. Reilly, Alton, Ill., exhibitor is enjoying the sights at Hollywood.

Tom McKean, manager for F. B. O., departed Sunday, March 28 to attend the F. B. O. convention in Los Angeles on April 1, 2, 3 and 4.

Lew Bent, salesman for F. B. O., who had been laid up by an attack of rheumatism, returned to work on Monday, March 29.

Harry Strickland, United-Artists salesman for Southern Illinois, has returned to that territory.

Herbert Krouse, manager, and other members of the local Paramount sales organization, attended the big convention at Atlantic City the past week.

Max Milder, special representative for Fox Film Corporation, returned to New York City, March 27.

Joe Wade, who manages theatres in Griggsville, Ill., and Vandalia, Mo., is attending the Paramount school in New York.

An epidemic of scarlet fever has forced the closing temporarily of the Scenic Theatre, Assumption, Ill.

Wagner & Tobin have purchased the Rees Theatre, Cairo; Lyric, Mounds, Ill., and Palm, Mound City, Ill.

Chicago

SALES executives, branch managers, salesmen, exploitation men and accessory managers from exchanges of the central west and Canada, attended Universal's convention held at the Drake Hotel, Chicago, March 25th to 27th, which was presided over by Lou Metzger, general sales director of the western division.

The social side of the convention was not overlooked and among those present at the convention included Branch Managers. George Levine, Milwaukee; Phil Dumas, Minneapolis; Harry Taylor, Kansas City; R. A. Scott, Vancouver; F. Vaughn, Calgary; Geo. Law, Winnipeg; C. Hagne, Toronto; H. J. Chapman, Sioux Falls; H. Lefholtz, Omaha; M. Gottlieb, Des Moines; L. E. Goldbaumer, St. Louis and Bill Brumberg, Chicago; and Publicity Man Bruce Godshaw; Abe Stern, vice-president Stern Brothers Comedies Corporation; Earl Kramer, sales director eastern division; Lou Metzger, sales director western division; Joe Friedman, manager Denny Productions; Ralph Williams, sales director southern division; Dave Bader, manager of Universal Supplies; M. Carlos, president Carlos Production and Richard Talmadge; L. W. Alexander, general assistant sales director; Bill Truog, general assistant sales director southern division; and Leo Delaney, sales director Canadian division.

The entire sales staff of various exchanges were also in attendance.

Charles Niggemeyer, well known production manager, formerly connected with McVicker's Theatre, is visiting with his parents here for a few days, previous to going to New York City.

Louis Laemmle, who went to Los Angeles to attend the 20th anniversary banquet which was held there in honor of his brother Carl, expects to be back in Chicago the end of the week.

Harvey Day of Educational, who is making a tour of central west exchanges, spent several days in Chicago, going over the local situation with Manager Dave Dubin.

Wagner & Tobin have taken over the Rees Theatre, Cairo and the Lyric, Mounds and Palm Theatres, Mound City, Illinois.

Mr. and Mrs. A. Hall opened their new Capitol Theatre at Waterloo, Illinois, on Saturday, March 20th.

James Story in charge of production for Pathe, spent Friday visiting with Manager Gillick at the Chicago exchange.

Paul Busch, veteran Chicago film man has been appointed branch manager for Associated Exhibitors at Kansas City.

R. E. Bradford is now connected with the Universal exchange, where he has been assigned to west side territory.

Two Chicago salesmen, George Weinberg and Harry Phillips, won first and second prizes in the western division of the recent Oscar Price sales drive. Manager Horne of Des Moines, was the winner in the manager's division, receiving a trip to New York as his prize.

Joseph Hopp and a committee of exhibitors are arranging for a special train which will carry theatre men of Chicago and adjoining territory to the annual convention of the Motion Picture Theatre Owners of America, which will be held in Los Angeles on June 1st.

Max W. Roos, is once more calling on motion picture men, having become connected with the Arcus Ticket Company as a salesman.

The committee in charge of the Midwest Film Golf Association's spring tournament held a meeting this week and decided to hold the event during June. The committee includes Messrs. Ulrich, Bond, Greenwood, Burloch of the Orpheum Circuit, and Jack Sampson.

J. W. McFarland, who has been manager of the Double I territory for Associated Exhibitors has been promoted to manager of the Detroit exchange and Salesman George Weinberg of the local office has been appointed as Double I territory manager.

Sales Director Lou Metzger, left on Wednesday for Los Angeles where he will be in charge of the Universal convention to be held in that city on April 5, 6 and 7.

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Pre-release Reviews of Features

The Fighting Peacemaker

(Universal—4500 Feet)

(Reviewed by George T. Pardy)

THE familiar theme of the everlasting feud between sheepherders and cowmen is the main plot angle of this picture, a side issue dealing with the hero's successful attempt to prove his innocence of a crime for which he was convicted and jailed. What the story lacks in originality is amply made up for by rapid, forceful action of the kind that always gets a hand from admirers of Western adventure tales, it's the sort of vehicle that shows off the energetic star to the best advantage as a persistent effective battler, roughrider and subduer of plotting crooks, with Lola Todd looking very pretty and appealing as the gal, and Robert McKenzie furnishing comedy relief in the role of a fat hobo. There is an abundance of gunplay, galloping steeds in furious chases over hill and dale, all of which is worked up to a satisfactorily happy climax.

THEME. Western melodrama. Hero foils plot of sheepherders against cowmen, proves innocence of crime for which he was unjustly convicted, wins girl he loves.

PRODUCTION HIGHLIGHTS. Sustained strenuous action, Jack Hoxie's athletic stunts, scene where he tricks captors by pretending to be dead, kidnapping of heroine and subsequent rescue.

EXPLOITATION ANGLES. Bill as high-pressure action Westerner, with sympathetic romantic appeal and melodramatic thrills. Feature Jack Hoxie.

DRAWING POWER. Will fill the bill wherever fast Westerners please 'em.

SUMMARY. Jack Hoxie in a typical Western melo, with plenty of fast riding, scrapping and hurry-up action. Story has familiar ring but holds its interest and offers good entertainment of its kind. Will please average fan.

THE CAST

Peace Parker	Jack Hoxie
Jess Marshall	Lola Todd
Jefferson Crane	Ted Oliver
Clell Banert	William Steele
Hanna	Robert McKenzie
Cross L. Marshall	Clarke Comstock

Author, W. C. Tuttle. Director, Clifford Smith. Photographed by William Nobles.

SYNOPSIS. Peace Parker returns to Tarp City after serving a jail sentence on a false charge and hears Jess Marshall, the girl he loves, is engaged to another man. Learning that there is a plot to run sheep onto the Marshall ranch grounds, Peace leads the cowmen against the sheepherders. Jess is kidnapped. Peace rescues her and learns she is still true to him. The plotters are defeated and his innocence established.

Jack Hoxie, star of "The Fighting Peacemaker,' a Universal production.

The Fighting Peacemaker (Universal)

PRESS NOTICE

BREEZY, fast-moving Western melodrama, "The Fighting Peacemaker," starring Jack Hoxie, is scheduled as the main screen attraction at the ——— Theatre on ———.

This picture presents Hoxie in the role of a cowboy, sentenced to jail on a false charge, who returns home determined to get the man who framed him. He is told that Jess Marshall, the girl he loves, has promised to wed another man. Discovering a plot to run sheep onto her father's ranch, he leads the cowmen against the sheepherders, discomfits the latter, proves his innocense and wins Jess.

Lola Todd is the fascinating heroine, with Ted Oliver, William Steele, and other film favorites in support.

CATCH LINES

An open-air tale of adventure that vibrates with thrills and has strong romantic appeal!

The Devil's Circus

(Metro-Goldwyn-Mayer—6750 Feet)

(Reviewed by George T. Pardy)

A VERY fascinating melodrama with a good deal of hokum incident, but hokum so artistically treated by director and players that it never fails to create and hold interest. "The Devil's Circus" registers as a reliable box office attraction. It is the first American production of the noted Danish director, Benjamin Christianson and stands forth as a fine example of excellent judgment, cultured taste and rare technical ability on his part. It's a sophisticated picture, perhaps a shade too sophisticated for certain strait-laced communities, but on the whole pretty sure to pass muster with a majority of movie patrons, for there isn't a trace of coarsenesses in evidence. Christianson makes a triumphal American debut and Norma Shearer adds fresh lustre to her laurels by a wistfully tender and sweet performance as heroine Mary.

THEME. Melodrama. Country girl joins a circus, is victimized by lion-tamer and crippled by fall from trapeze; eventually finds happiness with reformed crook lover.

PRODUCTION HIGHLIGHTS. Capable direction, splendid acting by leads and supporting cast. Thrilling scene where heroine falls from trapeze and is rescued from enraged lions. Fine photography and lighting.

EXPLOITATION ANGLES. Boost as vividly sensational melo, with intense heart interest, fine circus stuff, alluring Continental atmosphere. Feature Norma Shearer.

DRAWING POWER. Should win anywhere, unless your patrons are ultra prudish.

SUMMARY. A beautifully photographed, cleverly directed, well acted melodramatic romance, with circus life slant and Continental atmosphere. Has tremendous heart appeal, puts over pungent thrills.

THE CAST

Mary	Norma Shearer
Carl	Charles Emmett Mack
Yonna	Carmel Myers
Hugo	John Miljan
Mrs. Peterson	Claire McDowell
Little Anita	Joyce Coad
Mary's Dog	Buddy

Author and director, Benjamin Christianson.

SYNOPSIS. Mary, country girl, is befriended by Carl. She obtains employment in a circus. Carl is arrested for robbery but promises Mary to go straight thereafter. Hugo, lion-tamer, infatuated with Mary, assaults her. Jealousy impels Yonna, Hugo's mistress, to tamper with ropes while Mary is doing trapeze act. She falls, is crippled. War breaks out. When peace comes Carl finds Mary. He goes to kill Hugo, discovers him blind and relents. Carl and Mary face happy future together.

Norma Shearer, star of "The Devil's Circus," a Metro-Goldwyn-Mayer production.

The Devil's Circus (Metro-Goldwyn-Mayer)

PRESS NOTICE

SUPERB acting by a great cast and a story of tremendous melodramatic power and human appeal are the characteristics of "The Devil's Circus," starring Norma Shearer, booked for its local screen debut at the ——— Theatre on ———.

The plot is staged amid Continental settings, colorfully alluring, and deals with the love affairs and misfortunes of a little country girl, who obtains employment in a big circus, is victimized by a villain, but finds happiness with a crook lover who reforms.

Charles Emmett Mack fills the hero role, the support includes Carmel Myers, Claire McDowell, John Miljan and others.

CATCH LINES

A wonderfully gripping romance of the circus, with Continental settings! Norma Shearer's great emotional role in her greatest picture!

"Hell hath no fury like a woman scorned!" See how the woman scorned exacted revenge in this film!

Tramp, Tramp, Tramp

(First National—5830 Feet)

(Reviewed by George H. Pardy)

LOOKS like an attraction surely destined to get the money at the box office. It is clean, wholesome comedy, mixing up mirthful situations with snappy thrill shots, smoothly directed and racing along with electric speed. You couldn't pick out a more likely picture for the family trade, and in fact it's pretty sure to please all classes of fans, for even its most comic absurdities are excellent specimens of fooling. They keep Harry Langdon busy all the way through and there's no denying his originality or power of personal appeal in the character of the lovable young hobo hero. Also the superfluity of subtitles that has marred many a jestful feature, doesn't handicap this film. There are just enough, and no more, to help out the continuity and the action is much benefited thereby. Joan Crawford a vivaciously pretty Betty; support good, photography excellent.

THEME. Comedy. Young hobo engages in transcontinental walking contest, spurred on by thoughts of love. He wins and is rewarded by smiles of girl in sun bonnet.

PRODUCTION HIGHLIGHTS. Harry Langdon's capital performance in hobo hero role. Exciting adventures and farcical situations during the great cross-country walking contest. Episode of girl in sun bonnet. Love interest and great climax.

EXPLOITATION ANGLES. Local shoe stores should welcome tieups on this picture. Feature Harry Langdon. Boost to limit as laughing riot with romantic lure.

DRAWING POWER. A good box office bet for all sizes and classes of houses.

SUMMARY. Has universal audience appeal. Comedy with real human interest, puts over lively gags, snappy farce punches, thrills by the score. Harry Langdon at his best, a sure laugh-creator, with a little romance to balance the fun.

THE CAST

Harry	Harry Langdon
Betty Burton	Joan Crawford
John Burton	Edwards Davis
Roger Caldwell	Carlton Griffin
Harry's Father	Alec B. Francis
Taxi Driver	Brooks Benedict
The Argentine	Tom Murray

Directed by Harry Edwards.

SYNOPSIS. Harry, young hobo, is attracted by a barbecue given by shoe manufacturer Burton at start of a transcontinental hiking contest. Harry falls in love with Burton's daughter Betty and believes he can win her if he wins the cross-country walking event. He competes, arousing the admiration of a sun-bonneted girl riding in a squatter's wagon. Victorious, he thinks that Betty is beyond his reach, but is then consoled by the sight of the sun-bonnet girl.

Harry Langdon, star of "Tramp, Tramp, Tramp" a First National release.

Tramp, Tramp, Tramp.
(First National)

PRESS NOTICE

HARRY LANGDON, prince of comedians and fun-makers in his new, great picture "Tramp, Tramp, Tramp," is scheduled as the big screen attraction at the ——— Theatre on ———.

This is a comedy with laughter crackling from every foot of film, while a touch of pathos and romance lends sympathetic interest. Langdon is cast as a young hobo, who falls in love with a rich man's daughter and nurses the hope of winning her by becoming victor in a transcontinental walking contest. There are thrills galore as well as humorous punches.

CATCH LINES

A medley of mirth from beginning to end. If you miss Harry Langdon as the lovable hobo in this picture, you miss the biggest laugh-getter of the season!

The tramp who loved to hike, and hiked for Love!

Monte Carlo

(Metro-Goldwyn-Mayer—6129 Feet)

(Reviewed by George T. Pardy)

RATHER a disjointed, wobbling-action farce comedy, with a fine cast, the members of which are too good to be wasted on such an inconsequential yarn. The picture limps into a sluggish getaway and not until the Monte Carlo sequence begins does anything of a mirth provoking nature materialize. Then slapstick situations develop that stir up some laughter, but it's forced humor for the most part. What was evidently intended to be a sort of satire on the follies of Monte Carlo guests becomes crude burlesque, that would be excessively tiresome if it wasn't for the pace being speeded up and Lew Cody working fiercely to get his gags across. The latter is as good as could be expected in a role that is lame beyond cure of artistic surgery. Trixie Friganza takes the comedy honors, Gertrude Olmstead is an attractive heroine. Fashion-show shots gorgeous.

THEME. Comedy. Hero broke at Mone Carlo impersonates prince, falls in love with American girl, is pinched, released, goes back home with girl.

PRODUCTION HIGHLIGHTS. Scene where hero assumes costume and identity of prince. His meeting with Sally. The farcical situations, romantic development. Fine settings. Fashion Show shots in natural colors. Cody and Friganza impersonations.

EXPLOITATION ANGLES. Go after the feminine trade by dwelling on lure of magnificent style show in colors. Bill as farce comedy with Monte Carlo atmosphere.

DRAWING POWER. May do business in some neighborhood houses and smaller theatres.

SUMMARY. Very tame in opening reels, some laughs in farce situations developing after Monte Carlo action begins. On the whole a weak comedy, with many good names in cast but little for 'em to do. Fashion Show color shots will please women.

THE CAST

Tony	Lew Cody
Sally	Gertrude Olmsted
Prince Boris	Roy D'Arcy
Doorman	Karl Dane
Hope	ZaSu Pitts
Flossie	Trixie Friganza
Count Davigny	Cesare Gravina

Author, Carey Wilson. Director, Christy Cabanne. Photographed by William Daniels.

SYNOPSIS. Three small town girls, Flossie, Hope and Sally, the last a pretty school teacher; win a popularity contest and a trip to Monte Carlo. Arriving there, Sally accidentally becomes acquainted with Tony Townsend of New York, who has had bad luck financially, and in escaping creditors assumes the identity of Prince Boris. Tony declares his love for Sally, is jailed as an imposter but released through intervention of the real prince, and leaves for home with the girl.

Lew Cody, featured in "Monte Carlo," a Metro-Goldwyn-Mayer production.

Monte Carlo (Metro-Goldwyn-Mayer)

PRESS NOTICE

ONE of the screen's biggest and most elaborately filmed comedy hits, "Monte Carlo," starring Lew Cody, is due to be shown on the screen of the ——— Theatre under date of ———.

Besides the glow and glamor of a fashion parade, natural color shots, dress creations that will stir feminine onlookers to wildest admiration; the feature offers wonderful views of the great gambling palace interiors. The story concerns the trip of three small town girls to Monte Carlo, one of whom, Sally, loses her heart to a New Yorker whom fate compels temporarily to pose as a prince, an action which involves him in a peck of troubles. Gertrude Olmsted, Roy D'Arcy, Trixie Friganza are featured.

CATCH LINES

A fashion show, bathing girl revue, hilarious comedy, fascinating romance and stuning styles in natural colors!

Sir Lumberjack

(F. B. O.—5129 Feet)

(Reviewed by George T. Pardy)

THEY put some whacking big thrills across in this melodrama of the lumber camps region, which is all there with the swift action and danger wallops that stir up admirers of the open-air adventure stuff to wild enthusiasm. Lefty Flynn is an athletic hit as the young chap whom fate compels to masquerade as a hobo in a logging outfit owned by his wealthy dad, has a dandy scrap with big Tom Kennedy, who impersonates the local bully; and shapes up as a mighty attractive figure for a hero, whether clad in rags or glad clothing. The picture is good audience material, so far as the fans who love excitement and romance in large chunks are concerned, and ought to do well at the box office. Kathleen Myers fills the heroine role acceptably, Raymond Turner shoots over some timely comedy and the support is adequate. The outdoor views are many and beautifully photographed.

THEME. Melodrama. Wealthy lumber king's son is accidentally stranded in one of dad's camps, passes through various adventures, eventually weds girl whose life he saves.

PRODUCTION HIGHLIGHTS. Impressive backgrounds, beautiful outdoor views, racing action, romantic development, melo punches. Scene where hero saves girl's life. Comedy relief. Lefty's ride on logging engine and desperate chase. The climax.

EXPLOITATION ANGLES. Tell 'em this is a red-hot exciting melo of the lumber camps, with a great love story combined. Feature Lefty Flynn, mention Kathleen Myers.

DRAWING POWER. Should win wherever they want the real fast action, melo films.

SUMMARY. A good Lefty Flynn vehicle. Has the melodramatic swing and sizzling action that pleases the average fan, as well as the romantic appeal. Star does good work, is well supported. Picture offers remarkably fine outdoor views.

THE CAST

William Barlow, Jr.	Lefty Flynn
Bess Calhoun	Kathleen Myers
Bill Blake	Tom Kennedy
William Barlow, Sr.	William Walling
Lars Hanson	William Nestell
Colored Cook	Raymond Turner
Jason Mack	Ray Hanford

Author, Victor Gibson. Director, Harry Garson.

SYNOPSIS. Bill Barlow, lumber King's son, gets mixed up with tramps, loses clothes, gets to one of his father's camps as a hobo. He goes to work, being unable to establish his identity, saves Bess Calhoun from death under a log, beats up the bully of the outfit. Later he intervenes and prevents the sale to a swindler of property owned by Bess and her father. He gains the girl's consent to marry him.

Lefty Flynn, star of "Sir Lumberjack," an F. B. O. production

Sir Lumberjack (F. B. O.)
PRESS NOTICE

LOVE in a great logging camp, adventure in the forests, a virile story crammed with thrills, is offered by Lefty Flynn's latest starring vehicle, "Sir Lumberjack," which makes its local screen debut at the ——— Theatre on ———.

In this fascinating romance Lefty is seen as young Bill Barlow, son of rich lumber king, whom fate throws into one of his father's camps disguised as a tramp, and unable to prove his identity. How he asserts himself, saves the life of and wins a charming girl for wife is set forth in a picture that tingles with swift action.

In support, Kathleen Myers, Tom Kennedy, William Walling, Luke Cosgrove, Ray Hanford, Raymond Turner.

CATCH LINES

A peep into the mysteries of the most dramatic of all domains, the logging industry! See it and thrill with it!

The Little Irish Girl

(Warner Brothers—Seven Reels)

(Reviewed by Frank Elliott)

A GOOD program picture possessing action, a good cast and some novel twists in plot. Dolores Costello, raised to stardom because of her excellent work in "The Sea Beast," and "Bride of the Storm," is the star of this feature and gives a very creditable account of herself. Mathew Betz is a very convincing heavy, John Harron, a likable hero; Gertrude Claire appearing as "Granny." The story deals with a gang of crooks who try to swindle an old lady out of a hotel and what they suppose to be a valuable mineral well. But "Granny," once a crook herself, turns the tables and beats the gang at their own game. There are a number of exciting moments in the picture, including the scene in which the gang leader overhears the girl try to double cross him to Granny; the episode when latter forces Moran into the cellar at a gun point and the climax in which yeggs find they are duped.

THEME. Crook mystery-comedy in which elderly lady puts one over on a bunch of "grifters," who seek to swindle her of her property.

PRODUCTION HIGHLIGHTS. The meeting between the girl and boy and the latter's introduction to the gang. Scene in which gang overhears framed conversation at railroad station and are led to believe railroad wants property they hold.

EXPLOITATION ANGLES. Boost Dolores Costello and play up work in "Sea Beast." Tieup with Irish societies. Feature John Harron, Joseph Dowling, Lee Moran.

DRAWING POWER. Suitable for average house, community theatres and towns.

SUMMARY. Nothing pretentious, but a good little story ably acted by a well selected cast. Has a real asset in Dolores Costello's beauty as well as talent. Is filled with dramatic moments and has a climax as funny as it is exciting.

THE CAST

Dot Walker	Dolores Costello
Johnny	John Harron
Gertie	Dot Farley
Jerry Crawford	Matthew Betz
Mr. Nelson	Lee Moran
Granny	Gertrude Claire
Captain Dugan	Joseph Dowling

Author, C. D. Lancaster. Director, Roy Del Ruth. Photographed by Lyman Browning and Willard Van Enger.

SYNOPSIS. A gang of "grifters" or crooks have Dot Walker, a beautiful young girl as a "decoy." She "lands" Johnny, grandson of an elderly woman who comes to town to try and sell a hotel and a supposedly valuable mineral water well. The gang plans to swindle the old lady out of the property, but she proves too clever for them and beats them at their own game. Johnny weds Dot, who reforms.

Dolores Costello, star of "The Little Irish Girl," a Warner Brothers production.

The Little Irish Girl (Warner Brothers)
PRESS NOTICE

DOLORES COSTELLO, is the star of "The Little Irish Girl," based on C. D. Lancaster's story, "The Grifters." Miss Costello appears in the role of a beautiful girl whose comehither looks are exploited by a gang operating in San Francisco, who seek to swindle an old lady of a hotel in a small town. But the "granny" beats the crooks at their own game and her grandson wins the Irish girl as his bride. In support of the star are John Harron in the principal male role, Matthew Betz, Lee Moran, Gertrude Claire, Joseph Dowling, Dot Farley and Henry Barrows. The production is packed with thrills well mixed with rollicking comedy situations.

CATCH LINES

A crook play built around three men and a girl who try to play the age-old game of out-witting the other fellow in the shady realms of crooked finance!

A mystery comedy of rural wit matched against city slickness!

Whispering Smith

(Producers Distributing Corp.—6187 Feet)

(Reviewed by George T. Pardy)

THIS picture can safely lay claim to the registry of a super-Western, as with a cast of unusual distinction, exceptionally good direction and extra-fine photography, it stands head and shoulders over the average production dealing with strenuous adventure along the open trails. It deals with the tough old days when the railroads spanning the yet undeveloped West were considered fair game by free-booters of all kinds, often including their own employees, and the giving of Whispering Smith, fearless gunfighter, an assignment to clean up a division that the outlaws infest. There's a double love story involved, and not the least of the film's good qualities is the fact that it gets away from the sterotyped Western plot formula. As for gunplay, there's enough to satisfy the most ardent admirer of thrill melo. The work of the entire cast is excellent, photography first-class.

THEME. Western. Whispering Smith is assigned to clean up division infested by bandits. He does so, and incidentally wins the love of the woman he desires.

PRODUCTION HIGHLIGHTS. The well sustained, swiftly moving action, snappy thrills, punches, colorful outdoor scenery, cleverly interwoven double love romance. Good work of H. B. Warner, Lillian Rich, John Bowers, Lilyan Tashman and supporting cast.

EXPLOITATION ANGLES. Bill as super-Western, play up the big cast, feature those mentioned above. Stress romantic as well as melodramatic urge of story.

DRAWING POWER. Superior Westerner, good for big and small houses.

SUMMARY. A rattling Western melo, with a cast that should fetch 'em at box office. Is away above average Westerners, due to good acting, direction and fine photography, also offers plot with strong sympathetic, besides thrill values.

THE CAST

Whispering Smith	H. B. Warner
Dicksie Dunning	Lillian Rich
McCloud	John Bowers
Marion Sinclair	Lilyan Tashman
Bill Dancing	Eugene Pallette
Murray Sinclair	Will Walling
J. S. Bucks	Robert Edeson

Author, Frank H. Spearman. Director, George Melford. Photographed by Charles G. Clarke.

SYNOPSIS. Whispering Smith is assigned by western railroad to restore order on division infested by looters who are headed by Murray Sinclair. The latter's wife, Marion, is separated from him. Smith loves Marion. Dicksie Dunning, sweetheart of young superintendent McCloud, rides to warn her lover Sinclair has started out to shoot him. Smith and Bill Dancing take the trail, corner Sinclair and latter is killed by Dancing. Smith and Marion anticipate happy future together.

Lillian Rich, featured in "Whispering Smith," a Producers Distributing Corporation release.

Whispering Smith (Prod. Dis. Corp.)

PRESS NOTICE

"WHISPERING SMITH," a super-Westerner with a cast of brilliant players, among whom are H. B. Warner, Lillian Rich, John Bowers and Lilyan Tashman, will be the big screen attraction at the ——— Theatre on ———.

A double love romance is involved, with Whispering Smith, fearless gunfighter, assigned by a railroad to hunt down the bandit husband of the woman he loves; and young Superintendent McCloud's sweetheart daring storm and bad-men perils in a ride to warn her fiance that the outlaw is coming to kill him. Thrills by the score, unlimited whirlwind action, a stunning picture.

CATCH LINES

A stirring melodrama and fascinating romance, with Western railroad atmosphere and thrills galore!

An all-star cast and gripping story. If you miss "Whispering Smith," you pass up the season's big super-Western!

Yellow Fingers

(Fox—5594 Feet)

(Reviewed by George T. Pardy)

THIS melodramatic romance of the South Seas provides good entertainment. Emmett Flynn has directed it with excellent judgment, keeping the action moving at a lively clip and snapping across a thrill punch here and there. There are two love stories included, one depicting the infatuation of the little half-caste heroine for Captain Shane, her guardian, better known to the island population as "Brute" Shane because of the efficiently drastic methods he adopts in rough-housing his men; the other dealing with Nona, a British girl whom he eventually hooks up with. Olive Borden scores nicely in the character of the partially white Saina, does a native dance with considerable grace and abandon and is fully equal to the emotional demands of the role. Ralph Ince is a convincingly vigorous Shane, Edward Piel a sufficiently sinister Chink villain, Claire Adams sweetly appealing as Nona. Tropical atmosphere colorful.

THEME. Melodrama. Half-caste girl in love with trading captain yields him to English damsel, when she learns of her mixed blood. South Sea surroundings.

PRODUCTION HIGHLIGHTS. The charming photography, well developed tropical atmosphere, conflicting love interest. Scene where Olive Borden dances in native costume. Skillfully accentuated thrills. Excellent work of leads and support.

EXPLOITATION ANGLES. Bill as colorful romantic melo with attractive South Seas atmosphere, sustained heart interest. Feature Olive Borden, Ralph Ince.

DRAWING POWER. Suitable for average audience, has mass appeal.

SUMMARY. South Sea backgrounds cleverly reproduced, has lots of glitter, and colorful appeal. Double romance well worked out, heart interest and melo thrills combine to hold attention. Olive Borden, Ralph Ince good and well supported.

THE CAST

Saina	Olive Borden
Brute Shane	Ralph Ince
Nona	Claire Adams
The Rajah	Nigel de Brulier
Kwong Li	Edward Piel
Toinette	May Foster
Mrs. Von Cronk	Josephine Crowell

Author, Gene Wright. Director, Emmett Flynn.

SYNOPSIS. Captain Shane, South Seas trader, rears Saina, half-caste, as a white girl. Nona, an English damsel, stows away on Shane's ship to escape Kwong Li, a Chinaman who desires her. When Saina finds that Shane loves Nona and learns the secret of her birth, she temporarily reverts to native ways. Saina, turns out to be the Rajah's granddaughter and queen of the island. Shane sails away with Nona.

Olive Borden, appearing in "Yellow Fingers," a Fox production.

Yellow Fingers (Fox)

PRESS NOTICE

A VIVID story of the South Seas, filmed amidst a wealth of tropical splendor and starring Olive Borden, is set forth in "Yellow Fingers," which comes to the screen of the ——— Theatre on ———.

Miss Borden is seen as half-caste Saina, who has been raised as a white girl by Captain Shane, trader, and loves her guardian. Saina's dream is shattered when Nona, an English girl, comes into Shane's life and she learns the secret of her birth. Nona is rescued by Shane from the clutches of a designing Chinaman. Saina turns out to be the Rajah's granddaughter.

Ralph Ince is the hero, with Claire Adams, Nigel de Brulier in important roles.

CATCH LINES

The story of a beautiful little half-caste girl who had been reared to believe she was white!

Men called him a brute, in her eyes he was the perfect man! A weird romance in exotic South Seas setting!

Action Galore

(Artclass Pictures Corp.—5000 Feet)

(Reviewed by George T. Pardy)

A PEPPY Westerner that lives up to its title, Buddy Roosevelt as a dashing ranger out to "get his man" isn't idle for split second during the whole five reels, riding and battling with dynamic zeal. The story runs pretty much along regulation lines but the action is keyed up to concert pitch all the time and will hold the attention of patrons who delight in shock thrills administered on the open trails. The scene where hero and girl are trapped and confined in a burning cabin, making a close getaway at the eleventh hour, and Buddy's big scrap with the outlaws, when he puts the law-grip on the elusive scoundrel Gil Kruger, are the big punches of the picture, and there's a peach of a cross-county chase which is the limit in spectacular rough-riding. The photography includes a number of fine outdoor views, continuity smooth, support O. K.

THEME. Western melo. Ranger pursuing escaped convict is temporarily tricked into captivity, releases self and girl from burning cabin, gets his man.

PRODUCTION HIGHLIGHTS. Sustained fast action. Escape of Buddy and girl from flaming cabin, his adventures in bandit headquarters, fight in the mine shaft, the cross-country hunt after convict villain. Star's riding stunts.

EXPLOITATION ANGLES. Play up Buddy Roosevelt, stress his rough-riding feats. Bill as sensational Western melodrama, with effective love interest.

DRAWING POWER. Should suit wherever live Westerners are in demand.

SUMMARY. Buddy Roosevelt does good work in this one, shows to great advantage in numerous scraps and rides like a demon. Picture has familiar plot, but its swift action keeps the interest hot from start to finish.

THE CAST

Bud Laurie	Buddie Roosevelt
Betty McLean	Toy Gallagher
Luke McLean	Charles Williams
Gil Kruger	Joe Rickson
Spike Carney	Jack O'Brien
Ma Kruger	Raye Hampton
Kate Kruger	Ruth Royce

Author, Ralph Cummins. Director, Robert Eddy.

SYNOPSIS. Bud Laurie, ranger, trailing Gil Kruger, is trapped in Luke McLean's shack on suspicion of being a bandit. Gil Kruger captures Betty, Luke's daughter. Buddy and Betty are tied up, but escape from the burning cabin. Bud attends a party at the Kruger home, is recognized by Spike, one of Gil's men. After a terrific fight Bud subdues Gil and takes him to headquarters. McLean consents to marriage of Betty and Bud.

Buddy Roosevelt, star of "Action Galore," an Artclass production.

Action Galore (Artclass Pictures)

PRESS NOTICE

BUDDY ROOSEVELT in "Action Galore" a rough-riding romantic melodrama of the West, will be the chief screen attraction at the ——— Theatre on ———.

This picture more than lives up to the suggestion of crashing speed contained in its title. Buddy, in the role of a ranger pursuing an escaped convict, rides, fights and makes love with all the dash and athletic vigor which has distinguished him in the past. Among the many big thrill scenes those in which Buddy and the girl escape from a burning cabin, and Buddy's battle with the villain toward the close stand out in bold relief.

CATCH LINES

The story of a fearless ranger who worked alone; a tale of fighting and romance in mysterious valleys!

Buddy Roosevelt as hero of a swinging action melo that vibrates with thrills.

Thrilling Youth

(Rayart Pictures—5000 Feet)

(Reviewed by George T. Pardy)

THERE'S more of a human interest touch to this picture than you usually find in a comedy, as a good deal of its plot centers in the attempt of the ex-collegian hero to make good in business after having had quite a hectic career in the pleasure-pursuing line. At first sight it would seem difficult to associate romance with bread-making, but both romance and merriment enter largely into the dough-kneading stunts flashed in this film. Dapper Billy West, always a smilingly pleasing personality, puts a lot of pep into his character sketch of the Davis lad and keeps an audience continually on the broad grin with amusing antics. Gloria Grey, that pretty ingenue, is seen to excellent advantage as Billy's sweetheart and John J. Richardson plays the secretary-villain with impressive sneakiness. Action lively, photography and direction satisfactory.

THEME: Comedy drama. Ex-collegian starts in to work up father's failing bakery business, is double-crossed by villain, finally wins out with aid of girl he loves.

PRODUCTION HIGHLIGHTS. Hero's arrival home after wild party. Scene where Mary discovers cement trick and warns Billy. The airplane sky-writing stunt. Billy's fight with Bryson's secretary. Good work of West and Gloria Grey.

EXPLOITATION ANGLES. West is best-known through two-reel comedies. Tell patrons he is making good in features. Bill as bright comedy with heart interest lure.

DRAWING POWER. Suitable for average house.

SUMMARY. Billy West gets over nicely in comedy that has well developed love romance and a few thrills. Picture starts off rapidly and keeps up fast pace throughout. Support O. K. Average fan will find this satisfactory entertainment.

THE CAST

Billy Davis	Billy West
Mary Bryson	Gloria Grey
Billy's Father	George Bunny
Thomas Bryson	Charles Clary
Bryson's Secretary	John J. Richardson
Detective	Span Kennedy
Vallman	Joseph Smith

Author and Director, Grover Jones. Photographed by George Crocker.

SYNOPSIS. Billy Davis leaves college, finds dad in financial trouble, works to make their bakery business a success. He is in love with Mary Bryson, whose father is a big competitor in the bread business. Bryson's secretary bribes Davis foreman to put cement in the bread. Billy, warned by Mary, tells customers of the trick by airplane sky-written message. Bryson denounces his secretary for underhand plotting and latter is severely beaten by Billy, whose romance with Mary is happily concluded.

Billy West, star of "Thrilling Youth," a Rayart release.

Thrilling Youth (Rayart Pictures)

PRESS NOTICE

BILLY WEST in a side-splitting comedy entitled "Thrilling Youth," will be the leading screen attraction at the ——— Theatre on ———.

There are no end of irresistibly comic situations in this picture, which has also dramatic and romantic appeal, the story dealing with a young college lad who jumps in with a will to help out his dad's staggering bakery business, is in love with their chief competitor's daughter, and hustles ingeniously to such an extent that he wins out on all sides.

Billy West makes a distinct laughing and sympathetic hit in the hero role, with pretty Gloria Grey winning universal favor as heroine Mary.

CATCH LINES

His father was a big bread man and he himself rose from being a College Yap to the eminence of a Yeast Magnate!

THEATRE MANAGEMENT
EQUIPMENT CONSTRUCTION OPERATION

Midnight Shows a New Source of Theatre Revenue

How the Arcade Popularized a Profitable Box-Office Enterprise

BY JACK L. HOBBY

Assistant Manager, Arcade Theatre, Jacksonville, Fla.

MIDNIGHT shows at the Arcade have progressed to a point far enough beyond the experimental stage to warrant the conclusion on our part that these nocturnal matinees open up a new source of added revenue at the box office—a source which in most cities can be tapped very effectively by some theatre.

For a long time we had looked upon the midnight show as an advertising device, as a special gesture of exploitation. It had worked fairly well with D. W. Griffith's "One Exciting Night," but after that the idea had lain unused and partially forgotten, until "That Royle Girl" came along. This is another Griffith picture, so it must have been some unconscious process of association that caused the stunt to leap into my mind again, and we again staged a "Midnight Matinee." The attendance was a disappointment. The receipts amounted to a sum around $75.00, so at the time I was not greatly impressed with the possibilities of the midnight show as a regular policy.

Popularity of Shows Increases

But it was noticed during the following week that a good deal of talk had been created by the stunt, and resulted in many inquiries about our staging another special performance at midnight. Now if the few that had attended our show had been so pleased with the idea to have talked so much, it was evident to me that the only thing needed to make a success of the midnight show was popularizing the idea of attending this novel showing.

So, after playing up the event by every available medium of advertising, we held another midnight performance with "Graustark." Attendance at this show was markedly increased over that of our previous attempt, so we felt that it would be safe to continue the "Midnight Matinees." At each special Saturday night show following this the response to the novelty of the stunt grew greater and greater, until our showing of "The Phantom of the Opera."

Third Attempt a Sell Out

Now, as you know, "The Phantom" is a picture most suitable for a midnight show. Replete, as it is, with gruesome and terrifying situations, the picture has a special appeal for a midnight audience. And it is the kind of a picture that will create talk, so it would be to our advantage to get in as many on our midnight performance as possible, so that our premier audience would become an advertisement for the picture during the following week.

A very extensive exploitation campaign was carried out by means of the numerous mediums that have proved most effective on a picture of "The Phantom's" type. The "Midnight Matinee" was featured in much of the advertising, and the wisdom of doing so was greatly in evidence on Saturday night, the night before the opening. Long before the crowd from the last show turned out our "Midnight Matinee" audience was lined down the entire length of our long arcade lobby. When the last show was over, the line extended, two-abreast, down Forsyth street a full block, just turning the corner on Main street.

It was really the most remarkable sight that I have been privileged to observe, and the longest theatre line in the history of Jacksonville houses. Well, when they started in, I thought that we'd never reach the last of the line. In they poured, and poured, and poured, until I imagined that I could actually see the house walls begin to swell. Just when my heart was about to burst with anxiety, the last straggler passed through the doorway and I joined my doormen in one long sigh of relief. They were sitting on the stairs, standing in the aisles and crowding in the passages. After taking every chair out of the office and robbing the orchestra pit of the musicians' seats, we finally had everyone comfortable. I neglected to mention that we had been forced to close the ticket office immediately after the line had gone in, as a large throng still surged up to gain admission.

This was the climax, and what a triumph! After this, we assured ourselves, the "Midnight Matinee" would certainly be established as a dependable source of added revenue for the Arcade.

$580 Returns of Matinee

The receipts on the midnight showing of "The Phantom of the Opera" amounted to a sum approximating $580.00. Our seating capacity is 1145

Man, there's a keen sort of thrill in getting in such a crowd, at such an hour! We all felt as tickled as though everyone of us had been suddenly willed $1,000,000. The satisfaction of getting everyone seated and absorbed in the show was sufficient reward for the strain of nervous tension that kept all of us under its grip during the entrance of the long and rather boisterous crowd of people.

Launches Next Week's Program

Our "Midnight Matinees" are an advance showing of the following week's show, at the regular prices. They are advertised by means of the newspapers well in advance (on the initial show) with a larger ad in the Saturday morning and afternoon papers.

Our organist furnishes the music for the program, and as at that hour the streets are silent, the audience is able to enjoy the musical accompaniment much better than during the day, when the clatter of traffic detracts from the impression received. This is one of the features of the show that we play up in our advertising.

This advance showing does not tend to detract in the least from our receipts during the run. In fact, it is a means of gaining valuable word-o'-mouth advertising that brings many to the show the following week.

Advances Theatre's Prestige

The manner in which these shows are conducted is calculated to throw no reflection upon the prestige that this theatre holds in the community. Orderly and highly pleasant and enjoyable, the better class of patron finds in this midnight show a novel and delightful change from the usual theatre attendance, and patronizes it liberally.

Not only are the midnight shows continuing in unabated popularity, but they have been the cause of much imitation on the part of other local theatres, who staged midnight shows on the same night as ours with indifferent success, I regret to say. The Duval theatre, running a company of stock musical comedy players, has tried the midnight show, but it seems that pictures are far more popular for this kind of special performance.

The future of our midnight matinee seems bright. Regardless of the quality of the attraction, a set attendance has acquired the habit of coming regularly on Saturday night, so we are worrying no longer.

New Hippodrome Opens in Portland

Ackerman & Harris Acts And Film Now Comprise Programs

ACKERMAN AND HARRIS vaudeville is now housed at Eleventh and Morrison, Portland, at the theatre known for many years as the Baker. The word "New" has been added to the time-honored and popular Hippodrome and under this name these bookings and feature pictures will be continued as at the former stand on Broadway. No change in policy is to occur in the move. Reduced prices is, without a doubt, the most startling feature. 15 cents is in vogue for weekday matinees and 25 cents at night, Sundays and holidays.

Of outstanding note is the fact that Manager W. W. Ely moved in bag and baggage overnight and showed on scheduled time the next day without a delay from musical comedy which played the house the night before. Ackerman and Harris lost only one week's showing time in the change, too.

However, to make the new Hippodrome all that the Portland public has always so greatly appreciated at the Hippodrome, many innovations inside and out are being initiated. The old organ was moved from the Broadway house and installed in the pit where the old Baker illumined runway lay. New lobby, offices, decorative features, signs, dressing rooms, ventilating system, facilities and comforts are among these,—all of which argues fine business for the New Hippodrome during the oncoming spring and summer months.

A NEW WEST COAST "IDEA"

"Venetian Idea" is the title of the Fanchon & Marco presentation for West Coast Theatres shown above. The upper photo shows the first scene and the lower the finale.

Diversified Program at Capitol This Week

A varied program of stage and musical features is offered in conjunction with "The Devil's Circus" at the Capitol, New York, this week. Major Bowes is presenting two important soloists in Julia Glass, pianist, in a rendition of Liszt's Concerto in E. Flat; and Carlo Ferreti, baritone, who sings a group of songs of the "Bersagliere," assisted by a male ensemble.

An elaborate ballet, for which Vlasta Maslova, was specially engaged, is called "The Frolic of the Clowns." In addition to Miss Maslova, leading roles are also danced by Doris Niles and Bayard Rauth, assisted by the augmented ballet. Chester Hale, ballet master, has arranged the choreography in four episodes.

"Fantasies of Art" Staged At Strand, Omaha

Four featured performers appeared in the elaborate presentation staged at the Strand, Omaha, in conjunction with "The Girl From Montmartre." "Fantasies of Art" was the title of the production in which Dawn DeWitt, Helen Yvonne, Rosalyn Wigen, and Phyllis Joyce dance and sing in a special setting.

"Uke" Henshaw at Blank's Rialto

The Rialto, Omaha, presented Bobby ("Uke") Henshaw, assisted by Vera Van Atta, as the stage attraction last week, when "The New Klondike" was the featured photoplay.

Cambria's "Chinese Plate" Rivoli Presentation

"The Chinese Plate," produced by Frank Cambria with music arranged by Nathaniel Finston, is the presentation feature at the Rivoli Theatre, New York. Cambria is also the producer of "Pierrot's Serenade," an extra stage act.

The soloists in "The Chinese Plate" are Miss Herron, who sings "Chinese Lullaby" by Robert Hood Bowers; and Mr. Davies who sings Ted Synder's "The Cherry Blossom." Miss Alpert's contribution to the act is the dancing of "The Dance of the Chinese Doll." Pola Negri in "The Crown of Lies," by Ernest Vadja, is the screen star.

Van Alstyne Featured Act At Des Moines Capital

Egbert Van Alstyne assisted vocally by Clem Dacey and Hal Boland, offered a program of his own song hits at the Capitol Theatre, Des Moines, last week. The feature picture was "The Unholy Three," which was preceded on the program by "Time Flies," a Lupino Lane comedy and the Capitol News reel.

Charleston Contests at Rialto, New York

Charleston contests, judged by popular night club and stage star figures in New York, are being held every afternoon and evening at the Rialto Theatre, New York, this week. Harold Lloyd cups will be the prizes for the daily events, and for the finals, to be held Saturday evening, a grand prize will be given the winner of the week. The Melody Sextette is supplying the musical accompaniment for the dancers. The entrants were selected at try outs held last Thursday, Friday and Saturday nights with Nathaniel Finston, General Music Director, Boris Petroff and Paul Oscard, ballet masters of the Publix Theatres, as the judges.

Vincent Lopez in Return Engagement at Strand

Vincent Lopez and his augmented orchestra this week return to the Strand theatre, New York, for their fourth engagement this season by popular demand.

Kitty McLaughlin, soprano, returns to the Mark Strand after an absence of several weeks. She sings "My Hero" (Strauss). Other musical features on the program are the prelude by the symphony orchestra, Carl Edouarde and Alois Reiser, conductors, and organ numbers by Frederick Smith and John Hammond, Jr. "The Dancer from Paris" is the screen feature.

Waring Held Over at Stanley

Waring's Pennsylvanians, held over from the week before by popular demand, were the main stage attraction at the Stanley, Philadelphia, last week. Kay Kody and Mona Brady, harmony singers, offered a group of catchy numbers. The screen attraction was "Dancing Mothers."

A Nation-Wide Seating Service

AMERICAN Seating Company Service—nation wide—is prompt, efficient—satisfactory. Built up through fifty years of ever enlarging activity. Sustained by 15,000,000 chairs in the leading auditoriums and theatres from coast to coast. Further approved at the rate of thousands upon thousands of new chairs, sold, manufactured and installed every thirty days. Every theatre, large or small, receives appropriate consideration.

American Seating Company

NEW YORK
113 W. 40th Street

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77-D Canal Street

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Organize Presentations Company

New York Firm Will Book Stage Numbers At Picture Theatres

THE General Presentations Company has been formed in New York for the purpose of producing presentations suitable for first and second run picture theatres. The acts which this organization will offer exhibitors as feature adjuncts to their picture programs will be designed for theatres not having a stage large enough for vaudeville or who cannot afford vaudeville. The works, which will be known as "Live Fascinations" may be presented on any stage which has a depth of four feet or more, according to an announcement from the organization.

General Presentations Company is composed of the following:

Walter J. Plimer, a well known booking agent. Colby Harriman, specialist in stage lighting effects. Tom Waller, editor of the Official Bulletin of the Motion Picture Theatre Owners of America, and well known newspaper man. Charles Bennington, now playing a leading role in "Dearest Enemy" on Broadway. Leon Rosenblatt, owner of several theatres in New Jersey.

The company's first "Fascination," titled "Talking Spirit," it is announced, has been booked by R. F. Woodhull for his Baker Theatre in Dover, N. J.; by Mr. Rosenblatt for one of his theatres in Bayonne, and by E. Thornton Kelly for his theatre in Palisades, N. J.

Reade's Hippodrome Open This Easter Week

Bill Raynor, manager of Reade's Hippodrome, is putting on one of the biggest shows of the season during Easter week. It will be an entire jazz program. A jazz band will remain on the stage during the entire program and will play jazz accompaniments to the vaudeville acts. Formerly it was vogue to close the doors and turn out the lights during Easter week. Raynor expects to exceed his regular business by offering added attractions.

Crane Sisters Play Des Moines

The Crane Sisters, "Bluebells of Harmony," appeared as the stage feature at the Des Moines Theatre, Des Moines, last week. Their act of harmony and singing, with ukulele accompaniment, was well received. [illegible]

"Long Run" Record for Theatre Manager

WHAT is believed to be a territorial record has been established by H. Fiske of the Opera House, Butler, Mo. For ten years Mr. Fiske has operated the theatre without a change in management. During that period he has had to battle many a tent show and other opposition, but holds the "upper hand at last," he says.

The MANAGER'S OFFICE

JOE LA ROSE, who has been in charge of presentations at the Fox Theatre in Philadelphia, has been succeeded in Philadelphia by Jack Stebbins, who prepares the presentations for Fox's Academy of Music and Jack Gardens in New York. Mr. La Rose is now affiliated with the Embassy Theatre in Baltimore, recently opened by the Berman Enterprises, Inc., where he will supervise presentations and prologues.

RAY ALLISON, former associate of "Tommy" Tompkins of the America Theatre, Colorado Springs, Colorado is now the manager of the America Theatre, Denver, Colorado.

E. C. CHRISTENSEN, who had been manager of the Capitol Theatre, Brandon, Manitoba, for the past five years, has been appointed manager of the Capitol Theatre at Welland, Ontario.

Melba, Dallas, Opens As Loew House April 7

The Melba, Dallas, Tex., opens April 7th as Loew's Melba. With the entry there of the Loew interests, are "rumors of wars" theatrical in Dallas. The Pantages Theatre, under the direction of Si Charninsky, followed the Loew announcement with an announcement of his own that his admission prices were to be reduced. The reduction of admissions at the Pantages went into effect last week.

Four Feature Bill at Fox Theatre, Philadelphia

The Fox Theatre, Philadelphia, last week offered a "four feature" bill, with "Soul Mates" as the screen attraction. The stage and musical numbers included Fanny and Kitty Watson, singers, in their act "It's No Laughing Matter," the Ingenues, an act with twenty young ladies in a program of syncopated melody, Nahan Franko and his orchestra, and the Fox Theatre orchestra offering five minutes of Victor Herbert music.

Loomis Twins Engagement Closes at Crandall Met

Last Saturday night, marking the conclusion of the week's engagement of the Loomis Twins at Crandall's Metropolitan Theatre, was a gala and interesting occasion. The Loomis tots had scored such a pleasing and success throughout the week that the Crandall executives presented the juvenile stars with two huge bunches of roses and a crateful each of advance Easter mementos.

Keith Acts at Shea's Court St

It is reported in Buffalo that the Shea Court Street theatre in that city will soon adopt a three-a-day policy, playing Keith vaudeville and pictures, similar to the Keith houses in Syracuse and Rochester, where the plan has proved a success.

Cameo, Cleveland, Opens as Long Run House

The Cameo theatre, Cleveland, a new house recently opened by Loew's Ohio Theatres, Inc., will operate under a new policy starting Easter Sunday. At that time the theatre will begin its presentation of first-run pictures for indefinite runs. The first picture to be shown under this policy will be Harold Lloyd in "For Heaven's Sake." Admission prices will also be changed to fit the policy. Evening prices will be fifty cents and thirty-five cents for matinees.

Bigger Presentations in Vogue at Cleveland

Cleveland first-run theatres are going more into elaborate presentations than ever before. At the Allen theatre, Manager George Langan is offering one big vaudeville specialty act each night. At the Stillman, stage presentations in keeping with the feature picture, are offered. Last week an elaborate and elusive dance number, in which fifteen girls participated, preceded the showing of "The Bat." The entire mystery atmosphere of the picture was carried out in the dance, called "The Dance of the Hours."

Spring Drapes Installed at Crandall's Met

Crandall's Metropolitan, Washington, D. C., has shed its winter draperies of plum colored velours in favor of the canary colored Baronet satin which decorate the proscenium, exits and lobby during the Spring season. A double shift of workmen and the entire house staff, working all night Saturday under the direction of Mr. Broche, manager of the theatre, were required to make the change in time for the first matinee performance last Sunday. Hangings are changed regularly four times a year at the Metropolitan.

To Play Strongest Bills Mondays and Tuesdays

In order to brace up the returns of what have always been the two worst days of the week at their theatre, Feldman and Son, operators of the Lincoln Theatre in Schenectady, N. Y., have decided to run their biggest features on Monday and Tuesday of each week.

Stolte Makes Local Scenic of Des Moines in Winter

A reel composed of views depicting various scenes about Des Moines following a heavy snow storm this past winter, scored a popular hit at the Capitol Theatre, for which A. G. Stolte, manager of the house, had it especially made. Patrons of the Capitol accorded the scenes applause and many of them declared that it rivaled in beauty many of the imported scenic films.

Presents 16 Amateur Actors

The Rose Theatre, Troy, offered sixteen acts of amauteur talent one night last week in connection with the picture program. The theatre's first prize for amateurs is $10 cash.

Good Showmanship

You plan the program carefully, you arrange the publicity painstakingly—but good showmanship includes one thing more: checking up to make sure of photographic quality on the screen.

It takes but a moment—look in the transparent film margin for the black-lettered words "Eastman" and "Kodak", the identification of the film that carries quality through to the screen.

EASTMAN KODAK COMPANY

ROCHESTER, N. Y.

Projection

Optics, Electricity, Practical Ideas & advice

Inquiries and Comments

The Responsibility of Theatre Managers

THE work of managing theatres—particularly motion picture theatres—is gradually being reduced to a science. No longer are slip-shod methods, sharp practices, a "catch as catch can" policy of inducing prospective patrons to enter the theatre, and a host of other tricks which were supposed to constitute the stock in trade of every dyed-in-the-wool member of the old school, being tolerated.

Motion pictures have, among other things, educated large masses of people to a truer appreciation of entertainment values, besides giving a definite trend to the construction of this class of building. A shabby theatre interior makes a poor setting for the elaborate scenes portrayed upon the screen, and on which much money is spent in an effort to obtain exactly the precise atmosphere which, presumably, pervaded the original scene.

The impression often exists, when viewing such pictures in a shoddy theatre, of one's being on the outside looking in; the separation of the patrons from the screen action becomes too obvious and goes far to prevent the merging of one's-self with the characters in the story.

To be most effective, the atmosphere in the theatre must harmonize with that subtly cast forth from the screen, as, otherwise, it becomes impossible to cross the bridge from realism to phantasy so that one is placed in the position of an urchin on the sidewalk looking through a plate glass window at a delicious array of sweetmeats—delicious, but unattainable.

Sense Appeal

To the end that the proper atmosphere may be created, theatre owners and managers are appealing to as many as possible of the human senses; the sense of hearing, as employed by music; the sense of sight, as used in the perception of light and color; the sense of touch, as administered to by comfortable seats—yes, and the sense of smell, as catered to by cologne-sprinkling ushers in the houses de luxe.

What mortal could hold out against the appeal of such a setting? Not one, we'll wager—not one!

All these things, and many more, must the wide-awake theatre manager of today know if he is to retain his position; and not least among these "other things" is the item of *Service*. He must study the whims and fancies of his patrons to the end that he may intelligently administer to their wants and cater to their desires.

If he doesn't his competitor will.

The Guardian

The manager is directly responsible for the safety of his patrons while they remain on the premises of the theatre. This responsibility does not end merely by conducting people safely in and out of the theatre. There is such a thing as mental, as well as physical comfort. The successful manager is he who recognizes this fact and takes pains to see that no untoward disturbances occur to ruffle the peace of mind of his patrons.

In the high class theatres, attendants are ever on the alert for signs of acute discomfort, distress, or illness manifested by patrons, and when the need arises, are quick to conduct such persons quietly to rest rooms provided for just that purpose.

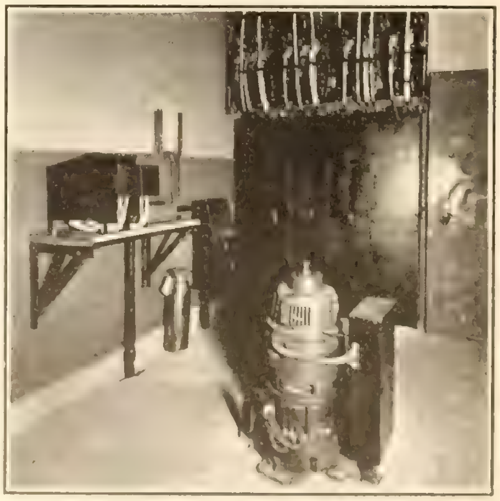
It is true that the smaller theatres lack these elaborate facilities for administering to the comfort of patrons; still, there are many ways in which the manager can guard against incidents likely to disturb the placidity of persons viewing a performance; and the more youthful the audience, the more intense must be the vigil performed.

Children's Matinees

No small number of theatres make a practice of catering especially to children; for matinees, in particular. Now children are an excitable lot; they are less amenable to reason than grown-ups, and are, therefore, extremely difficult to control in times of emergency. They are, in fact, helpless and their actions only serve to complete the confusion which exists in times of stress.

The responsibility of the theatre manager who has such a group in his care is by no means a light one. Yet many deliberately invite it without giving it a thought—with no more preparations, in fact, than would be given to the reception of a house filled with adults.

It is true, of course, that in the general run of cases, they "get away with it." The tribute in this lies, not in their personal abilities, but rather in the construction of modern projectors which, no matter how decrepit they become, still are able to project the film.



Corner of the Projection Room in Stern's Royal Theatre, Bloomfield, N. J. A Vertical Hertner Transverter Was Installed by Howell's

When Something Slips

Once in a while, however, something slips; when it does, the result is usually as described in the following news item:

"Children Stampede in
Theatre Blaze"

"Fire in Projection Room Throws Red Glare on Screen—None Hurt as Place is Cleared"

"As 400 boys and girls and a few adults watched a moving picture in a theatre on Main Street this afternoon, fire started in the projection room. It reached the reel that was being shown and caused a flash of red to be projected on the screen. The children screamed and started up. In a moment the theatre was in a turmoil.

"The children rushed for the doors, leaving behind their hats, their candy and their coats. A volunteer fireman who was in the theatre, prevented serious disorder by throwing open the doors at the front and calling out that there was no danger.

"The crowd milled into the street with only a few toes bruised. The local fire company confined the blaze to the projection room and after they had finished the work the manager of the theatre called the spectators back and returned the property that had been left behind in the rush."

Where the Blame Rests

There is one bit of comfort to be gleaned from the above news item—none of the tots was hurt; that is, seriously. It is safe to say that all of them, however, were badly frightened—else why the forgotten hats, coats and candy? The matter of the candy seems to prove it, for it is easy to conceive of a child forgetting such an unimportant possession as a hat or a coat.

If the responsibility for this entire affair—which might easily have been serious—was due to the carelessness of the projectionist, the ultimate responsibility might rest with the manager for permitting such a condition to exist.

If the projectionist in that theatre was an untrustworthy person—so that he could not be relied upon to pay close enough attention to business as to cause a group of children unnecessary alarm, then it was clearly the duty of the manager make frequent trips to the projection room.

Every manager has it within his power to learn the failings of his employees. When the observed failings conflict with the duties of any employee, it is time to step forward with some rather concise, pithy instructions concerning the obligations of that employee to his employer—and the theatre's patrons.

You Are Not Getting Your Money's Worth

As a Subscriber to Motion Picture News

Unless

You make it a practice to read the THEATRE MANAGEMENT - CONSTRUCTION-EQUIPMENT department each week. For there you will find feature articles that go to the very heart of the theatre man's problems.

IDEAS that have spelled PROFIT for other theatre managers are explained for your information and profit, by the men who invented and executed them.

The department invites and will welcome your ideas relative to theatre management—thus affording you an opportunity to increase your worth to your fellow exhibitors by passing along to all of them the ideas which you have tested by experience.

THE IMPROVED BUTTER-KIST

Four merchants in four different towns increased their PROFITS an average of $3130.00 a year with this machine . . . Read the story of these four men.

H. W. Fair of Cleveland, John Rice of Barre, Mass., Fred Salvione of Amsterdam, N. Y., and O. M. Donnahue of Ashville, N. C., are among the thousands of aggressive merchants who have seen the opportunity of greatly increasing their profits with the Butter-Kist machine. These four men actually increased their individual PROFITS an average of $3130.00 a year with Butter-Kist.

Not so long ago they were faced with the same problem that now faces you—the desire to EARN MORE MONEY and without making any large investment in order to do so.

Butter-Kist equipment is the way you can do it. Thousands of letters in our files give positive proof of the profits which Butter-Kist is making all over the country—in great cities and in small towns.

If you will add this single unit of profit-making equipment to your business, the same opportunities are open to you. Remember, with Butter-Kist 65¢ out of every dollar is profit—more profit by far than can be made in any other one item in your store. Best of all, the Butter-Kist machine because of its ceaseless light, motion and aroma, attracts trade. Every one likes popcorn, made the Butter-Kist way—and only a Butter-Kist machine can make it the way they like it.

Don't you feel it well worth while to at least investigate how Butter-Kist can make profits for you? Just find out—that's all we ask.

HOLCOMB & HOKE MFG. COMPANY
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3302 Van Buren Street,
Indianapolis, Indiana.

Please send your plan for analyzing the profit making possibilities of my particular location.

Name ....

Address ....

Town and State ....

Note the Modern and Spacious Stage of Jos. Stern's New Royal Theatre, Bloomfield, N. J. The Royal is Further Evidence of Mr. Stern's extensive Building Program.

Accuracy in Manufacture of Projectors of Greatest Importance

By W. E. Green, International Projector Corp., Simplex Division

(*Continued from Last Week*)

It is true a manufacturer is looking out for his own interests in advocating better projection. It is equally true that the exhibitor is looking out for his own interests when he adopts up-to-date equipment because it is only through such equipment that he can sell the only commodity he has to sell to the public, which is—projection.

From the point of view of the exhibitor, projection and the elements which bring it about should be elevated, and placed on a plane commensurate with the part it plays in the presentation of motion pictures. Projection is of vital importance. It is an indisputable fact that imperfect projection reduces the attractiveness of the finest production. And it must be admitted that while perfect projection does not raise the tone of a poor production, nevertheless, a poor production properly presented has its good points enhanced and its poor ones glossed over. The finest production in the world can be utterly ruined on the screen through poor projection, while the mediocre production can be tremendously raised through good projection. Projection should be considered on its results; the bearing it has on the success of the theatre, the result of satisfied patronage.

Projection today is either an asset or a liability. It either attracts patronage or drives it away. The large percentage of unsuccessful theatres that have poor projection is sufficient proof that people know the difference between good and bad projection and that they give their patronage to theatres that offer the best.

Good projection is a matter of good business. Besides being an unfailing means of increasing patronage it actually costs less in the long run. If you have faulty projection you also have expensive repairs of machines and reels, less box office receipts, and the good will value of your theatre is nil. But if you have perfect projection, you have larger box office returns, a high investment value in you machines, and the reputation of your theatre extends more and more every day.

The theatre that continually features good projection becomes known as a reliable source of good entertainment. Casual visitors become steady patrons. And steady patronage is the secret of success for the majority of motion picture houses.

It is now agreed that screen presentation is an important part of good showmanship and that if the projection is to be satisfactory the right kind of equipment must be used. It is also understood that the equipment must be kept in proper condition and this, of course, will be to a considerable extent in the hands of the projectionist. But every mechanism is subject to wear and even under the most favorable conditions machinery may develop defects. The control of these things is frequently beyond the ability of either the manufacturer or projectionist and we must, therefore, carefully consider the importance of service in connection with motion picture equipment. Someone has said that "service is an important consideration in the purchase of any mechanical product and is the practical substitute for unattainable perfection in manufacture" and we should, therefore, understand how very important service is. We know that auto manufacturers have put service on a carefully systematized and almost scientific basis. Their vast operations, their great engineering staffs and sales organizations enable them to secure facts and figures as to what constitutes adequate and practical servicing. In the motion picture industry we have not had the opportunity to do this but all things considered we have managed to develop an excellent standard of service for this field. The efficiency and promptness of the service rendered by dealers is often really remarkable and they deserve great credit for the effort and sacrifices they make. The dealer knows that the reputation of a house may be seriously affected by a single closing and result in serious financial loss. It is, therefore, up to the supply dealer to render service with the least possible delay and this is often done under very difficult conditions. Great experience and good judgment are essential in competent dealer servicing as excessive liberality may prove costly and too little service is sometimes a "penny wise, pound foolish" policy. The exhibitor who is fortunate enough to require little service should not imagine that he is paying for the attention given to others as ordinarly this is not so. The experienced dealer knows how to strike a fair average but in an emergency does not consider cost or his own convenience. The failure of the theatre to open is so serious a matter to the owner, the conscientious dealer knows that it is up to him to do a lot of worrying and working until matters are properly straightened out. The exhibitor should, therefore, realize that although he may seldom or never require emergency service, it is there waiting for him should he need it. This constitutes a form of "trouble insurance" and is should be a real comfort to the exhibitor to know that he has someone upon whom he can depend should anything go wrong with his equipment.

The manufacturer may designate what he considers good service but it is the local man, the man on the ground, who must do the work, who must render the actual service. The manufacturer can only do his part by designating and supervising and certainly he has tried to do this,—the supply man is doing his part—and it is now up to the exhibitor to do his share in maintaining service. The exhibitor as a good business man will wish, of course, to buy equipment as cheaply as possible but price should not always be the chief consideration. In many instances price cutting is a two-edge sword which injures the buyer as well as the seller. Exhibitor should purchase equipment through a reliable supply dealer, selling genuine parts, and pay a fair price for them.

The wise exhibitor today purchases standard equipment through authorized dealers and distributors and in this way is sure that he is getting genuine parts.

ROOSEVELT
D. GRIFFITH
HANDS UP

View of the Marquee and Front of Hy Gainsboro's New Roosevelt Theatre Recently Opened at Flushing, L. I.

Several More Theatre Projects Under Way in Massachusetts and Connecticut

BIDS are being received by the architects for the new Paramount film exchange building to be built on Berkeley street, Boston, under the direction of the Berklaw Realty Corp. The building will be fireproof, of brick and terra cotta, two stories high and will be 95 by 62 feet, with high basement. Architects are R. E. Hall & Co of New York City.

Louis Brown, owner of the Danvers (Mass.) Theatre, which was destroyed by fire early in the winter, has awarded contracts to William A. Berry of Boston for the immediate construction of a new theatre in that town. The structure will occupy the site of the former theatre and will be ready for occupancy, early in the fall.

Lauder Brothers of Greenfield, Mass., who own and operate a theatre there, are to build a motion picture theatre on Amity street, Amherst, Mass., at a cost of $100,000. It is expected contracts will be awarded and work started early in April. Plans have been prepared by Boston architects.

Jacob Conn of the Gaiety Theatre, Providence, R. I., has had plans prepared by Thomas J. Hill Pierce, Inc., of Providence, for a theatre to be erected in the Olneyville section and contract has been awarded for the construction work. The playhouse will be ready for opening by Sept. 1.

Architect Jacob Weinstein has prepared plans for a new motion picture theatre to be erected at Whalley avenue, New Haven, Conn. The structure will be of brick and steel, 52 by 160 feet, with main entrance to the theatre from Whalley avenue. It will have a seating capacity of 900. The name of the owner is withheld for the present as the architect will have full charge of the construction work.

Somerville Community Theatre, Inc., Somerville, Mass., has been incorporated with 500 shares of no par value stock. Incorporators are Julia W. Troy and Nora E. Troy, both of Belmont, Mass. and Allan Robinson of Roxbury, Mass.

New Movie Palace Planned for Baltimore, Md.

Complete plans for a reported $1,000,000 moving-picture theatre at Fulton and Pennsylvania avenues, to be known as the Ambassador, were announced yesterday by Charles Raith, president of the corporation that owns the site and which plans to erect the building.

Plans have been drawn by Clyde N. Friz, architect, and the contract will be let in a few days, with indications that the building will be completed within a year, it was announced.

A ballroom, sixty bowling alleys, four stores and a large parking space for automobiles are included in the plans.

The theatre will have a seating capacity of 2,500. Ample space will provide for a large stage, organ and other features.

Plan New House on Site of San Francisco's Star

San Francisco's oldest motion picture theatre, the Star, on Haight Street and Fillmore Street, was demolished recently, a sacrifice to progress, for upon its site construction was commenced of a new theatre to cost $200,000. The new house will be operated by the Golden State Theatre & Realty Corporation, of which E. H. Emmick is president and R. A. McNeil, general manager. Mark Harrison will be its manager. W. S. King is the owner of the new theatre, which has been leased to the Golden State Corporation for a long period.

Jos. Stern Acquires Site at Maplewood, N. J.

Joseph Stern has recently announced the acquisition of a theatre site at Tuscan street, Amherst Court and Springfield Avenues, Maplewood, N. J. The plot is 102 x 210 with the main frontage on Springfield Avenue.

The theatre will be a 1,500 seat vaudeville and picture house and will cost approximately $250,000.

Louis Golding is associated with Mr. Stern in this enterprise.

Cubberley Announces Cost of F. & R.'s Aberdeen

J. F. Cubberley, who buys new theatres for Finkelstein & Ruben, has announced that the house to be built in Aberdeen by his firm will cost $150,000 and will seat nearly 1,500 people when completed next August.

NOW IS THE TIME

to dress your theatre. Your stage is the center of attraction for your audiences. They judge your presentations by their surroundings. See that you have the proper scenery. *Complete installations—from the footlights to the backwall.*

NOVELTY SCENIC STUDIOS
226 WEST 47th STREET
NEW YORK CITY

Beauty Spots
in Modern Theatres

are all of those where Netschert natural prepared ruscus trees, palms, ferns and artificial flowers have a place. Low cost and long life.

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FRANK NETSCHERT, INC.
61 Barclay St., New York

Clear, Snappy Pictures!

Pictures that on the average screen are dull, shadowy and tiresome, snap out clear, lively and bright on a Super-Lite Screen.

That is because practically all the light that falls on the silvery surface of a Super-Lite Screen is reflected.

Super-Lite Screens give the equivalent of higher intensity light sources at a fraction of their cost. They are made from fine, sturdy material and last for years.

For full description, sizes, prices, etc., and name of nearest supply dealer, write

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Send me details on Super-Lite Screens.

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You invest in a new sign to attract greater attention. Why not change the appearance of your sign at intervals with **Reco Color Hoods**

Six rich, fadeless colors provide wide variety of changes. Fit standard lamp sizes. Superior to dipping and cheaper.

Write for full information.

REYNOLDS ELECTRIC COMPANY
2628 W. Congress St., Chicago
Makers also of Reynolds Motors, Reco Flashers, Show Window Flashers, Traffic Controls, Reflectors for Poster Boards, etc.

Theatre Construction

We are in a position to analyze any theatre proposition from every angle. If you contemplate building a theatre, get in touch with us before you arrange for plans and specifications; we can save you money, due to our special knowledge of theatre construction. We are prepared to analyze your proposition, prepare sketches, submit an estimated cost, prepare plans and specifications and supervise construction, so that the ultimate cost will not exceed the estimated. We will prepare you a statement showing the probable net returns on the investment and advise as to methods of finance. We can handle your proposition from inception to completion, turning the theatre over to you complete in every detail, ready to operate. Send us your proposition for analysis.

Our Motto is Efficiency with Economy

H. Robins Burroughs Co.
Engineers
70 East 45th St. New York City

REACH THE THEATRE BY MAIL THRU OUR UP-TO-DATE MAILING LIST SERVICE
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MOTION PICTURE DIRECTORY CO.
[illegible] New York City
[illegible]

Colonial Theatre, Winston-Salem, Holds Auspicious Opening

LAUNCHED upon its career with a formal opening as auspicious as it was brilliant the Colonial Theatre, newest addition to the amusement enterprises of the city and one of the finest theatres in the state, promises to establish itself as one of the most popular centers of interest in this section.

With a seating capacity slightly less than 1,000, with a stage adequate to acommodate elaborate presentations, with modern equipment that renders the house comfortable and pleasant, with a decorative scheme and architectural beauty that is thoroughly pleasing the Colonial opens under happy auspices.

The exterior is of Adam period design, with terra cotta and tapestry brick front. Over the entrance is an ornamental metal marquee, with border of electric lights. Mounted to the right and left of each entrance are ornamental photo cases and frames. An indirect lighting system that will play illumination over the entire front of the theatre is planned and installation will be made in a short time.

Entering the theatre, one passes through the lobby to the grand foyer. Directly back of the last row of seats in the orchestra circle are exquisite Adam blue English velvet draperies, and the drapery treatment on the French doors leading from the foyer to the lobby is of English mohair.

The main auditorium is also of Adam design and treatment, with maize color, glazed in darker tones. A three-way red, white and blue dimmer system is used on all wall brackets and an indirect lighting cover surmounts the auditorium proper. The seating capacity of the lower floor is approximately 600, with cushion opera chairs. The chairs have been installed so that greatest convenience is afforded. A sufficient distance separates the rows to give ample room for comfort.

The carpeting throughout the house, with the exception of the grand foyer, is of taupe and blue Wilton, while the grand foyer has floor covering of gray cork and rubber.

Steps from each end of the foyer lead to the mezzanine floor, on which are the ladies' retiring room and house staff offices. The ladies' room has been beautifully treated in Adam style, with windows draped in Adam chintz. The dressing table is trimmed in blue and taupe. Easy chairs covered loosely with corresponding material are also a part of the furnishings of the room.

The windows on the various stairways are fitted with taupe English casement cloth, while the draperies directly beneath the organ grills are of blue English velvet, trimmed with blue and gold galloon.

The balcony has a seating capacity of 340, opera chairs being used here also. There are six boxes, furnished with imported bentwood chairs with blue and gold silk stripe cushions. The boxes themselves are surmounted by extra heavy curved brass railings.

The projection booth, equipped with the best type of Powers projector machines and other fixtures insuring the best of picture showing, is located in the rear of the balcony.

The ventilation of the Colonial during the summer months will be taken care of by four large Siroco fans, mounted on the roof of the building.

The huge Robert Morton pipe organ is mounted behind ornamental grills, next to the proscenium opening. The console, as usual, is located in the orchestra pit.

The stage of the Colonial is most attractively arranged and furnished. The grand drapery and side draperies of the stage are of mulberry, with gold ties and tassels. The front drapes are of gold metal cloth, lined with sateen. The setting is of the half-cyclorama type, with stamped design at base, made of sateen, while the draperies on the screen are of gold pineapple cloth, also sateen lined. The screen drapery is automatically controlled either from the stage, the orchestra pit, or the projection booth.

The screen of Minusa gold fibre, with shadow box attached, to relieve any glare from house lighting. This type of screen has been selected as the most perfectly designed and has been adopted by leading theatres on account of its many acceptable features.

A feature of the new theatre is the complete telephone system, extending throughout the house. There are eight stations, and communication may be instantly established with any department from any of these phones. The stations are located at advantageous points, such as the manager's office, box office, orchestra pit, back stage, boiler room, etc.

Sanitary drinking fountains have also been installed on each floor, at convenient points.

The heating of the building is accomplished by means of an oil-burning furnace, automatically controlled to provide an even, comfortable temperature at all times.

The Colonial is said to be the equal of any motion picture house in North Carolina and ranks well with any in the south.

The management of the Colonial is in the capable hands of Urey K. Rice. Mr. Rice, with a theatrical experience of 19 years, is well known in Winston-Salem, and for several years resided here as manager of other local houses. He came to Winston-Salem from Columbus, Ohio, where he was manager of the Southern theatre, and previous to that connection was director of theatres in Kentucky cities.

The Colonial is owned by A. F. Moses, for the past 12 years an enthusiastic and enterprising theatre sponsor in Winston-Salem. Mr. Moses has been interested in several local houses and has been most progressive in his administrative connections.

East St. Louis Theatre Contract Awarded

Stephen Habanek of East St. Louis, Ill., has awarded the contract for his new theatre at 1026 North Ninth street, to Charles Smith, 3011 Lincoln avenue, East St. Louis. The theatre is one story, 60 by 100 feet.

Long Distance Eyes for the Managers Private Office
Box Office Control right from Your Desk
Profit in Every Click
WRITE FOR DETAILS
Automatic Ticket Register Corp.
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CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents.

Wanted

FAMILY of four would take full charge of your theatre — manager, operator, musician and ticket seller. Fifteen years' experience. Will lease or buy small theatre. Box 665, Motion Pic-

EXPERIENCED LADY ORGANIST, solo pianist, accompanist, desires position in movie theatre; up-to-date library of music, evenings, 2 matinees weekly. Box 10, Motion Picture News, Security Bldg., Hollywood, Calif.

MOTION PICTURE PHOTOGRAPHER at liberty, desires position anywhere. Have my own cameras. Write J. H. D., 159 Orchard Street, Elizabeth, N. J.

PIANIST desires engagement to play alone evenings only, in picture theatre within commuting distance from New York City. Box 680, Motion Picture News, New York City.

WANTED.—To rent or buy motion picture theatre. Give full particulars in first letter. Mrs. J. Beucher, 2880 Elston Ave., Chicago, Ill.

WANTED.—Portable stereopticon, with or without slides. Spot cash. Must be cheap. Lyric Theatre, Odell, Illinois..

WELL KNOWN THEATRE MANAGER at liberty. Producer of presentation, novelties, prologues and novelty musical programs. Up in special weeks and events. Recognized press and exploitation expert. Managed combination and two-a-day vaudeville theatres also. Only consider class A house. Highest class references. Address Box 670, Motion Picture News, New York City.

MANAGER or assistant, at liberty. Efficient and progressive. Five (5) years with Broadway picture house. Excellent references. Box 630, Motion Picture News, New York City.
ture News, New York City.

WANTED. — To lease a good theatre or take job as manager. Have had twelve years' experience. Married. Can give best of reference. Address E. L. Marquet, Opera House, Richwood, Ohio.

WANT to lease movie theatre 600 seats or over; anywhere in State of Wisconsin; would consider house somewhat run down, or will buy interest in bona fide proposition where owner wishes to retire; all replies absolutely confidential. Address, Box 660, Motion Picture News, Chicago, Ill.

OPERATOR and electrician with 9 years' experience in large houses; married; wants work at once. W. F. Ingalls, 313 So. "B" St., Oskaloosa, Iowa.

For Sale

THEATRE for long lease or sale. Fully equipped pictures or road shows. Seating capacity 900. Charles Bellinger, Findlay, Ohio.

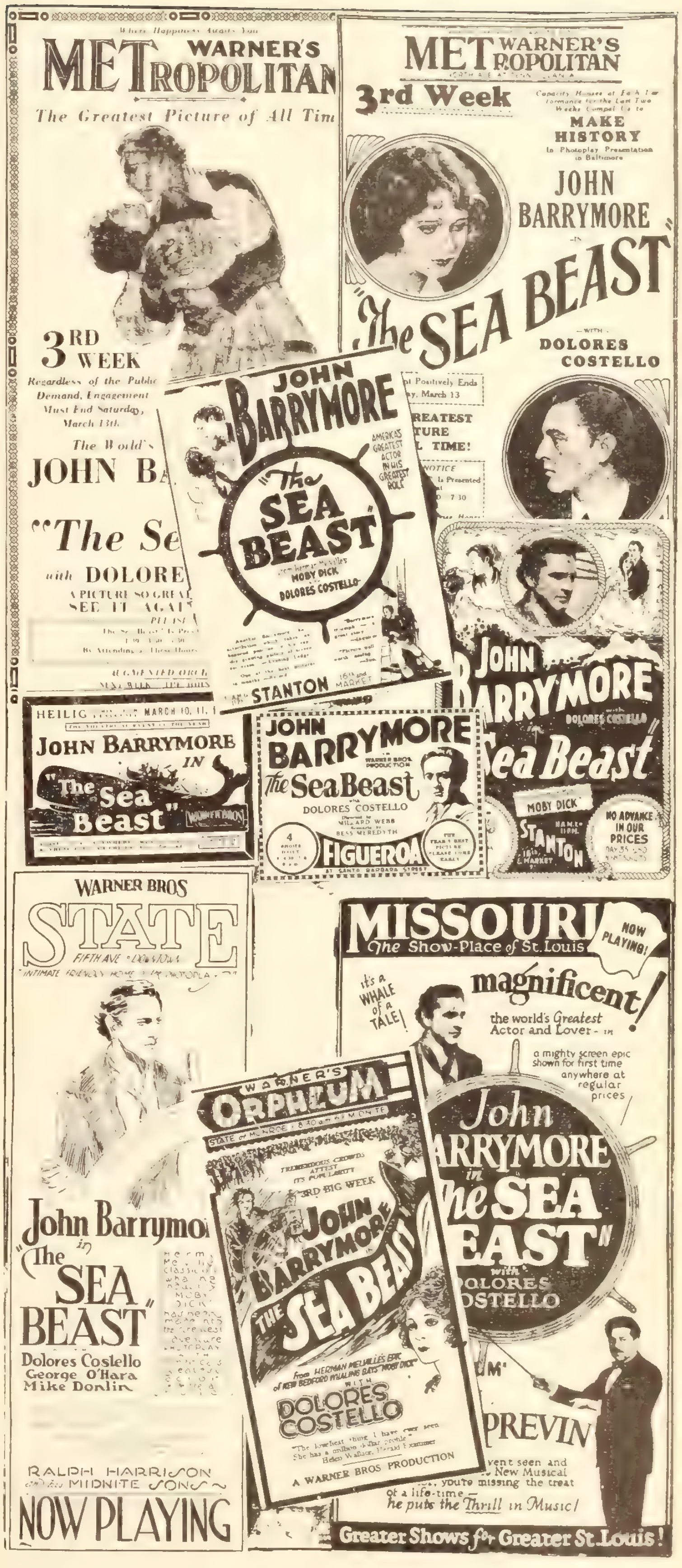
PRICED RIGHT for quick sale. Theatre fully equipped, pictures and road shows. Four apartments, store-room. Eastern Pennsylvania town. Box 675, Motion Picture News, New York City.

TWO SIMPLEX MACHINES, complete with motors; fine condition, $300 each; National ticket-selling machine, $50; Brandt Changer (cost $100), $25. Box 82, Canton, Ohio.

FOR SALE. — Beadle's dime novels; invaluable plot material. James Madison, 544 Market St., San Francisco.

SUITCASE PROJECTORS.— Brand new, modern, popular make; complete, ready to run; while they last, $50 each. Brinkman, 607 W. 137th St., New York. Mail only.

DEALERS. — Verascope stands and mechanisms; Edison supermechanisms at bargain prices; Gundlach Radiant lenses, new, 5¼; 5½ and 7-inch focus; value, $45; sell $15 each; like new Kliegl plugs and pin connectors, 5, 15 and 30-ampere, 50 cents each. Brinkman, 607 W. 137th St., New York. Mail only.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The Greatest Picture of All Time
3RD WEEK
JOHN BARRYMORE
"The Sea Beast"
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John Barrymore in "The SEA BEAST"
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NOW PLAYING!
it's a WHALE of a TALE!
magnificent!
the world's Greatest Actor and Lover - in
a mighty screen epic shown for first time anywhere at regular prices
John BARRYMORE in the SEA BEAST
with DOLORES COSTELLO
PREVIN
he puts the Thrill in Music!
Greater Shows for Greater St. Louis!

Big newspaper advertising campaigns have been executed by first-run theatres in exploiting their showings of "The Sea Beast" (Warner Bros.). The displays reproduced above are representative examples of the angles featured in publicizing this production. Theatres whose ads are represented are the following: Figueroa, Los Angeles; Heilig, Portland, Ore.; Stanton, Philadelphia; Warner's Orpheum, Chicago; Warner's Metropolitan, Baltimore; Warner's State, Pittsburgh; Missouri, St. Louis.

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Amazing Quest, The	Henry Edwards	Cranfield & Clarke	5500 feet	
As No Man Has Loved	Special Cast	Fox	7929 feet	Feb. 28
Battler, The	Kenneth McDonald	Bud Barsky (S. R.)	5000 feet	
Below The Line	Rin-Tin-Tin (dog)	Warner Brothers	6001 feet	Oct. 31
Big Pal	William Russell	Ginsberg Dist	4543 feet	Oct. 24
Black Cyclone	Rex (horse)	Pathe	5058 feet	May 30
Business of Love	Pitts-Horton	Astor Dist. (S. R.)	6008 feet	Dec. 19
California Straight Ahead	Reginald Denny	Universal	7238 feet	Sept. 12
Coast of Folly	Gloria Swanson	Paramount	6840 feet	Sept. 12
Coming of Amos	Rod La Rocque	Prod. Dist. Corp	5677 feet	Sept. 19
Cyclone Cavalier	Reed Howes	Rayart (S. R.)	4928 feet	Sept. 26
Dark Angel, The	R. Colman-V. Banky	First National	7311 feet	Sept. 26
Don Q, Son of Zorro	Douglas Fairbanks	United Artists	10264 feet	June 27
Free to Love	C. Bow-D. Keith	B.P.Schulberg(S.R.)	4825 feet	Jan. 2
Freshman, The	Harold Lloyd	Pathe	6883 feet	July 25
Galloping Jinx	Buddy Roosevelt	Artclass Pict	4488 feet	
Great Sensation, The	W. Fairbanks-P. Garon	Columbia (S. R.)	4560 feet	Sept. 26
Havoc	Special Cast	Fox	9200 feet	Aug. 29
High and Handsome	"Lefty" Flynn	F. B. O	5669 feet	Feb. 20
His Majesty Bunker Bean	M. Moore-Devore	Warner	7149 feet	Sept. 26
His Master's Voice	Thunder (dog)	Lumas Film	5700 feet	Nov. 14
If Marriage Fails	J. Logan-C. Brook	F. B. O	6006 feet	May 23
Keep Smiling	Monty Banks	Assoc. Exhib	5456 feet	Aug. 1
Kentucky Pride	Special Cast	Fox	6652 feet	Sept. 19
Knockout Kid, The	Jack Perrin	Rayart Pict. Corp. (S. R.)	4901 feet	Jan. 9
Let's Go Gallagher	Tom Tyler	Film Book. Offices	5182 feet	Oct. 3
Live Wire, The	Johnny Hines	First National	7000 feet	Sept. 12
Lost World, The	Special Cast	First National	9700 feet	Feb. 21
Man of Nerve	Bob Custer	F. B. O	4452 feet	Nov. 28
Man Who Found Himself	Thomas Meighan	Paramount	7168 feet	Sept. 5
Manhattan Madness	Dempsey-Taylor	Assoc. Exhib	5580 feet	July 25
Mystic, The	Pringle-Earle	M-G-M	6239 feet	Sept. 12
Never the Twain Shall Meet	Stewart-Lytell	Metro-Goldwyn	8143 feet	Aug. 8
New Champion, The	Wm. Fairbanks	Columbia Pict. (S.R.)	4547 feet	Dec. 19
Not So Long Ago	Betty Bronson	Paramount	6849 feet	Aug. 8
Once In a Lifetime	Richard Holt	Gerson Pict. (S. R.)	5000 feet	Dec. 5
Outlaw's Daughter, The	Josie Sedgwick	Universal	4375 feet	Dec. 19
Parisian Nights	E. Hammerstein - L. Tellegen	F. B. O.	6278 feet	June 20
Part Time Wife	Alice Calhoun	Lumas Film (S. R.)	6100 feet	Dec. 5
Plastic Age, The	Special Cast	B. P. Schulberg (S.R.)	6848 feet	Oct. 10
Pretty Ladies	Zazu Pitts	Metro-Goldwyn	5828 feet	July 25
Primrose Path, The	Bow-MacDonald	Arrow	5475 feet	Oct. 31
Ridin' the Wind	Fred Thomson	Film Book. Offices	5014 feet	Oct. 24
Scandal Street	Kennedy-Welch	Arrow	6923 feet	Nov. 14
Sealed Lips	Revier-Landis	Columbia Pict. (S.R.)	5770 feet	Nov. 7
Seven Days	Lillian Rich	Prod. Dist. Corp	6974 feet	Sept. 12
Shore Leave	Barthelmess-Mackaill	First National	6856 feet	Aug. 29
Siege	Virginia Valli	Universal	6424 feet	June 20
Son of His Father, A	Special Cast	Paramount	6925 feet	Sept. 19
Souls for Sables	Windsor-O'Brien	Tiffany (S. R.)	7000 feet	Sept. 12
Speed Madness	Frank Merrill	Hercules Film	4579 feet	
Spook Ranch	Hoot Gibson	Universal	5247 feet	May 2
Steppin' Out	Sterling-Revier	Columbia	5267 feet	Dec. 19
Sun Up	Special Cast	Metro-Goldwyn	5906 feet	Aug. 29
Tearing Loose	Wally Wales	Weiss Bros. (S. R.)	5060 feet	June 13
Teaser, The	Laura La Plante	Universal	6967 feet	May 30
Three Wise Crooks	Evelyn Brent	Film Book. Offices	6074 feet	Oct. 24
Timber Wolf, The	Buck Jones	Fox	4869 feet	Sept. 26
Trouble With Wives, The	Vidor-T. Moore	Paramount	6489 feet	Aug. 11
Wall Street Whiz, The	Richard Talmadge	Film Book. Offices	5452 feet	Nov. 7
What Fools Men	Stone-Mason	First National	7349 feet	Oct. 10
Wheel, The	Special Cast	Fox	7325 feet	Aug. 2
White Outlaw, The	Jack Hoxie	Universal	4830 feet	June 27
Wild Horse Mesa	Special Cast	Paramount	7221 feet	Aug. 22
Wild, Wild Susan	Bebe Daniels	Paramount	5774 feet	Aug. 15
With This Ring	Mills-Tellegen	B. P. Schulberg	5333 feet	Oct. 3

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
American Pluck	George Walsh	Chadwick	6000 feet	July 11
Beautiful City	R. Barthelmess	First National	6460 feet	Nov. 14
Bobbed Hair	Prevost-Harlan	Warner Brothers	7781 feet	Oct. 31
Borrowed Finery	Louise Lorraine	Tiffany (S. R.)	6500 feet	Dec. 5
Bustin' Through	Jack Hoxie	Universal	4506 feet	Oct. 24
Circle, The	Eleanor Boardman	Metro-Goldwyn	5511 feet	Oct. 31
Circus Cyclone, The	Art Acord	Universal	4609 feet	Aug. 22
Classified	Corinne Griffith	First National	6927 feet	Oct. 17
Clothes Make the Pirate	Errol-D. Gish	First National	7000 feet	Nov. 14
Compromise	Irene Rich	Warner Bros	6586 feet	Nov. 7
Desert Demon, The	Buffalo Bill, Jr	Artclass Pict	5012 feet	Feb. 27
Dollar Down	Ruth Roland	Truart (S. R.)	5860 feet	Aug. 29
Everlasting Whisper, The	Tom Mix	Fox	5611 feet	Oct. 24
Exchange of Wives, An	Special Cast	Metro-Goldwyn	6300 feet	Oct. 17
Fighting Heart, The	Geo. O'Brien	Fox	7032 feet	Oct. 3
Golden Princess, The	Bronson-Hamilton	Paramount	6395 feet	Sept. 19
Heads Up	"Lefty" Flynn	F. B. O	5482 feet	Nov. 21
Heartless Husbands	Gloria Grey	Madoc Sales	5000 feet	Dec. 26
Hell's Highroad	Leatrice Joy	Prod. Dist. Corp	6084 feet	Sept. 5
His Buddy's Wife	Hunter-Murphy	Assoc. Exhib	5218 feet	July 25
Hurricane Horseman, The	Wally Wales	Artclass Pict	5000 feet	Mar. 20
In Search of a Hero	Richard Holt	Gerson Pictures	5000 feet	Feb. 13
Iron Horse, The	O'Brien-Bellamy	Fox Film Corp	10424 feet	Sept. 13 '24
Keeper of the Bees, The	Robert Frazer	F. B. O	6712 feet	Oct. 17
Little Annie Rooney	Mary Pickford	United Artists	8850 feet	Oct. 31
Lorraine of the Lions	Kerry-Miller	Universal	6753 feet	Aug. 15
Lovers in Quarantine	Daniels-Ford	Paramount	6570 feet	Oct. 24
Luck and Sand	Leo Maloney	Clarion Photoplays	5000 feet	Feb. 27
Man on the Box, The	Sydney Chaplin	Warner Bros	7282 feet	Oct. 10
Midshipman, The	Ramon Novarro	Metro-Goldwyn	7498 feet	Oct. 24
New Brooms	Hamilton-Love	Paramount	5443 feet	Oct. 24
No Man's Law	Bob Custer	F. B. O	4042 feet	Nov. 21
One of the Bravest	Ralph Lewis	Lumas Film (S.R.)	5679 feet	Dec. 5
Other Woman's Story	Calhoun-Frazer	B. P. Schulberg	6080 feet	Nov. 7
Pace That Thrills, The	Ben Lyon	First National	6911 feet	Oct. 29
Peacock Feathers	Logan-Landis	Universal	6802 feet	Aug. 26
Pony Express, The	Betty Compson	Paramount	9801 feet	Sept. 26
Prairie Pirate, The	Harry Carey	Prod. Dist. Corp	4603 feet	Sept. 21
Pride of the Force, The	Tom Santschi	Rayart	5139 feet	Nov. 21
Red Hot Tires	Monte Blue	Warner Bros	6447 feet	Oct. 31
Regular Fellow, A	Raymond Griffith	Paramount	5027 feet	Oct. 17
Seven Keys to Baldpate	Douglas MacLean	Paramount	6648 feet	Nov. 7
Storm Breaker, The	House Peters	Universal	6093 feet	Sept. 26
Substitute Wife, The	Jane Novak	Arrow	5994 feet	Nov. 7
Thunder Mountain	Special Cast	Fox	7537 feet	Oct. 10
Tower of Lies	Chaney-Shearer	Metro-Goldwyn	6849 feet	Oct. 10
Under the Rouge	Moore-Moore	Assoc. Exhib	6055 feet	July 25
Wandering Fires	Constance Bennett	Arrow	6600 feet	Oct. 17
Wandering Footsteps	Taylor-Washburn	Ginsberg Dist. Corp	5060 feet	Nov. 21
Why Women Love	Blanche Sweet	First National	6750 feet	Oct. 31
Win, Lose or Draw	Leo Maloney	Clarion Photoplays	4988 feet	
Winding Stair, The	Special Cast	Fox	6107 feet	Oct. 17
Without Mercy	Vera Reynolds	Prod. Dist. Corp	6550 feet	Oct. 24

NOVEMBER

Feature	Star	Distributed by	Length	Reviewe
Action Galore	Buddy Roosevelt	Artclass Pict	4659 feet	
After Marriage	Margaret Livingston	Madoc Sales	5500 feet	Nov. 14
All Around Frying Pan	Fred Thomson	F. B. O	5519 feet	Nov. 28
Ancient Highway, The	Jack Holt	Paramount	6034 feet	Nov. 21
Best Bad Man, The	Tom Mix	Fox	4983 feet	Dec. 12
Best People, The	Special Cast	Paramount	5700 feet	Nov. 7
Bright Lights	Ray-Starke	Metro-Goldwyn	6260 feet	Nov. 28
Calgary Stampede, The	Hoot Gibson	Universal	5924 feet	Oct. 10
Call of Courage, The	Art Acord	Universal	4661 feet	Sept. 19
Camille of the Barbary Coast	Busch-O. Moore	Assoc. Exhib	5408 feet	Aug. 1
Clash of the Wolves	Rin-Tin-Tin (dog)	Warner Bros	6478 feet	Nov. 28
Cobra	Valentino	Paramount	6895 feet	Nov. 21
Daring Days	Josie Sedgwick	Universal	4622 feet	Mar. 6
Durand of the Bad Lands	Buck Jones	Fox	5844 feet	Oct. 24
Eagle, The	Rudolph Valentino	United Artists	6756 feet	Nov. 21
East Lynne	Special Cast	Fox	8553 feet	Oct. 10
Fifty-Fifty	Hope Hampton	Assoc. Exhib	5531 feet	June 24
Fight to a Finish, A	Wm. Fairbanks	Columbia (S. R.)	4603 feet	Dec. 5
Flower of Night	Pola Negri	Paramount	6374 feet	Oct. 31
Fool, The	Edmund Lowe	Fox	9488 feet	April 25
Galloping On	Wally Wales	Artclass Pictures	4292 feet	Feb. 27
Go West	Buster Keaton	Metro-Goldwyn	6256 feet	Nov. 7
Home Maker, The	Alice Joyce	Universal	7755 feet	Aug. 8
King on Main St., The	Adolphe Menjou	Paramount	6229 feet	Nov. 7
Last Edition, The	Ralph Lewis	Film Book. Offices	6400 feet	Oct. 17
Lazybones	Special Cast	Fox Film	7236 feet	Oct. 31
Lights of Old Broadway	Marion Davies	Metro-Goldwyn	6437 feet	Nov. 14
Merry Widow	Mae Murray	Metro-Goldwyn	10027 feet	Sept. 12
Midnight Limited	Glass-Hawley	Rayart	5855 feet	Jan. 2
New Commandment	Sweet-Lyon	First National	6980 feet	Nov. 14
Old Clothes	Jackie Coogan	Metro-Goldwyn	5915 feet	Nov. 14
Only Thing, The	Special Cast	Metro-Goldwyn	5824 feet	Dec. 5
People vs. Nancy Preston	Bowers-De La Motte	Prod. Dist. Corp	6300 feet	Nov. 7
Phantom Express, The	Special Cast	Ginsberg Dist	4614 feet	Dec. 12
Phantom of the Opera	Lon Chaney	Universal	8464 feet	Sept. 19
Ridin' Streak, The	Bob Custer	Film Book. Offices	4540 feet	Dec. 12
Road to Yesterday, The	Joseph Schildkraut	Prod. Dist. Corp	9980 feet	Nov. 21
Romance Road	Raymond McKee	Truart	5000 feet	Aug. 8
Rose of the World	Special Cast	Warner Bros	7506 feet	Nov. 21
Saddle Cyclone	Buffalo Bill Jr	Artclass Pict	5000 feet	Mar. 20
Satan in Sables	Lowell Sherman	Warner Bros	7000 feet	Oct. 24
Scarlet Saint, The	Astor-Hughes	First National	6880 feet	Nov. 21
Seven Sinners	Marie Prevost	Warner Bros	6286 feet	Dec. 19
Shadow on the Wall	Creighton Hale	Lumas Film (S. R.)	5800 feet	Dec. 12
Simon the Jester	Rich-O'Brien	Prod. Dist. Corp	5070 feet	Oct. 24
Some Pun'kins	Chas. Ray	Chadwick (S. R.)	6500 feet	Sept 19
S.O.S. Perils of the Sea	Elaine Hammerstein	Columbia Pict	5118 feet	Dec. 26
Sporting Life	Special Cast	Universal	6763 feet	Sept. 26
Stage Struck	Gloria Swanson	Paramount	6691 feet	Nov. 28
Stella Dallas	Bennett-Colman	United Artists	10157 feet	Nov. 28
Tessie	McAvoy-Agnew	Arrow	6221 feet	Oct. 24
Thank U	Special Cast	Fox	6839 feet	Sept. 19
Unchastened Woman, The	Theda Bara	Chadwick (S. R.)	6800 feet	Jan. 2
Unguarded Hour, The	Sills-Kenyon	First National	6613 feet	Dec. 5
Wedding Song, The	Leatrice Joy	Prod. Dist. Corp	7373 feet	Nov. 28
We Moderns	Colleen Moore	First National	6609 feet	Dec. 5
When Husbands Flirt	Dorothy Revier	Columbia	5625 feet	Dec. 5
Where Was I?	Reginald Denny	Universal	6630 feet	Aug. 29
Wild Girl	Louise Lorraine	Truart (S. R.)	5000 feet	Mar. 6
Wyoming Wild Cat, The	Tom Tyler	F. B. O	5156 feet	Nov. 28

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Blind Trail, The	Leo Maloney	Clarion Photoplays	4900 feet	
Blue Blood	George Walsh	Chadwick	5690 feet	Feb. 13
Bluebird's Seven Wives	Lyon-Wilson-Sweet	First National	7774 feet	Jan. 9
Broadway Lady	Evelyn Brent	F. B. O.	5500 feet	Dec. 12
Counsel for the Defense	House Peters	Assoc. Exhib	6022 feet	Nov. 21

Feature	Star	Distributed by	Length	Reviewed
Cowboy Musketeer, The	Tom Tyler	Film Book. Offices	4500 feet	Dec. 26
Desert's Price, The	Buck Jones	Fox	5529 feet	Dec. 19
Don't	S. O'Neill-B. Roach	Metro-Goldwyn	6000 feet	Mar. 6
Fate of a Flirt	Dorothy Revier	Columbia Pict	5823 feet	Jan. 23
Golden Strain, The	Special Cast	Fox	5989 feet	Jan. 2
Goose Woman, The	Special Cast	Universal	7500 feet	Aug. 22
Great Love, The	Dana-Agnew	M-G-M	4521 feet	Mar. 20
Handsome Brute, The	W. Fairbanks-Corbin	Columbia Pict. (S.R.)	4779 feet	Feb. 20
His People	Rudolph Schildkraut	Universal	8983 feet	Nov. 14
His Secretary	Norma Shearer	M-G-M	6433 feet	Jan. 2
Hogan's Alley	Harlan-Miller	Warner Bros.	6610 feet	Dec. 5
Infatuation	Special Cast	First National	5794 feet	Jan. 16
Irish Luck	Thomas Meighan	Paramount	7008 feet	Nov. 28
Joanna	Mackaill-Mulhall	First National	7900 feet	Dec. 26
Kiss for Cinderella, A	Betty Bronson	Paramount	9221 feet	Dec. 26
Lady Windermere's Fan	Special Cast	Warner Brothers	7816 feet	Dec. 19
Lodge in the Wilderness, The		Tiffany (S. R.)	6500 feet	
Lord Jim	Percy Marmont	Paramount	6702 feet	Nov 21
Lovers' Island	Hope Hampton	Assoc. Exhib	4624 feet	Jan. 23
Madam Behave	Eltinge-Pennington	Prod. Dist. Corp	5417 feet	Nov. 14
Man From Red Gulch	Harry Carey	Prod. Dist. Corp.	5437 feet	Dec. 5
Masked Bride, The	Mae Murray	Metro-Goldwyn	5699 feet	Dec. 12
Midnight Flyer, The	Landis-Devore	F. B. O.	6200 feet	Jan. 9
Morals for Men	Tearle-Mills	Tiffany (S. R.)	6500 feet	Dec. 5
North Star, The	Strongheart (dog)	Assoc. Exhib.	4692 feet	Jan 16
Northern Code, The	Eva Novak	Lumas	5920 feet	Jan. 9
Pals	Louise Lorraine	Truart (S. R.)	5500 feet	Mar. 13
Perfect Clown, The	Larry Semon	Chadwick	5600 feet	Dec. 26
Pinch Hitter, The	Glen Hunter	Asso. Exhibitors	6259 feet	Dec. 12
Pleasure Buyers, The	Irene Rich	Warner Brothers	7202 feet	Feb. 13
Prince of Pep	Richard Talmadge	F. B. O	4911 feet	Jan. 2
Sally, Irene and Mary	Special Cast	Metro-Goldwyn	5564 feet	Dec 19
Smilin' at Trouble	"Lefty" Flynn	F. B. O.	5175 feet	Dec. 19
Soul Mates	Special Cast	M-G-M	6000 feet	Jan. 6
Splendid Road, The	Anna Q. Nilsson	First National	7646 feet	Dec. 12
Streak of Luck, A	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4884 feet	
That Royle Girl	Dempster-Fields	Paramount	10253 feet	Dec. 19
Three Faces East	Goudal-Ames	Prod. Dist. Corp	7369 feet	Jan. 2
Thundering Through	Buddy Roosevelt	Artclass Pict.	4527 feet	Mar. 6
Time, The Comedian	Cody-Busch	Metro-Goldwyn	4557 feet	Dec. 20
Triple Action	Pete Morrison	Universal	4800 feet	Nov. 14
Tumbleweeds	Wm. S. Hart	United Artists	7254 feet	Nov. 28
Two Fisted Jones	Jack Hoxie	Universal	4555 feet	Dec. 5
Waning Sex, The	Windsor-Cody	M-G-M		
Wages for Wives	Special Cast	Fox	6352 feet	Dec. 5
When the Door Opened	Special Cast	Fox	6515 feet	Nov. 28
Woman of the World, A	Pola Negri	Paramount	6353 feet	Dec. 26
Womanhandled	Richard Dix	Paramount	6765 feet	Jan. 16

JANUARY

Feature	Star	Distributed by	Length	Reviewed
American Venus, The	Special Cast	Paramount	7931 feet	Jan. 16
Arizona Sweepstakes, The	Hoot Gibson	Universal	5418 feet	Nov. 21
Bashful Buccaneer, The	Reed Howes	Rayart (S. R.)	5000 feet	Nov. 14
Black Bird, The	Lon Chaney	M-G-M	6688 feet	Feb. 13
Blue Streak, The	Rich, Talmadge	F. B. O	4954 feet	Feb. 22
Braveheart	Rod LaRocque	Prod. Dist. Corp	7256 feet	Jan. 16
Checkered Flag, The	Elaine Hammerstein	Ginsberg Dist. Corp. (S. R.)	6071 feet	Feb. 13
Cowboy and the Countess, The	Buck Jones	Fox	6 reels	Jan. 9
Dance Madness	Windsor-Nagel	Metro-Goldwyn	6393 feet	Feb. 6
Danger Girl, The	Priscilla Dean	Prod. Dist. Corp	5660 feet	Feb. 6
Demon, The	Jack Hoxie	Universal	4539 feet	Mar. 27
Desperate Moment	Hawley-Von Eltz	Ginsberg Dist. Corp	5781 feet	Jan. 9
Enchanted Hill, The	Special Cast	Paramount	6326 feet	Jan. 9
Fifth Avenue	De La Motte	Prod. Dist. Corp	5503 feet	Feb. 6
Fighting Edge, The	Harlan-Miller	Warner Brothers	7 reels	Feb. 20
First Year, The	Special Cast	Fox	6038 feet	Feb. 6
Flaming Waters	Special Cast	F. B. O	5700 feet	Jan. 30
Gilded Butterfly, The	Special Cast	Fox	6200 feet	Jan. 16
Girl from Montmartre	La Marr-Stone	First National	8 reels	Feb. 13
Golden Cocoon	Chadwick-Gordon	Warner Bros.	7200 feet	Dec. 26
Hands Up	Raymond Griffith	Paramount	5883 feet	Jan. 16
Hearts and Fists	Bowers-de la Motte	Assoc. Exhib	5393 feet	Jan. 23
His Jazz Bride	Prevost-Moore	Warner		
Hoodoo Ranch, The	Buddy Roosevelt	Artclass Pictures	4800 feet	
Husband Hunters		Tiffany	6500 feet	
Just Suppose	Richard Barthelmess	First National	7 reels	Jan. 30
Lady from Hell	Stewart-Sweet	Assoc. Exhib	5337 feet	Feb. 6
Little Giant, The	Glenn Hunter	Universal	6850 feet	Jan. 30
Lure of the Wild	Jane Novak	Columbia (S. R.)	5570 feet	Feb. 13
Mannequin	Special Cast	Paramount	6981 feet	Jan. 2
Man Rustlin'	Bob Custer	Film Book. Offices	4666 feet	Jan. 16
Memory Lane	Boardman-Nagel	First National		Jan. 23
Outsider, The	J. Logan	Fox	5424 feet	Jan. 30
Phantom of the Forest	Thunder (dog)	Lumas Film	5800 feet	Feb. 6
Prince of Broadway	George Walsh	Chadwick	5800 feet	Jan. 2
Queen O'Diamonds	Evelyn Brent	F. B. O	5129 feet	Feb. 6
Reckless Lady	Belle Bennett	First National	7336 feet	Feb. 6
Roaring Rider, The	Wally Wales	Artclass Pictures	4800 feet	
Rocking Moon	Bowers-Tashman	Prod. Dist. Corp	6000 feet	Jan. 23
Sea Beast, The	John Barrymore	Warner Bros	6393 feet	Jan. 30
Shadow of the Law	Clara Bow	Assoc. Exhib	4525 feet	Feb. 20
Splendid Crime	Daniels-Hamilton	Paramount	6000 feet	Dec. 26
Steel Preferred	William Boyd	Prod. Dist. Corp	6680 feet	Dec. 26
Stella Maris	Mary Philbin	Universal	5786 feet	Jan. 30
Stop, Look and Listen	Larry Semon	Pathe	5305 feet	Jan. 30
Sweet Adeline	Charles Ray	Chadwick	6000 feet	Jan. 23
Thrilling Youth	Billy West	Rayart (S. R.)	5000 feet	
Too Much Money	Nilsson-Stone	First National		Jan. 23
Traffic Cop, The	"Lefty" Flynn	F. B. O.	5175 feet	Feb. 27
Western Pluck	Art Accord	Universal	4207 feet	Feb. 6
What Happened to Jones	Reginald Denny	Universal	6700 feet	Dec. 19
When Loves Grows Cold	Mrs. Rudolph Valentino	F. B. O	7 reels	Feb. 13
Where the Worst Begins	Ruth Roland	Truart (S. R.)	5800 feet	Dec. 12
White Mice	Jacqueline Logan	Associated Exhib.	5412 feet	Mar. 6
Without Orders	Leo Maloney	Clarion Photoplays	4900 feet	
Yankee Senor, The	Tom Mix	Fox	5 reels	Jan. 16

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Auction Block, The	Boardman-Ray	M-G-M	6239 feet	Feb. 27
Beautiful Cheat, The	Laura La Plante	Universal	6583 feet	Feb. 13
Behind the Front	W. Beery-Hatton	Paramount	5335 feet	Feb. 20
Beyond the Rockies	"Bob" Custer	F. B. O	4851 feet	Feb. 20
Broadway Boob, The	Glenn Hunter	Assoc. Exhib	5683 feet	Mar. 13
Cave Man, The	Prevost-Moore	Warner Bros.	7 reels	Feb. 27
Cohens and the Kellys, The	Special Cast	Universal	7774 feet	Mar. 6
Count of Luxembourg	George Walsh	Chadwick	6300 feet	Dec. 26
Dancer of Paris, The	Special Cast	First National	7 reels	Mar. 13
Desperate Game, The	Pete Morrison	Universal	4450 feet	Dec. 12
Devil's Circus, The	Norma Shearer	M-G-M		
Double Fisted	Jack Perrin	Rayart (S. R.)	5000 feet	
Driftin' Thru	Harry Carey	Pathe	5 reels	Jan. 30
Far Cry, The	Sweet-Mulhall	First National	8 reels	Mar. 6
Fighting Cheat, The	Wally Wales	Artclass Pictures	5000 feet	April 3
Grand Duchess and the Waiter	Menjou-Vidor	Paramount	6314 feet	Feb. 6
Heavy Odds	Leo Maloney	Clarion Photoplays	4900 feet	
Ibanez' Torrent	Garbo-Cortez	M-G-M	6769 feet	Mar. 6
Irene	Colleen Moore	First National	9 reels	Feb. 27
Johnstown Flood, The	Special Cast	Fox	6258 feet	Mar. 13
King of the Turf	Special Cast	F. B. O	6210 feet	Mar. 6
Ladies of Leisure	Elaine Hammerstein	Columbia (S. R.)	5257 feet	April 3
Made for Love	Leatrice Joy	Prod. Dist. Corp	5700 feet	Feb. 13
Man Upstairs, The	Monte Blue	Warner Bros	7 reels	Feb. 13
Million Dollar Handicap, The	Vera Reynolds	Prod. Dist. Corp	6117 feet	Jan. 30
Miracle of Life, The	Busch-Marmont	Assoc. Exhib	4757 feet	
Moana		Paramount	6133 feet	Jan. 30
My Own Pal	Tom Mix	Fox	6083 feet	Mar. 27
Night Cry, The	Rin-Tin-Tin	Warner Bros	7 reels	Mar. 20
Outside the Law	Dean-Chaney	Universal (re-issue)		
Palace of Pleasure	Special Cast	Fox	5467 feet	Jan. 23
Pleasures of the Rich	Special Cast	Tiffany Prod. (S. R.)		
Rainbow Riley	Johnny Hines	First National	7 reels	Feb. 20
Road to Glory, The	Special Cast	Fox	5600 feet	Feb. 20
Ship of Souls	B. Lytell-L. Rich	Assoc. Exhib	5198 feet	Feb. 6
Sky High Corral	Art Acord	Universal	4871 feet	April 3
Sky Rocket, The	Peggy Hopkins Joyce	Assoc. Exhib	7350 feet	
Song and Dance Man, The	Tom Moore	Paramount	6997 feet	Jan. 30
Speed Limit, The	Raymond McKee	Lumas Film	5940 feet	Feb. 20
Thrill Hunter, The	Special Cast	Columbia	5520 feet	Mar. 27
Tough Guy, The	Fred Thomson	F. B. O.	5455 feet	Feb. 27
Transcontinental Limited	Special Cast	Chadwick (S. R.)	6400 feet	Mar. 13
Trumpin' Trouble	Buffalo Bill, Jr	Artclass Pict. (S. R.)	4800 feet	
Two Can Play	Clara Bow	Assoc. Exhib	5465 feet	Mar. 6
Under Western Skies	Norman Kerry	Universal	6452 feet	Mar. 20
Vanishing American, The	Dix-Wilson	Paramount	10063 feet	Nov. 7
Wanderer, The	William Collier, Jr.	Paramount	8173 feet	Sept. 12

MARCH

Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion		Truart (S. R.)	5800 feet	
Arizona Streak, The	Tom Tyler	F. B. O	4540 feet	April 3
Bar C Mystery, The	Phillips-MacDonald	Pathe	5 reels	
Barrier, The	Kerry-Barrymore	Metro-Goldwyn-Mayer	6480 feet	April 3
Bat, The	Special Cast	United Artists		
Beverly of Graustark	Marion Davies	M-G-M		
Beyond All Odds	Eileen Sedgwick	Chesterfield (S. R.)	5 reels	
Big Show, The	Lowell-Russell	Assoc. Exhib		
Blue Blazes	Pete Morrison	Universal	4659 feet	Jan. 23
Broadway Billy	Billy Sullivan	Rayart (S. R.)	5000 feet	
Chip of the Flying U	Hoot Gibson	Universal	6596 feet	Mar. 6
Combat	House Peters	Universal	6714 feet	Feb. 20
Coming and Going	Buffalo Bill, Jr	Artclass Pictures	4800 feet	
Dancing Mothers	Special Cast	Paramount	7169 feet	Feb. 27
Dangerous Virtue	Jane Novak	Lee-Bradford (S. R.)	6000 feet	
Dixie Merchant, The	Special Cast	Fox	5126 feet	Mar. 20
Earth Woman, The	Alden-Bonner	Assoc. Exhib.		
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp		
Happiness	Special Cast	Film Book. Offices		
Hearts and Spangles	Wanda Hawley	Lumas Film	6200 feet	
Hell's Four Hundred	Margaret Livingston	Fox		
Her Second Chance	Nilsson-Frazer	First National		
Highbinders, The	Tilden-Daw	Assoc. Exhib.		
High Steppers	Special Cast	First National		
Honeymoon Express, The	Special Cast	Warner Bros		
How to Train a Wife	Valli-O'Brien	Assoc. Exhib.		
Let's Get Married	Richard Dix	Paramount	6664 feet	Mar. 13
Little Irish Girl, The	Special Cast	Warner Bros		
Love Toy, The	Lowell Sherman	Warner Bros	6 reels	Mar. 13
Man Four Square	Buck Jones	Fox		
Manhood	Special Cast	Fox		
Man in the Saddle, The	Hoot Gibson	Universal	5738 feet	
Marriage	Special Cast	Fox		
Miss Brewster's Millions	Bebe Daniels	Paramount	6457 feet	Mar. 20
Mlle Modiste	Corinne Griffith	First National		
Monte Carlo	Special Cast	M-G-M		
My Old Dutch	Special Cast	Universal		
New Klondike, The	Thomas Meighan	Paramount	7 reels	Mar. 27
Night Patrol, The	Richard Talmadge	F. B. O	6 reels	Mar. 20
Non-Stop Flight, The		F. B. O		
Nutcracker, The	E. E. Horton	Assoc. Exhib		
Oh, What a Nurse	Syd Chaplin	Warner Brothers	6930 feet	Mar. 6
Other Women's Husbands	Blue-Prevost	Warner Bros	7 reels	April 3
Partners Again	Sidney-Carr	United Artists	5562 feet	Feb. 27
Red Dice	Rod La Rocque	Prod. Dist. Corp	6 reels	April 3
Roaring Forties, The	Special Cast	Jans (S. R.)		
Sap, The	M. Moore-D. Devore	Warner Bros.		
Sea Horses	Special Cast	Paramount	6671 feet	Feb. 27
Secret Orders	Evelyn Brent	F. B. O	5506 feet	Mar. 27
Siberia	Special Cast	Fox		
Six Shooting Romance	Jack Hoxie	Universal	4837 feet	Jan. 30
Social Celebrity, A	Special Cast	Paramount		
Tangled Herds	Buddy Roosevelt	Artclass Pictures	4800 feet	
Taxi Mystery, The	Roberts-Agnew	Ginsberg (S. R.)		
Test of Donald Norton	George Walsh	Chadwick		
Tramp, Tramp, Tramp	Harry Langdon	First National		
Unknown Dangers	Frank Merrill	Hercules (S. R.)	4700 feet	
Untamed Lady, The	Gloria Swanson	Paramount	6132 feet	Mar. 27
Vanishing Hoofs	Wally Wales	Artclass Pictures	4800 feet	
Why Girls Go Back Home	Marie Prevost	Warner Brothers		
Winning the Futurity	Landis-C. Horton	Chadwick (S. R.)		
Yellow Fingers	Olive Borden	Fox		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts	Special Cast	Fox		
Among Those Present	Lloyd-Davis	Assoc. Exhib.		
Bells, The	Lionel Barrymore	Chadwick Pictures		
Blind Goddess, The	Special Cast	Paramount	7249 feet	April 3
Border Sheriff, The	Jack Hoxie	Universal	4440 feet	Mar. 13
Brown of Harvard	Jack Pickford	Metro-Goldwyn		
Crown of Lies, The	Pola Negri	Paramount	5 reels	Mar. 27
Danger Quest, The	Reed Howes	Rayart (S. R.)	5000 feet	
Dangers of a Great City	Special Cast	Fox		

Feature	Star	Distributed by	Length	Reviewed
Desert Gold	Holt-Dove	Paramount	7 reels	Mar. 20
Desert Healer	Stone-Bedford	First National		
Escape, The	Pete Morrison	Universal	4500 feet	
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
Fighting Thorobreds	Billy Sullivan	Rayart (S. R.)	5000 feet	
Flames	Valli-O'Brien	Assoc. Exhib.		
For Heaven's Sake	Harold Lloyd	Paramount		
Hello, New York	Pringle-Sherman	First National		
Hidden Way, The	Mary Carr	Assoc. Exhib.		
Isle of Retribution, The	Special Cast	Film Book. Offices		
Kiki	Norma Talmadge	First National		
Lucky Lady, The	Special Cast	Paramount		
Mike		M-G-M		
Money Talks	Special Cast	M-G-M		
Racing Blood		Lumas Film (S. R.)		
Runaway, The	Special Cast	Paramount		
Rustlers Ranch	Art Acord	Universal	5230 feet	
Rustling for Cupid	G. O'Brien-A. Stewart	Fox		
Sandy	Madge Bellamy	Fox		
Savage, The	Ben Lyon	First National		
Shamrock Handicap, The	Special Cast	Fox		
Silken Shackles	Irene Rich	Warner Bros.		
Sir Lumberjack	Lefty Flynn	F. B. O.		
Skinner's Dress Suit	Reginald Denny	Universal	6887 feet	Dec. 26
Somebody's Mother	Mary Carr	Rayart	6000 feet	
Starlight's Revenge	Jack Perrin	Rayart	5000 feet	
Streets of Sin		Fox		
That's My Baby	Douglas MacLean	Paramount		
Tony Runs Wild	Tom Mix	Fox		
Twin Triggers	Buddy Roosevelt	Artclass Pict. (S. R.)	4800 feet	
Up In Mabel's Room	Marie Prevost	P. D. C		
Watch Your Wife	Virginia Valli	Universal	6980 feet	Feb. 27
Western Trails	Bill Patton	Chesterfield	5 reels	

MAY

Feature	Star	Distributed by	Length	Reviewed
Bride of the Storm	Costello-Harron	Warner Bros	7 reels	April 3
Chasing Trouble	Pete Morrison	Universal		
Early to Wed	M. Moore-K. Perry	Fox		
Footloose Widow, The	Irene Rich	Warner Bros		
Gentle Cyclone, The	Buck Jones	Fox		
Hell Bent for Heaven	Monte Blue	Warner Bros		
Honeymoon Express, The	M. Moore-D. Devore	Warner Bros		
It's the Old Army Game	W. C. Fields	Paramount		
Looking for Trouble	Jack Hoxie	Universal		
Love Thief, The	Norman Kerry	Universal		
Man From Oklahoma, The	Jack Perrin	Rayart	5000 feet	
Palm Beach Girl, The	Bebe Daniels	Paramount		
Pals in Paradise		Fox		
Perils of the Coast Guard	Special Cast	Rayart		
Rainmaker, The	Wm. Collier, Jr.-G. Hale	Paramount		
Sally in our Alley	Mary Philbin	Universal		
Secret Spring, The		Paramount		
Sign of the Claw	Peter the Great (dog)	Lumas Film	5925 feet	
Silent Simpson	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	
Take a Chance	Richard Dix	Paramount		
Three Weeks in Paris	Moore-Devore	Warner Bros	6050 feet	
Wet Paint	Raymond Griffith	Paramount		
Windjammer, The	Billy Sullivan	Rayart	5000 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Call of the Klondike, The	Special Cast	Rayart		
Deer Drive, The		Paramount		
Fighting Buckaroo, The	Buck Jones	Fox		
Gilded Highway, The	Dorothy Devore	Warner Bros		
Good and Naughty	Pola Negri	Paramount		
Grass		Paramount		
Hard Boiled	Tom Mix	Fox		
Hero of the Big Snows, A	Rin Tin Tin (dog)	Warner Bros		
One Punch O'Day	Billy Sullivan	Rayart		
Passionate Quest, The	Marie Prevost	Warner Bros		
Rolling Home	Reginald Denny	Universal		
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5
Social Highwayman, The	Harlan-Miller	Warner Bros		
Still Alarm, The	Chadwick-Russell	Universal	7207 feet	Jan. 16
Volcano		Paramount		
Yellow Contraband	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	

JULY

Feature	Star	Distributed by	Length	Reviewed
Dangerous Dude, The	Reed Howes	Rayart	5000 feet	

Comedy Releases

Feature	Star	Distributed by	Length	Reviewed
A 1 Society		Fox		
Absentminded	Neely Edwards	Universal	1 reel	
Accidents Can Happen	Al Alt	Universal	2 reels	Feb. 20
Account of Monte Cristo		Bischoff, Inc.	2 reels	
Air Cooled	"Aesop Fable"	Pathe	1 reel	
Alice Blues	Alice Ardell	F. B. O	2 reels	
Alice Plays Cupid		Winkler (S. R.)	2 reels	
Alice the Jail Bird		Winkler (S. R.)	2 reels	
All Abroad	"Helen & Warren"	Fox	2 reels	Dec. 19
Al's Trouble	Al Alt	Universal	2 reels	Mar. 13
Are Golfers Cuckoo?		Tennek Film Corp		
Bachelor's Babies	Special Cast	Educational	2 reels	Dec. 12
Back to Nature	Charles Puffy	Universal	1 reel	
Badly Broke	Charles Puffy	Universal	1 reel	Jan. 30
Bad Man, The	"Dinky Doodle"	F. B. O.	1 reel	
Bankrupt Honeymoon, A	Special Cast	Fox	2 reels	Feb. 13
Barnyard Follies	"Aesop Fable"	Pathe	1 reel	Sept. 5
Beauty Parlor, A	"Fat Men"	F. B. O		
Be Careful	Jimmie Adams	Educational	2 reels	Aug. 22
Be Careful Dearie		Educational	1 reel	Jan. 30
Bedtime Story, A	Arthur Lake	Universal	1 reel	
Better Movies	"Our Gang"	Pathe	2 reels	Nov. 7
Between Meals		Pathe	1 reel	
Beware of Your Relatives	Neely Edwards	Universal	1 reel	
Big City, The	Edna Marian	Universal	2 reel	Feb. 13
Big Kick, The	Mohan-Engle	Pathe	1 reel	Oct. 10
Bombs and Bums	Hal Hodes		1 reel	Feb. 20
Bonehead Age, The	"Aesop Fable"	Pathe	1 reel	
Brainstorm, The	Smith-Bennett	Fox	2 reels	
Broken China	Bobby Vernon	Educational	1 reel	
Brotherly Love		Educational	1 reel	Jan. 23
Buried Treasure	"Our Gang"	Pathe	2 reels	Feb. 20
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster's Bust Up	Trimble-Turner	Universal	2 reels	Jan. 23
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Nightmare	Trimble-Turner	Universal	2 reels	
Buster's Nose Dive	Arthur Trimble	Universal	2 reels	
Buster's Sky Rocket	Trimble and Dog	Universal	2 reels	
By the Sea	Chas. Puffy	Universal	1 reel	Oct. 10
California Here We Come	"The Gumps"	Universal	2 reels	
Camel's Hump		Film Book. Offices	1 reel	
Captain Suds	Eddie Gordon	Universal	2 reels	Dec. 19
Careful Please	Lloyd Hamilton	Educational	2 reels	Feb. 20
Caretaker's Daughter, The	Charley Chase	Pathe	2 reels	Oct. 10
Cat's Whiskers, The	Neely Edwards	Universal	1 reel	
Charley My Boy	Charles Chase	Pathe	2 reels	Jan. 30
Cheap Skates	Lige Conley	Educational	2 reels	Dec. 12
Cheaper to Move	"Helen and Warren"	Fox	2 reels	
Chester's Donkey Party	Joe Murphy	Universal	2 reels	
Circus Today	Special Cast	Pathe	2 reels	Mar. 13
Cleaning Up	Johnny Arthur	Educational	2 reels	Nov. 14
Closer Than a Brother	"Aesop Fable"	Pathe	1 reel	
Cloudy Romance	Special Cast	Fox	2 reels	Oct. 10
College Yell, The	Neely Edwards	Universal	1 reel	
Constant Simp, The	Alberta Vaughn	F. B. O.	2 reels	
Control Yourself	Smith-Bennett	Fox	2 reels	Nov. 28
Couple of Skates, A	Neely Edwards	Universal	1 reel	
Crashing Through	Cliff Bowers	Educaitonal	1 reel	
Criss-Cross Cruise, A	"Hodge-Podge"	Educational	1 reel	
Crowning the Count	Eddie Gordon	Universal	2 reels	
Cuckoo Love	Glenn Tryon	Pathe	2 reels	Oct. 17
Cupid a La Carte	Florence Gilbert	Fox	2 reels	Dec. 26
Cupid's Victory	Wanda Wiley	Universal	2 reels	
Cured Hams	Jack Richardson	Bischoff, Inc	2 reels	Oct. 31
Custard's Last Wallop		Tennek Film Corp		
Dancing Daddy	Jack Duffy	Educational	2 reels	
Dangerous Curves Behind	Mack Sennett	Pathe	2 reels	Nov. 7
Day's Outing, A	"Aesop Fable"	Pathe	1 reel	
Day's Pleasure, A	Charles Chaplin	Pathe	2 reels	
Dinky Doodle at the Circus		Film Book. Offices	1 reel	
Dinky Doodle in the Hunt		Film Book. Offices	1 reel	
Dizzy Daddies	Special Cast	Pathe	2 reels	March 20
Don Key—Son of a Burro	Stuart Holmes-M. Dav-idson,	Pathe		
Do Your Duty	"Snub" Pollard	Pathe	1 reel	
Dog Daze	Bowes-Marlowe	Educational	1 reel	
Dog Sly	Charles Chase	Pathe		
Dog's Life, A	Charles Chaplin	Pathe	3 reels	
Don't Stop	Cliff Bowes	Educational	1 reel	Mar. 13
Don't Butt In		Pathe	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
East Side, West Side		Fox	2 reels	Dec. 12
Ebony Clean Up		L. B. Cornwell (S.R.)	1 reel	
Educating Buster	Trimble-Turner	Universal	2 reels	Aug. 29
Eighteen Carat	Edna Marian	Universal	2 reels	
Eight Cylinder Bull	Special Cast	Fox		
Elsie in New York	Special Cast	Fox	2 reels	Mar. 6
English Channel Swim, The	"Aesop Fable"	Pathe	1 reel	Dec. 26
Failure	Special Cast	Fox	2 reels	Nov. 21
Faint Heart	Charles Puffy	Universal	1 reel	Nov. 28
Fair But Foolish	Jimmie Adams	Educational	2 reels	Nov. 21
Fair Warning	Al St. John	Educational	2 reels	Sept. 26
Family Picnic, The	"Helen & Warren"	Fox		
Felix the Cat Busts Into Business	"Cartoon"	Educational	1 reel	
Felix the Cat in Blunderland	"Cartoon"	Educational	1 reel	Mar. 6
Felix the Cat in Eats Are Wets	"Cartoon"	Educational	1 reel	Nov. 21
Felix the Cat in The Cold Rush	"Cartoon"	Educational	1 reel	
Felix the Cat on the Farm	"Cartoon"	Educational	1 reel	
Felix the Cat Fans the Flames	"Cartoon"	Educational	1 reel	Mar. 27
Felix the Cat Flirts with Fate	"Cartoon"	Educational	1 reel	Feb 13
Felix the Cat Kept on Walking		Educational	1 reel	Jan. 23
Felix the Cat Misses the Cue	"Cartoon"	Educational	1 reel	
Felix the Cat on the Job	"Cartoon"	Educational	1 reel	
Felix the Cat Laughs It Off	"Cartoon"	Educational	1 reel	Mar. 27
Felix the Cat Spots the Spooks	"Cartoon"	Educational	1 reel	Jan. 30
Felix the Cat Tries the Trades	"Cartoon"	Educational	1 reel	
Felix the Cat Trips Thru Toyland	"Cartoon"	Educational	1 reel	
Felix the Cat Uses His Head	"Cartoon"	Educational	1 reel	
Felix the Cat Weathers the Weather	"Cartoon"	Educational	1 reel	
Fighting Dude, The	Lupino Lane	Educational	2 reels	Dec. 5
Fighting Tailor, A		Fox	2 reels	Jan. 23
Fire Away	Al St. John	Educational	2 reels	Nov. 7
Fire Fighters, The	"Aesop's Fable"	Pathe	1 reel	
Flaming Affair, A	Special Cast	Fox	2 reels	Jan. 30
Flivver Vacation, A	Eddie Gordon	Universal	2 reels	April 3
Flyin' Fool	Sid Smith	Fox	2 reels	Dec. 26
Flying Wheels	Wanda Wiley	Universal	2 reels	Mar. 6
Fly Time	"Aesop Fable"	Pathe	1 reel	
Fool's Luck	Lupino Lane	Educational	2 reels	April 3
For Sadie's Sake	Jimmie Adams	Educational	2 reels	Jan. 30
Framed	Lloyd Hamilton	Educational	2 reels	Nov. 28
Fraternity Mixup, A	Alice Ardell	F. B. O		
Free Ride, A	Arthur Lake	Universal	1 reel	
Fresh Faces	Walter Hier	Educational	2 reels	
Fresh Paint	Neeley Edwards	Universal	1 reel	
From the Cabby's Seat	"O. Henry"	Fox		
From Rags to Britches	Billy Bevan	Pathe	2 reels	Dec. 19
Funnymooners	Ralph Graves	Pathe	1 reel	Feb. 13
Going Good	Wanda Wiley	Universal	2 reels	
Gold Push, The	"Aesop Fable"	Pathe	1 reel	
Good Cheer	"Our Gang"	Pathe	2 reels	Jan 30
Good Morning Madam	Ralph Graves	Pathe	2 reels	Oct. 17
Goofy Gob, A	Billy Dooley	Educational	2 reels	Oct. 31
Gooseland	Alice Day	Pathe	2 reels	Feb. 20
Gosh Darn Mortgage, The		Pathe	2 reels	
Great Open Spaces, The	"Aesop Fable"	Pathe	1 reel	
Green-Eyed Monster, The	Arthur Lake	Universal	1 reel	
Half Fare	Arthur Lake	Universal	1 reel	
Happy Go Lucky	Neeley Edwards	Universal	1 reel	Dec. 5
Hard to Hold		Tennek Film Corp		

Feature	Star	Distributed by	Length	Reviewed
Has Anybody Here Seen Kelly	" Ko Ko "	Red Seal	1 reel	Mar. 6
Haunted House, The	" Aesop Fable "	Pathe	1 reel	
Heart Breaker, The	Special Cast	Fox	2 reels	Oct. 24
Heavy Love	" Fat Men "	F. B. O		
Helpful Al	Al Alt	Universal	2 reels	Feb. 6
Her Lucky Leap	Wanda Wiley	Universal	2 reels	Jan. 30
Hero Wins, The	" Aesop Fable "	Pathe	1 reel	
Hired and Fired	Paul Parrott	Pathe	1 reel	
His Own Lawyer	Perry-Cooley	Fox	2 reels	Dec. 26
His Wooden Wedding	Charlie Chase	Pathe	2 reels	
Hollywouldn't	Johnny Sinclair	Bischoff, Inc	2 reels	Sept. 12
Hold Everybody	Perry-Cooley	Fox	2 reels	
Hold Everything	Special Cast	Pathe	1 reel	Dec. 12
Hold Tight	Alice Ardell	F. B. O	2 reels	
Hold Your Hat	Al. St. John	Educational	2 reels	Mar. 6
Home Cured	Johnny Arthur	Educational	2 reels	Mar. 27
Honeymoon Hotel, The	Neeley Edwards	Universal	1 reel	
Honeymoon Squabble, The	Edna Marian	Universal	2 reels	Jan. 23
Honor System, The	" Aesop Fable "	Pathe	1 reel	Nov. 21
Hooked at the Altar	Ralph Graves	Pathe		
Horse Laugh	Chas. Puffy	Universal	1 reel	
Hot Cakes for Two	Alice Day	Pathe	2 reels	Jan. 23
Hot Dog	Arthur Lake	Universal	1 reel	Jan. 23
Hot Doggie	Walter Hiers	Educational	2 reels	Nov. 14
Hot Feet	Cliff Bowes	Educational	1 reel	Nov. 14
Hotsy Totsy	Alice Day	Pathe	2 reels	Dec. 26
How the Bear Got His Short Tail		Film Book Offices	1 reel	
How the Elephant Got His Trunk		F. B. O.	1 reel	
Hug Bug, The	Glenn Tryon	Pathe	2 reels	Mar. 13
Humming Birds, The	Buddy Messinger	B'way Dist. Corp	2 reels	
Hungry Hounds	" Aesop Fable "	Pathe	1 reel	
Hunting in 1950	" Aesop's Fable "	Pathe		
Hurry, Doctor	Ralph Graves	Pathe	2 reels	
I Do	Harold Lloyd	Assoc. Exhib.	2081 feet	
In Deep	Cliff Bowes	Educational	1 reel	Oct. 10
Inventors, The		Tennek Film Corp		
Isn't Love Cuckoo	Raymond McKee	Pathe	2 reels	Dec. 5
Jiminy Crickets	Neeley Edwards	Universal	1 reel	
June Bride, A	" Aesop's Fable "	Pathe	1 reel	Feb. 13
Just Spooks	" Dinky Doodle "	F. B. O.	1 reel	
Keep Trying	Cliff Bowes	Educational	1 reel	Feb. 27
Kick Me Again	Charles Puffy	Universal	1 reel	
Klynick, The	" Hey Fellas "	Davis Dist	2 reels	Sept. 5
Ko-Ko Baffles the Bulls	" Cartoon "	Red Seal	1 reel	Feb. 27
Ko-Ko at the Circus	" Cartoon "	Red Seal	1 reel	Mar. 27
Ko-Ko Nuts	" Cartoon "	Red Seal	1 reel	Sept. 5
Ko-Ko Packs 'Em In	" Cartoon "	Red Seal	1 reel	Nov. 14
Ko-Ko Steps Out	" Cartoon "	Red Seal	1 reel	Jan. 23
Ko-Ko on the Run (Out-of-Inkwell)		Red Seal Pict.	1 reel	Oct. 3
Lame Brains	Alice Ardell	F. B. O.	2 reels	
Laughing Ladies	Special Cast	Pathe	2 reels	Dec. 3
Lickety Split	Lige Conley	Educational	2 reels	Feb. 6
Lickpenny Lover, A	" O. Henry "	Fox		
Light Housekeeping	Lige Conley	Educational	2 reels	Mar. 20
Lighter Than Air	" Aesop's Fables "	Pathe	1 reel	Jan. 30
Lion and the Monkey, The	" Aesop Fables "	Pathe	1 reel	Oct. 10
Little Brown Jug, The	" Aesop's Fables "	Pathe	1 reel	Feb. 13
Little Red Riding Hood	Baby Peggy	Universal	2 reels	
Live Cowards		Educational	2 reels	
Long Pants	Glenn Tryon	Pathe	2 reels	Feb. 13
Love and Kisses	Alice Day	Pathe	2 reels	Oct. 3
Love and Lions	Special Cast	Fox	2 reels	
Love My Dog	Arthur Lake	Universal	1 reel	Dec. 19
Mad Racer, The	" Van Bibber "	Fox	2 reels	
Maid in Morocco	Lupino Lane	Educational	2 reels	Oct. 17
Mail Coach, The	" Aesop's Fables "	Pathe	1 reel	Mar. 6
Maizie Won't Tell	Alberta Vaughn	F. B. O	2 reels	
Mamma Behave	Ralph Graves	Pathe	2 reels	Mar. 6
Meet My Girl	Ralph Graves	Pathe	2 reels	Mar. 13
Merchant of Weenies	Charles Delaney	Bischoff, Inc	2 reels	Sept. 12
Merry Blacksmith, The	" Aesop's Fables "	Pathe		
Min's Away	" The Gumps "	Universal		
Min's Home on the Cliff	Joe Murphy	Universal	2 reels	
Min Walks In Her Sleep	" The Gumps "	Universal	2 reels	
Misfit Sailor, A	Billy Dooley	Educational	2 reels	Oct. 3
Monkey Business	" Krazy Kat "	Winkler (S. R.)	1 reel	
Monkey Business	" Our Gang "	Pathe	2 reels	Mar. 27
Moonlight and Noses	Clyde Cook	Pathe	2 reels	Oct. 3
More Mice Than Brains	" Aesop Fable "	Pathe	1 reel	
Mortgaged Again	Arthur Lake	Universal	1 reel	
Movies, The	Lloyd Hamilton	Educational	2 reels	Oct. 3
Moving Day	Cooley-Perry	Fox	2 reels	Mar. 6
Muddled Up	Charles Puffy	Universal	1 reel	
Mum's the Word	Charles Chase	Fox		
My Stars		Educational	2 reels	Jan. 23
My Swedie	Neal Burns	Educational	2 reels	
Never Too Old		Pathe		
Nobody's Business	Lloyd Hamilton	Educational	2 reels	
No Father to Guide Him	Charles Chase	Pathe	2 reels	Sept. 5
Number One Society, A	"East Side, West Side"	Fox		
Nursery Troubles	Edna Marian	Universal	2 reels	Oct. 24
Nuts and Squirrels	" Aesop Fable "	Pathe	1 reel	
Off His Beat	Walter Hiers	Educational	2 reels	Sept. 12
Officer No. 13	Eddie Gordon	Universal	1 reel	
Officer of the Day	Special Cast	Fox	2 reels	Feb. 13
Oh Buster	Arthur Trimble	Universal	2 reels	Nov. 7
On Edge	Lige Conley	Educational	2 reels	
On the Links	" Fat Men "	F. B. O.	2 reels	
On Thin Ice	" Mutt & Jeff "	Hal Hodes	1 reel	Mar. 6
One Wild Night	Neely Edwards	Universal	1 reel	
One Wild Ride	" Our Gang "	Pathe	2 reels	Dec. 12
Only Son, The	Paul Parrott	Pathe		
Oo-La-La	Bobby Vernon	Educational	2 reels	
Or What Have You	Alberta Vaughn	F. B. O.	2 reels	
Over There-Abouts	Mack Sennett	Pathe	2 reels	
Page Me	Special Cast	Educational	2 reels	Feb. 27
Painless Pain	Wanda Wiley	Universal	2 reels	
Papa, Be Good!	Glenn Tryon	Pathe	2 reels	Dec. 5
Parisian Knight, A	Earle Foxe	Fox	2 reels	Dec. 19
Pawnshop Politics	" East Side "	Fox		
Pay the Cashier	Paul Parrott	Pathe	1 reel	Feb. 20
Peacemakers, The	" Helen & Warren "	Fox	2 reels	Nov. 7
Peggy in a Pinch	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Heroes	"Sheiks and Shebas"	Davis Dist.	2 reels	Oct. 10
Peggy's Pests	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Putters	"Sheiks and Shebas"	Davis Dist.	2 reels	
Perfect Lie, The	Neely Edwards	Universal	1 reel	
Phoney Express, The	Charles Puffy	Universal	1 reel	Mar. 13
Pie Eyed Pie	" Krazy Kat "	Winkler (S. R.)	1 reel	
Pike's Pique	Alberta Vaughn	Film Book. Offices	2 reels	
Piping Hot	Al Alt	Universal	2 reels	Oct. 10
Pleasure Bent	Charles Puffy	Universal	1 reel	
Pleasure Bound	Lige Conley	Educational	2 reels	Aug. 22
Polar Baron, The		Fox		
Prep School	Arthur Lake	Universal	1 reel	
Punch in the Nose, A	Special Cast	Pathe	2 reels	Oct. 31
Quick Service	Cliff Bowes	Educational	1 reel	Mar. 20
Rah, Rah, Heidelberg	" Van Bibber "	Fox		
Rainbow's End, The	" Felix the Cat "	Educational	1 reel	Dec. 19
Rainy Knight, A		Pathe	2 reels	
Raisin' Cain	Big Boy	Educational	2 reels	
Raisin' Trouble		Arrow	2 reels	
Reporter, The	" Van Bibbers "	Fox		
Roomers Afloat	Jack Cooper	Bischoff (S. R.)	2 reels	Oct. 31
Run Tin Can	Burns-Steadman	Educational	2 reels	Feb. 20
Salty Sap, A	Billy Dooley	Educational	2 reels	
Salute	Alice Ardell	Film Book. Offices	2 reels	
Saturday Afternoon	Harry Langdon	Pathe	3 reels	Feb. 6
Saving a Safe	Jimmy Aubrey	F. B. O.	2 reels	
Say It With Love	Edna Marian	Universal	2 reels	
Scandal Hunters	Al Alt	Universal	2 reels	
Scrambled Eggs	Special Cast	Educational	1 reel	Oct. 17
Scratching Through	Cliff Bowes	Educational	1 reel	
Sea Scamps	Big Boy	Educational	2 reels	Feb. 13
Shoes	Special Cast	Fox	2 reels	Aug. 29
Shore Shy	Dooley-Joyce	Educational	2 reels	
Should Sailors Marry	Clyde Cook	Pathe	2 reels	Nov. 14
Sky Bound	Al. St. John	Educational	2 reels	
Sky Hooks		Educational	1 reel	
Sky Jumper, The	Earle Foxe	Fox	2 reels	
Slippery Feet	Bobby Vernon	Educational	2 reels	Oct. 31
Slow Down	Cliff Bowes	Educational	1 reel	Nov. 28
Smash Up, The	" The Gumps "	Universal	2 reels	
Soapsuds Lady, The	Alice Day	Pathe	2 reels	Nov. 28
Social Triangle, A	" O. Henry "	Fox		
Soft Pedal	Charles Parrott	Pathe	1 reel	Feb. 13
Solid Ivory	Mohan-Engle	Pathe	1 reel	Oct. 17
So Long Bill	Billy West	Arrow	2 reels	
Some Baby	Kerr King	Cantor & Brandell		
Somebody's Wrong	Bowes-Newman	Educational	1 reel	
Somewhere in Somewhere	Special Cast	Pathe	2 reels	Sept. 26
So's Your Old Man	Alberta Vaughn	Film. Book. Offices	2 reels	
So This is Paris	Neeley Edwards	Universal	1 reel	
Spanish Love	" Aesop Fable "	Pathe	1 reel	Mar. 13
Spanking Breezes	Alice Day	Pathe	2 reels	Mar. 20
Speedy Marriage, The	Wanda Wiley	Universal	2 reels	Nov. 14
Spooky Spooks		Bischoff (S. R.)	2 reels	Sept. 12
Spot Light	Lige Conley	Educational	2 reels	Oct. 24
Starvation Blues	Clyde Cook	Pathe	2 reels	Dec. 19
Stranded	Edna Marian	Universal	2 reels	Sept. 5
Strong for Love	Special Cast	Fox	2 reels	
Sweet and Pretty	Bowes-Marlowe	Educational	1 reel	
Sweet Marie	Special Cast	Fox	2 reels	Aug. 29
Sweet Pickle, A	Alice Day	Pathe	2 reels	Oct. 24
Tailoring	" Fat Men "	F. B. O	2 reels	
Take the Heir	Charles Puffy	Universal	1 reel	April 3
Take Your Time	Ralph Graves	Pathe	2 reels	Nov. 21
Taxi War, A	Eddie Gordon	Universal	2 reels	Oct. 31
Tea for Love		B'way Dist. Corp	2 reels	
There He Goes	Harry Langdon	Pathe	3 reels	
Three Blind Mice	" Aesop's Fables "	Pathe	1 reel	Jan. 23
Three Wise Goofs	" Fat Men "	F. B. O	2 reels	
Tight Cargo	Charles Puffy	Universal	1 reel	Jan. 30
Time Flies	Lupino Lane	Educational	2 reels	Feb. 6
Tin Ghost, The	Lige Conley	Educational	2 reels	
Tonight's The Night	Bowes-Bradley	Educational		
Too Many Babies	Darling-King	Universal	2 reels	
Too Many Relations	" Helen and Warren "	Fox	2 reels	
Too Much Mother-in-Law	Constance Darling	Universal	2 reels	Sept. 12
Tourist, The	Johnny Arthur	Educational	2 reels	Aug. 15
Transients in Arcadia	Special Cast	Fox	2 reels	Oct. 31
Trimmed in Gold	Special Cast	Pathe	2 reels	Feb. 20
Tune Up	Charles Puffy	Universal	1 reel	Mar. 6
Two Lips in Holland		Fox		
Ugly Duckling, The	" Aesop Fable "	Pathe	1 reel	Sept. 26
Ukelele Sheiks	Glenn Tryon	Pathe		
Uncle Tom's Gal	Edna Marian	Universal	2 reels	Oct. 3
Understudy, The	Arthur Lake	Universal	1 reel	
Uneasy Three, The	Charles Chase	Pathe	2 reels	Nov. 21
Unfriendly Enemies	Jas. Finlayson	Pathe	1 reel	
Up in the Air	" Aesop Fable "	Pathe	1 reel	
Wandering Papas	Clyde Cook	Pathe	2 reels	
Wandering Willies	Special Cast	Pathe	2 reels	April 3
Watch Out	Bobby Vernon	Educational	2 reels	Aug. 29
Weak But Willing	Walter Hiers	Educational	2 reels	Dec. 13
Westward Ho	Chas. Puffy	Universal	1 reel	Oct. 9
What's the World Coming To	Clyde Cook	Pathe	2 reels	Jan. 23
What's Up	Cliff Bowes	Educational	1 reel	Dec. 12
When Hell Froze Over	Hal Hodes		1 reel	Feb. 20
Whispering Whispers		Pathe	2 reels	Jan. 30
Whistling Lions	Parrott-Ralston	Pathe	1 reel	
Whoa Emma	Jimmie Adams	Educational	2 reels	April 3
Who's Which	Cliff Bowes	Educational	1 reel	Oct. 10
Wicked City, The	" Aesop Fable "	Pathe	1 reel	Feb. 27
Wide Open Faces	Ralph Graves	Pathe	2 reels	Jan. 23
Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	April 3
Wildcats of Paris	" Aesop Fable "	Pathe	1 reel	Nov. 21
Windjammers, The	"Aesop Fable "	Pathe	1 reel	Feb. 20
Window Dummy, The	Ralph Graves	Pathe	2 reels	Dec. 19
Winning Pair, A	Wanda Wiley	Universal	2 reels	Oct. 24
Wireless Lizzie	Walter Hiers	Educational	2 reels	Mar. 13
Woman of Letters, A	" Helen and Warren "	Fox	2 reels	Mar. 6
Working for the Rest	Johnny Sinclair	Bischoff (S. R.)	2 reels	Oct. 31
Wrestler, The	Earle Foxe	Fox	2 reels	Aug. 29
Yearning for Love	Wanda Wiley	Universal	2 reels	April 3
Yes, Yes, Babette	Bobby Vernon	Educational	2 reels	Dec. 19
Your Husband's Past	Special Cast	Pathe	2 reels	Feb. 13
Your Own Back Yard	" Our Gang "	Pathe	2 reels	Oct. 3

Short Subjects

Feature		Distributed by	Length	Reviewed
Ace of Spades (Serial)	William Desmond	Universal	10 episodes	Oct. 24
All Astride (Sportlight)		Pathe	1 reel	Jan. 30
All for a Girl	Buddy Messinger	B'way Dist. Co.	2 reels	
All for a Queen	Hal Hodes		1 reel	Feb. 20
All Tied Up	" Fat Men "	Film Book. Offices	2 reels	
All Wool	Mohan-Engle	Pathe	1 reel	Oct. 31
Amazing Mazie	Alberta Vaughn	F. B. O.	2 reels	Oct. 24
America Today (Variety)		Fox	1 reel	

Feature	Distributed by	Length	Reviewed
Amundsen Polar Flight, The	Pathe	3 reels	Nov. 21
Angelus, The	Cranfield & Clarke (S. R.)	1 reel	
Animated Hair Cartoons (Series)	Red Seal Pict	1 reel	Jan. 30
Animated Hair Cartoon No. 4	Red Seal	1 reel	Feb. 27
Are Parents Pickles? Parrott-Ralston	Pathe	1 reel	
At Home "Our Gang"	Pathe	2 reels	
Baby Be Good "Juvenile"	Educational	3 reels	Oct. 24
Bar-G Mystery (Serial)	Pathe		
Barrier Busters (Sportlight)	Pathe	1 reel	Sept. 12
Bed Time Stories	Sierra Pictures	2000 feet	
Belgium Today (Variety)	Fox	1 reel	
Big Game (Mustang)	Universal	2 reels	Feb. 26
Boundary Line, The (Mustang Series)	Universal	2 reels	Oct. 31
Breakin' Loose (Mustang Series)	Universal	2 reels	Dec. 5
Burkhardt's Plastic Film	Tiffany	1 reel	
Burmah Blues Hal Hodes		1 reel	Feb. 27
Call of Hazard, The (Fred Humes)	Universal	2 reels	
Canary Islands (Variety)	Fox	1 reel	
Casey of the Coast Guard (O'Hara-Ferguson)	Pathe	Serial	Feb. 20
Clever Feet (Sportlight)	Pathe	1 reel	
Colorful Fashions From Paris (Novelty)	Educational	1 reel	Mar. 6
Criss Cross Cruize, A (Hodge Podge)	Educational	1 reel	Mar. 13
Crook Buster, The (Mustang)	Universal	2 reels	
Cuba Steps Out (Variety)	Fox	1 reel	
Dacing Around the World (Variety)	Fox	1 reel	
Dixie Doodle (Sportlight)	Pathe	1 reel	Mar. 27
Egypt Today	Fox	1 reel	Feb. 13
Emergency Man, The Edmund Cobb	Universal	2 reels	
Fade Away Foster (Mustang)	Universal	2 reels	
Fight Within, The George Larkin	Universal	2 reels	
Film Facts (Series No. 1)	Red Seal Pict	1 reel	Jan. 30
Fish for Two	Red Seal	1 reel	Feb. 27
Flame Fighter, The (Serial) Herbert Rawlinson	Rayart	10 episodes	
Flaming West, The (Mustang Series)	Universal	2 reels	
Flashes of the Past	Pathe	2 reels	
Flirting With Death	Red Seal Pict.	2 reels	Sept. 26
From A to Z Thru Filmdom (Hodge Podge)	Educational	1 reel	
Giraffe's Long Neck, The	F. B. O	1 reel	
Gold Trap, The (Mustang Series)	Universal	2 reels	Oct. 10
Great Arena, The (Sportlight)	Pathe	1 reel	Mar. 6
Green Archer, The (Serial) Ray-Miller	Pathe	10 episodes	Dec. 5
Grinning Fists (Fred Humes)	Universal	2 reels	
Gunless Bad Man, The	Universal	2 reels	
Happy Hunting Grounds, The (Sportlight)	Pathe		
Hearts of the West Edmund Cobb	Universal	2 reels	Feb. 6
Her First Night in Philadelphia	Cranfield & Clarke	2 reels	
Hero of Piperock Corbett-Holmes	Universal	2 reels	Jan. 30
His Pal	Chesterfield M. P. Co. (S. R.)	2 reels	
I Remember	Short Films Syn	2 reels	Sept. 26
In a China Shop (Variety)	Fox	1 reel	
Iron Trail Around (Variety)	Fox	1 reel	Dec. 26
Just Cowboys (Mustang Series)	Universal	2 reels	Oct. 10
Knickknacks of Knowledge (Hodge Podge)	Educational	1 reel	Nov. 14
Leaps and Bounds (Sportlight)	Pathe	1 reel	Mar. 13
Life's Greatest Thrills	Universal	2 reels	Sept. 26
Lightning Hutch (Serial)	Arrow		
Lightnin' Strikes	Tennek Film Corp	2 reels	
Love Fighter (dog)	Chesterfield (S. R.)	2 reels	
Magic Hour, The	Cranfield & Clark	1 reel	Dec. 19
Magical Movies (Hodge Podge)	Educational	1 reel	
Man With a Scar, The (Fred Humes)	Universal	2 reels	Jan. 30
Marionettes (Hope Hampton)	Educational	1 reel	Dec. 5
Marvels of Motion (Series)	Red Seal Pict.	1 reel	Sept. 5
Menace of the Alps, The	Universal	1 reel	Mar. 27
Montana of the Range Josie Sedgwick	Universal	2 reels	Feb. 6
Mother Goose's Movies (Hodge Podge)	Educational	1 reel	Feb. 6
Mountain Molly O (Mustang)	Universal	2 reels	
Mountain of the Law, The (Variety)	Fox		
My Bonnie (Ko-Ko Series)	Red Seal Pict.	1 reel	Oct. 3
My Own Carolina (Variety)	Fox	1 reel	Aug. 29
Neptune's Domain (Hodge Podge)	Educational	1 reel	
No Woman's Land Hal Hodes		1 reel	Feb. 27
Off Shore Trails (Variety)	Fox	1 reel	
One Wild Time (Corbett & Holmes)	Universal	2 reels	Mar. 27
Outings For All (Sportlight)	Pathe	1 reel	
Parisian Modes in Color	Educational	1 reel	Jan. 30
Perils of the Wild (Serial)	Universal	10 episodes	
Poland-A Nation Reborn (Variety)	Fox	1 reel	
Queen of the Hills Josie Sedgwick	Universal	2 reels	
Quick on the Draw (Fred Humes)	Universal	2 reels	
Raid, The (Mustang Series)	Universal	2 reels	Oct. 10
Range Law (Mustang Series)	Universal	2 reels	Nov. 23
Rider of the Pass (Mustang Series)	Universal	2 reels	
Ridin' for Love (Jack Mower)	Universal	2 reels	
River Nile, The (Variety)	Fox	1 reel	Nov. 28
Road From Latigo, The (Mustang Series)	Universal	2 reels	Oct. 17
Runaway Taxi, A (Stereoscopik)	Pathe	1 reel	Oct. 3
Rustlers of Boulder Canyon, The (Mustang Series)	Universal	2 reels	Nov. 21
Rustler's Secret The (Mustang)	Universal	2 reels	
Rustlin' Kid, The (Mustang Series)	Universal	2 reels	
Scarlet Streak, The (Serial) Jack Daugherty	Universal	10 episodes	
Scotty of the Scouts (Serial)	Rayart	Serial	
Searchlight (Issue C)	Red Seal	1 reel	Mar. 6
Shadows of the Tiger	Tennek Film Corp	2 reels	
Shakespeare (Gems of the Screen)	Red Seal	1 reel	
Shooting at Time (Sportlight)	Pathe	1 reel	
Shootin' Wild (Mustang Series)	Universal	2 reels	Oct. 24
Silvery Art	Red Seal	2 reels	Sept. 26
Sky Skidder, The	Bischoff	10 episodes	
[illegible], The (Variety)	Fox	1 reel	
Songs of England (Music Film)	Pathe		
Songs of Ireland (Music Film)	Pathe	1 reel	
Songs of Scotland (Music Film)	Pathe	1 reel	
Soul of the Cypress	Red Seal	1 reel	Feb. 27
[illegible] (Sportlight)	Pathe	1 reel	
Story Teller, The (Hodge Podge)	Educational	1 reel	Oct. 3
Strenuous Life, The (Sportlight)	Pathe	1 reel	Feb. 20
String of Diamonds (dog)	Chesterfield (S. R.)	2 reels	
Sweden Today (Variety)	Fox	1 reel	
Taking Chances (Mustang Series)	Universal	2 reels	
Then and Now (Sportlight)	Pathe	1 reel	
Tiger Hunt, The Hal Hodes		1 reel	Feb. 20
[illegible] (Variety)	Fox	1 reel	
Too Many Bucks (Mustang Series)	Universal	2 reels	Nov. 21
Top Hand (Edmund Cobb)	Universal	2 reels	Dec. 19
Tricked (Mustang Series)	Universal	2 reels	Sept. 12
Uncle Tom's Cabin	F. B. O	1 reel	
Uprising Generation (Sportlight)	Pathe	1 reel	Feb. 6
Vanishing Millions	Sierra Pictures	Serial	
Walloping Wonders (Sportlight)	Pathe	1 reel	
What Price Touchdown (Sportlight)	Pathe	1 reel	
[illegible], The (Variety)	Fox	1 reel	
White Paper (Variety)	Fox	1 reel	
With Pencil, Brush and Chisel (Variety)	Fox	1 reel	

Feature	Star	Distributed by	Length	Reviewed
Wild Beasts of Borneo		Educational	2 reels	Sept. 12
Wild West (Serial)	Ferguson-Mulhall	Pathe	10 episodes	Sept. 12
Winged Rider, The	Edmund Cobb	Pathe	2 reels	Feb. 13
Winking Idol, The (Serial)	Desmond-Sedgwick	Universal	10 episodes	Mar. 20

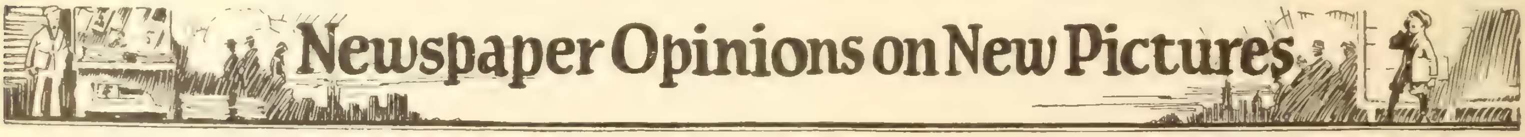
Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
30 Below Zero	Buck Jones	Fox		
Accused	Special Cast	Inde. Films	5000 feet	Jan. 16
Aloma of the South Seas	Gilda Gray	Paramount		
Altars of Desire	Special Cast	M-G-M		
Amateur Gentleman. The	Richard Barthelmess	First National		
An American Tragedy		Paramount		
Apache Princess	Wilson-Gerber	Davis Dist.-Vital		
Ancient Mariner, The	Special Cast	Fox	5548 feet	Jan. 30
Aristocrat The	Special Cast	B. P. Schulberg (S. R.)		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib		
Atlantis		First National		
Auctioneer, The	George Sidney	Fox		
Back Slapper, The	Special Cast	M-G-M		
Bad Habits	Special Cast	Astor Dist. (S. R.)		
Bankrupt		Ginsberg-Kann		
Barriers of Fire	Monte Blue	Warner Bros.		
Bat, The	Special Cast	United Artists	8219 feet	Mar. 27
Battling Butler	Buster Keaton	M-G-M		
Beau Geste		Paramount		
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Ronald Colman	United Artists		
Behind the Screen	Special Cast	M-G-M		
Bellamy the Magnificent	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp		
Beyond the Trail	Bill Patton	Chesterfield (S. R.)	5 reels	
Ben Hur	Special Cast	M-G-M	12000 feet	Jan. 16
Bigger than Barnum's		F. B. O		
Big Night, The	Laura La Plante	Universal		
Big Parade, The	John Gilbert	Metro-Goldwyn-Mayer	12550 feet	Nov. 23
Blackguard, The	Special Cast	Lee-Bradford (S. R.)	6937 feet	April 3
Black Pirate, The	Douglas Fairbanks	United Artists	8200 feet	Mar. 20
Border, Intrigue	Franklyn Farnum	Inde. Pict. (S. R.)	5 reels	June 6
Border Thunderbolt, The		Assoc. Exhib		
Border Women	Special Cast	Phil Goldstone (S.R.)	5000 feet	
Born to Battle	Tom Tyler	F. B. O	5100 feet	Feb. 13
Broken Hearts	Special Cast	Jaffe Art Film (S. R.)	7500 feet	Mar. 20
Borrowed Plumes	Daw-Welch	Arrow		
Boy Friend, The	John Hamon	Metro-Goldwyn-Mayer		
Broken Hearts of Hollywood	Harlan-Miller	Warner Brothers		
Broken Homes	Lake-Glass	Astor Dist.		
Brooding Eyes	Lionel Barrymore	Ginsberg Dis. Corp. (S. R.)		
Call in the Night, A		Truart (S. R.)		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Charity Ball, The		Metro-Goldwyn		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Cleaner Flame, The	Louise Carter	Arrow		
Clinging Vine, The	Leatrice Joy	P. D. C		
College Widow, The	Syd Chaplin	Warner Brothers		
Coney Island	Special Cast	M-G-M		
Courage of Captain Plumb	Special Cast	Davis Dist.-Vital		
Crashing Through	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crystal Cup, The	Special Cast	First National		
Cruel Truth, The		Ginsberg-Kann		
Cyclone Bob	Bob Reeves	Anchor Film Dist		
Cyrano de Bergerac	Special Cast	Atlas Dist. (S. R.)	9500 feet	July 18
Danger Line, The	Special Cast	Astor Dist. (S. R.)		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Daughter of the Sioux, A	Wilson-Gerber	Davis Dist.-Vital	5 reels	Oct. 24
Dead Command, The	Special Cast	M-G-M		
Dead Man's Gold	Tom Mix	Fox		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9
Demon Rider, The	Ken Maynard	Davis Dist.-Vital	5000 feet	Aug. 2
Detour		Prod. Dist. Corp		
Devil Horse, The	Rex (horse)	Pathe		
Devil's Master, The		Fox		
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O		
Don Juan	John Barrymore	Warner Bros		
Don't Lie to Your Wife	Haver-McDonald	Arrow		
Don Juan's Three Nights	Special Cast	First National		
Don X	Bruce Gordon	B. A. Goodman (S.R.)	5000 feet	Feb. 13
Door Mat, The		Warner Bros.		
Duchess of Buffalo, The	Constance Talmadge	First National		
Duke of Black Butte, The	Fred Humes	Universal		
Dumb Head		Tiffany (S. R.)	6500 feet	
East of the Setting Sun	Constance Talmadge	First National		
Eden's Fruit		B. P. Schulberg (S.R.)		
Ella Cinders	Colleen Moore	First National		
Ermine and Rhinestone		H. F. Jans (S. R.)		
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp		
Exquisite Sinner, The	Nagel-Adoree	Metro-Goldwyn		
False Steps	Special Cast	Paramount		
Fangs of Fate	Bill Patton	Chesterfield (S.R.)	5000 fet	Feb. 13
False Pride		Astor Dist		
Family Upstairs, The		Fox		
Fascinating Youth	Junior Stars	Paramount		Mar. 13
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford (S. R.)		
Fighting Boob, The	Bob Custer	F. B. O.		
Fighter's Paradise, The	Rex Baker	Phil Goldstone	5000 feet	
Fighting Courage	Ken Maynard	Davis Dist.-Vital	5 reels	July 11
Fighting Fate	Billy Sullivan	Rayart (S. R.)	4991 feet	Feb. 6
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Heart, The	Frank Merrill	Bud Barsky Prod. (S. R.)	5000 feet	
Fighting Smile, The	Bill Cody	Inde. Pict. Corp. (S.R.)	4630 feet	
Fig Leaves		Fox		
Fine Manners	Gloria Swanson	Paramount		
Flames	Special Cast	M-G-M		
Flaming Forest, The		M-G-M		
Flaming Frontier, The	Special Cast	Universal		
Flashing Heels	Bill Cody	Assoc. Exhib		

Feature	Star	Distributed by	Length	Reviewed
Flashing Steeds	Bill Patton	Chesterfield (S. R.)	5000 feet	Feb. 27
Fleet Foot	Marilyn Mills	Davis Dist.-Vital		
Flight to the Hills, The		Paramount		
Flying Mail, The	Al Wilson	Asso. Exhib		
Flyin' Thru	Al Wilson	Davis Dist.-Vital		Nov. 7
Flying Fool, The	Dick Jones	Sunset Prod. (S. R.)		
Forbidden Trails	Bill Cody	Assoc. Exhib		
Forest of Destiny, The		Gotham Prod. (S. R.)		
Forever After	Corinne Griffith	First National		
Fort Frayne	Ben Wilson	Davis Dist	5000 feet	Aug. 29
Four Feathers	Richard Barthelmess	First National		
Four Stragglers, The	Special Cast	M-G-M		
Friends	Special Cast	Vitagraph		
Frisco Sal	Special Cast	M-G-M		
Frivolity		B. P. Schulberg (S.R.)		
Galloping Dude, The	Franklyn Farnum	Inde. Pict. Corp.(S.R.)	4700 feet	
Gambling Chaplain, The	Special Cast	M-G-M		
Galloping Cowboy, The	Bill Cody	Assoc. Exhib		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Get Off the Earth	Raymond Griffith	Paramount		
Glorifying the American Girl		Paramount		
Going Crooked	Special Cast	Fox		
Gold Hunters, The	David Butler	Davis Dist.-Vital	6500 feet	Nov. 7
Goose Man, The	Special Cast	M-G-M		
Great Deception, The		First National		
Greater Glory, The	Special Cast	First National		
Greatest Show on Earth		Paramount		
Great Jewel Robbery	Herbert Rawlinson	Dependable Films	4800 feet	Jan. 9
Grey Vulture, The	Ken Maynard	Davis Dist.-Vital		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hands Across the Border	Fred Thomson	F. B. O.		
Harem Girl, The	Special Cast	Astor Dist. (S. R.)		
Haunted Range, The	Ken Maynard	Davis Dist.-Vital		Sept. 26
Haven, The	Special Cast	M-G-M		
Her Big Adventure	Special Cast	Kerman (S. R.)	4800 feet	Jan. 16
Her Big Night	Laura La Plante	Universal		
Her Honor, The Governor	Pauline Frederick	F. B. O		
Her Next Steps		Ginsberg-Kann		
Here He Comes	Earle Douglas	Sierra Pictures	5000 feet	
Here He Comes	Richard Talmadge	Universal		
Highbinders, The	Bill Tilden	Assoc. Exhib		
High Society	Tom Mix	Fox		
His Woman	Special Cast	Whitman Bennett	7 reels	
Horses and Women		B. P. Schulberg		
House Behind the Hedge		Ginsberg-Kann		
Human Mill, The	Special Cast	M-G-M		
Hurricane, The	Special Cast	Truart (S. R.)		
I Can Do It	Special Cast	M-G-M		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Imposter, The	Evelyn Brent	F. B. O.		
Inevitable Millionaires, The	M. Moore-Devore	Warner Bros		
In His Arms	Special Cast	M-G-M		
In Praise of James Carabine	Special Cast	M-G-M		
In the Third Degree		Ginsberg-Kann		
In to Her Kingdom	Corinne Griffith	First National		
Jason	Special Cast	M-G-M		
Justice of the Far North		C. B. C. (S. R.)	5500 feet	
Kid Boots	Eddie Cantor	Paramount		
Kid Gloves	Johnny Hines	First National		
Killer, The	Marilyn Mills	Davis Dist.-Vital		
La Boheme	Gish-Gilbert	Metro-Goldwyn	8781 feet	Mar. 13
Lady of the Harem, The	Special Cast	Paramount		
Lady of Leisure	Special Cast	M-G-M		
Lawful Cheater, The	Bow-McKee	B. P. Schulberg	4946 feet	Jan. 9
Lawless Love	Al Ferguson	Davis Dist.-Vital		
Lawless Trails	Bruce Gordon	B.A.Goodman (S.R.)	5000 feet	Feb. 20
Lawless Valley	Bill Cody	Assoc. Exhib		
Law or Loyalty	Lawson Harris	Davis Dist. Div	4800 feet	Nov. 14
Lena Rivers	Special Cast	Arrow	6521 feet	
Les Miserables		Universal		
Life of a Woman		Truart (S. R.)	6500 feet	
Lightnin'		Tiffany (S. R.)	6500 feet	
Lightning Jack	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Lightning Passes, The	Al Ferguson	Fleming Prod. (S. R.)		
Lights of Mojave, The	Ken Maynard	Davis Dist.-Vital		
Lily, The		Fox		
Little Journeys				
Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 12
Long Odds	Marilyn Mills	Davis Dist. Div		
Lord's Referee, The		Fox		
Love—the Magician		Paramount		
Lover's Oath, A	Ramon Novarro	Astor (S. R.)	5800 feet	Oct. 17
Love's Blindness	Starke-Moreno	M-G-M		
Love Thief, A	Kerry-Nissen	Universal		
Lovey Mary	Bessie Love	M-G-M		
Loyalties	Special Cast	Fox		
Lunatic at Large, The	Leon Errol	First National		
Lure of the West	Eileen Sedgwick	Chesterfield (S. R.)		
Lying Wives	Special Cast	Ivan Abramson (S.R.)	7 reels	May 2
Lying Truth, The	Milton Sills	First National		
Man and the Moment		Metro-Goldwyn		
Man With a Thousand Faces	Special Cast	M-G-M		
Mantrap		Paramount		
Mare Nostrum	Special Cast	M-G-M	11000 feet	Feb. 27
Married	Special Cast	Jans (S. R.)	5772 feet	Mar. 13
Married Cheats		Fox		
Marrying Money		Truart (S. R.)	5800 feet	
Memories	Ramon Novarro	M-G-M		
Men of the Night		Ginsberg-Kann		
Men of Steel	Milton Sills	First National		
Message to Garcia, A	Special Cast	M-G-M		
Midnight Flames		Columbia Pict. (S. R.)		
Midnight Special		Truart (S. R.)		
Million Dollar Doll		Assoc. Exhib		
Millionaire Policemen	Special Cast	Ginsberg Dist. (S. R.)		
Mismates	Doris Kenyon	First National		
Miss 318	Special Cast	M-G-M		
Miss Nobody	Anna L. Nilsson	First National		
Modern Musketeer, A	Gene Corrado	Bud Barsky (S.R.)	5000 feet	
Morganson's Finish	Special Cast	Tiffany (S. R.)	6500 feet	
Mr. Battling Butler	Buster Keaton	M-G-M		
My Lady of Whims	Clara Bow	Arrow	6089 feet	Jan. 23
My Neighbor's Wife	Herbert Rawlinson	Davis Dist.-Vital		
Mystery Club, The	Matt Moore	Universal		
Mysterious Island	Special Cast	M-G-M		
Mystery Lady, The	Special Cast	M-G-M		
Naughty Cinderella	Pola Negri	Paramount		
Nell Gwyn	Dorothy Gish	Paramount	9 reels	Feb. 6
Nervous Wreck, The		Prod. Dist. Corp		
Night Watch, The	Special Cast	Truart (S. R.)		
Nine and 3-5 Seconds	Charles W. Paddock	A. G. Steen, Inc	5600 feet	Nov. 12
Nocturne	Special Cast	M-G-M		
North of Nome	Special Cast	Arrow	5491 feet	
Oh! Baby	Little Billy	Universal		
Old Ironsides		Paramount		
Old Soak, The	Jean Hersholt	Universal		
Open Book	Special Cast	M-G-M		
Ordeal, The	Special Cast	M-G-M		
Padlocked	Special Cast	Paramount		
Palace of Pleasure		Fox		
Pals First	Special Cast	First National		
Paris	Charles Ray-E.Boardman	Metro-Goldwyn		
Paris at Midnight	Special Cast	Prod. Dist. Corp		
Partners Again	Sidney-Carr	United Artists		
Passionate Youth	Special Cast	Truart (S. R.)	6 reels	July 11
Peggy Takes a Chance	Peggy O'Day	Davis Dist.-Vital		
Peggy in Chinatown	Peggy O'Day	Davis Dist.-Vital		
Peggy in Danger	Peggy O'Day	Davis Dist.-Vital		
Peggy From Headquarters	Peggy O'Day	Davis Dist.-Vital		
Peggy on the Job	Peggy O'Day	Davis Dist.-Vital		
Peggy of the Secret Service	Peggy O'Day	Davis Dist.-Vital		
Peggy Scores a Victory	Peggy O'Day	Davis Dist.-Vital		
Peggy Under Orders	Peggy O'Day	Davis Dist.-Vital		
Pelican, The		Fox		
Perch of the Devil		Universal		
Phantom Bullet, The	Hoot Gibson	Universal		
Pigs		Fox		
Plumes	Special Cast	M-G-M		
Poker Faces	Special Cast	Universal		
Poor Girl's Romance, A	Special Cast	Film Book. Offices		
Prince of Pilsen	Special Cast	Prod. Dist. Corp		
Prisoners of the Storm	House Peters	Universal		
Prowlers of the Night	Fred Humes	Universal		
Puppets	Milton Sills	First National		
Pursued	Dorothy Drew	Dependable (S. R.)	5000 feet	Nov. 14
Quality Street		Metro-Goldwyn		
Quo Vadis	Emil Jannings	First National		Nov. 28
Red Clay	William Desmond	Universal		
Red Kimona, The	Mrs. Wallace Reid	Davis Dist.-Vital		Jan. 2
Red Mill, The	Marion Davies	M-G-M		
Red Signals		Ginsberg-Kann		
Remember		Columbia Pictures		
Return of Peter Grimm		Fox		
Return of a Soldier	Special Cast	Metro-Goldwyn		
Revillon		Warner Bros		
Rise and Fall of Jesse James		J. S. Woody		
Road That Led Home, The		Vitagraph		
Roaring Crowd, The		F. B. O		
Rogue's Riches	Special Cast	Astor Dist. (S. R.)		
Rolling Home	Reginald Denny	Universal		
Romance a la Carte	Richard Dix	Paramount		
Romance of an Actress		Chadwick		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rough Riders, The		Paramount		
Rust	Special Cast	M-G-M		
Sagebrush Lady, The	Eileen Sedgwick	Chesterfield M.P. Corp.	5000 feet	Feb. 6
Sailors' Wives		First National		
Salvage		Truart (S. R.)	5800 feet	
Scarlet Letter, The	Lillian Gish	M-G-M		
Sea Wolf, The	Ralph Ince	Ralph Ince Prod	7500 feet	Dec. 19
Self Defense	Aileen Percy	Arrow Film Corp		
Senor Daredevil	Ken Maynard	First National		
Separate Rooms	Special Cast	Fox		
Set-up, The	Art Acord	Universal	4600 feet	Mar. 27
Seventh Bandit, The	Harry Carey	Pathe	6 reels	Mar. 27
Seventh Heaven	Special Cast	Fox		
Seward's Folly	Special Cast	M-G-M		
Shadow of the Mosque	Odette Taylor	Cranfield & Clarke (S. R.)	6200 feet	
Shadow of the Mosque	Stewart Rome	Ufa	5750 feet	Dec. 26
Share and Share Alike	Jane Novak	Arrow	5569 feet	
She	Betty Blythe	Lee-Bradford (S. R.)	6800 feet	Mar. 27
Shenandoah		B. P. Schulberg (S. R.)		
She's My Baby		Ginsberg-Kann		
Shipwrecked	Owen-Schildkraut	Prod. Dist. Corp		
Shootin' Square	Jack Perrin	Ambassador Pict.(S.R.)	5000 feet	
Siegfried		Ufa		Sept. 12
Silence	H. B. Warner	Prod. Dist. Corp.		
Silent Witness, The	Louise Lorraine	Truart (S. R.)	5800 feet	
Silken Lady, The	Hulette-Hamilton	Arrow		
Silken Shackles	Irene Rich	Warner Bros		
Silk Hat Cowboy, The	Tom Mix	Fox		
Silky Anne	Constance Talmadge	First National		
Silver Lanterns	Special Cast	Arrow		
Silver Treasure, The	Special Cast	Fox		
Smith of Cornell	George Walsh	Chadwick		
Son of the Sheik, The	Rudolph Valentino	United Artists		
Sorrows of Satan	Special Cast	Paramount		
Sparrows	Mary Pickford	United Artists		
Sporting Lover, The	Conway Tearle	First National		
Starlight Ranch	Wilson-Gerber	Davis Dist.-Vital		
Star Maker, The	Dove-Bushman	Universal		
Strange Bedfellows		M-G-M		
Subway Sadie	MacKaill-Mulhall	First National		
Sunshine of Paradise Alley	Special Cast	Chadwick Pict.		
Sweet Daddies	Special Cast	First National		
Sweet Rosie O'Grady		Columbia Pict		
Take It From Me	Reginald Denny	Universal		
Tale of a Vanishing People		Tiffany (S. R.)	6500 feet	
Tardy Tolliver	Hale-King	Assoc. Exhib		
Tavern Knight, The	John Barrymore	Warner Bros		
Temptress, The	Garbo-Moreno	M-G-M		
Tentacles of the North	Special Cast	Davis Dist.-Vital		
Ten to Midnight		Prod. Dist. Corp.		
Texan's Oath, The	Ken Maynard	Davis Dis.-Vital		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9
There You Are	Nagel-Roberts	M-G-M		
Thoroughbred, The	Special Cast	Truart	5481 feet	Sept. 19
Three Bad Men		Fox		
Three Pals	Marilyn Mills	Davis Dist. Vital	4987 feet	Dec. 15
Three Twins, The		M-G-M		
Thundering Speed	Eileen Sedgwick	Chesterfield	5 reels	
Timber Wolves	Ken Maynard	Davis Dist.-Vital		
Tin Hats		M-G-M		
Toilers of the Sea	Special Cast	M-G-M		
Tongues of Scandal		Ginsberg-Kann		
Tongo	Special Cast	M-G-M		
Tonio, Son of the Sierras	Wilson-Gerber	Davis Dist.-Vital	5000 feet	Dec. 15
Totem Pole Beggar, The	Special Cast	Asso. Exhibit		
Toto	Lew Cody	M-G-M		
Trailing Shadows	Edmond Lowe	Fox Film		
Trapped	Elinor Faire	Sierra Pictures	5000 feet	
Travelin' Fast	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Travis Coup, The		Tiffany (S. R.)	6500 feet	

Feature	Star	Distributed by	Length	Reviewed
Tricks	Marilyn Mills	Davis Dist. Div.	5 reels	Sept. 19
Trip to Chinatown, A	Special Cast	Fox		
True North, The	Special Cast	C. C. Griffin Prod.	7000 feet	Dec.
Uncle Tom's Cabin	Special Cast	Universal		23
Unknown Lover, The	Elsie Ferguson	Vitagraph	6895 feet	Nov.
Unknown Soldier, The		P. D. C		
Unknown Treasures		Ginsberg-Kann		
Up and At 'Em	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Vengeance of Durand, The	Irene Rich	Warner Bros.		
Volcano, The	Bebe Daniels	Paramount		
Volga Boatman, The	Elinor Fair	Prod. Dist. Corp.		
Warrior Gap	Wilson-Gerber	Davis Dist.	4900 feet	Aug. 22
Way of an Eagle, The	Special Cast	M-G-M		
Web, The	Eileen Sedgwick	Chesterfield (S. R.)	5000 feet	Feb. 20
Wedding March, The		Paramount		
What Will People Say		Metro-Goldwyn		
What Price Glory?		Fox		
When We Were Twenty-One	Special Cast	M-G-M		
Whispering Canyon	J. Novak-R. Ellis	Ginsberg Dist. Corp. (S. R.)		
Whispering Smith	Special Cast	P. D. C		
White Chief, The	Monte Blue	Warner Brothers		
White Fury	Marilyn Mills	Davis Dist.-Vital		
White Heat	Special Cast	M-G-M		

Feature	Star	Distributed by	Length	Reviewed
Whole Town's Talking, The	Ed. Horton	Universal		
Wide Open	Dick Jones	Sunset Prod. (S. R.)		
Wife, The	Special Cast	M-G-M		
Wild Oats Lane	Dana-Agnew	Prod. Dist. Corp	6500 feet	Mar. 27
Wilderness Woman, The	Special Cast	First National		
Win, Lose or Draw	Leo Maloney	Artclass (S. R.)	5000 feet	April 3
Winner, The	Charles Ray	Chadwick (S. R.)		
Winning of Barbara Worth	Colman-Banky	United Artists		
Wise Guy, The	James Kirkwood	First National		
With Kit Carson Over the Great Divide	Special Cast	Sunset Prod. (S. R.)		
Wives at Auction	Special Cast	Astor Dist. (S. R.)		
Wives of the Prophet	Special Cast	Lee-Bradford (S.R.)	6600 feet	Jan. 9
Wolf Hunters, The	Special Cast	Davis Dist. Div.		
Wolves of the Air		Ginsberg-Kann		
Woman's Heart, A		Ginsberg-Kann		
Woman Who Did Not Care		Gotham (S. R.)		
Women and Wives		Metro-Goldwyn		
World's Illusion, The		Metro-Goldwyn		
Worst Man of the Troop	Wilson-Gerber	Davis Dist. Div.		
Worst Woman, The	Special Cast	B. P. Schulberg (S. R.)		
Yellow Back, The	Fred Humes	Universal		
Yoke, The	Special Cast	Warner Brothers		
Young April	Special Cast	Prod. Dist. Corp.		
You Too	Special Cast	M-G-M		



Newspaper Opinions on New Pictures

"The Sea Beast" — Warners, Garrick, St. Paul

Pioneer Press: "'The Sea Beast' furnishes another setting for the superb technique of John Barrymore in portraying the result of powerful forces that tend to wreck men's souls. To those who love stories of the sea, the picture will cast a new light on this phase of life. To those who do not care for the sea, it is worth seeing for its tremendous dramatic climaxes."

"The Sea Beast" — Warners, Orpheum, Duluth

Herald: John Barrymore, America's leading dramatic actor, and Miss Dolores Costello, the beautiful daughter of Maurice Costello, one of the screen's great stars, are creating a remarkable impression this week in 'The Sea Beast,' the Warner Brothers' drama of the sea and the whaling days of 1840. The story is thrilling in action, seething in dramatic conflict, beautiful in its love theme and tremendous in its setting and expanse. It is probably the finest dramatic screen play of the year."

"The Sea Beast" — Warners, Stanton, Philadelphia

News: "Crowded houses every night of last week marked the first showing of this stupendous film in this city. Barrymore outdoes himself in his characterization of Ahab Ceeley, a New England fisherman."

"Little Annie Rooney"—United Artists, Rivoli, Baltimore

News: "Mary Pickford has returned to the type of film play in which she held top place; she fills the role of a hoyden and golly, how she fills it! 'Little Annie Rooney is full of fun, and it will also bring that old lump up in your throat a couple of times."

Post: "Mary Pickford in 'Little Annie Rooney,' at the Rivoli this week shows what remarkable intelligent and artistic films can be made when done by capable artists under capable direction."

Sun: "Miss Pickford plays her part in the approved method she has used on many occasions when she has appeared in similar roles in times past. She succeeds in blending comedy and tragedy with an interesting touch of pathos and of homely sentiment."

"Lady Windermere's Fan"—Warner, Eastman, Lockport, N. Y.

Union-Sun: "The picture in its artistic simplicity, in its sharp, strong, clever dramatic touches and in its power to clutch the interest and emotions reveals throughout the distinctive touch that marks the Lubitsch productions above others."

"Lady Windermere's Fan"—Warners, Alhambra, Milwaukee

Sentinel: "Admirers of Ernst Lubitsch have now another reason to say there seems to be nothing this master director of the screen cannot do. This is because his latest production, 'Lady Windermere's Fan' is an excellent photoplay in spite of the skeptics who wagged mournful heads at the thought of Oscar Wilde's brilliant wit and famous epigrams transferred to the screen."

"Lady Windermere's Fan"—Warners, Capitol, St. Paul

Dispatch: "You would think this play of Wilde's would be the last which should be permitted to be done in the movies. What is it without such lines as 'I can resist anything except temptation?' Well, the answer is that it is still a very wise, witty and skillful entertainment."

"Lady Windermere's Fan"—Warners, Stacy, Trenton

Times: "Ernst Lubitsch has triumphed with his production of 'Lady Windermere's Fan' for Warner Brothers. This remarkable screen version of the brilliant Oscar Wilde play marks another Lubitsch success."

"Lady Windermere's Fan—Warners, Eastman, Rochester

Journal: "The name of Ernst Lubitsch in connection with a motion picture production has come to mean much more to the average motion picture patrons than that of the ordinary producer. The touch of mastery direction is plain all the way through 'Lady Windermere's Fan.'"

"The Cave Man"—Warners, Fenway, Boston

Herald: "'The Cave Man' is an exceedingly amusing picture, with some moments of very sharp and authentic comedy."

"The Cave Man-" — Warners, Cameo, Portsmouth

Herald: "'The Cave Man,' the Warner Brothers Classic of the Screen, which opened Sunday at the Cameo Theatre, proves that women are the same the world over and to be won by caveman tactics at all times. Matt Moore and Marie Prevost are co-starred in this film version of the gay Gilette Burgess story, which races along at a merry rate of speed."

"Oh! What a Nurse," Warners, Strand, Brooklyn

Eagle: "If you had seen and enjoyed the Chaplinesque catch-as-catch-can business in 'Charley's Aunt' and 'The Man on the Box,' I would make so bold as to recommend that you do not miss 'Oh! What a Nurse!' It is, if anything, even more hilarious in its comedic way than either of those earlier Warner screen tidbits."

Oh! What a Nurse," Warners, Minneapolis

Journal: "'Oh! What a Nurse' in itself is the sort of riotous and swift moving slapstick that moves its audiences to delightful whoops and squeals of mirth."

"Man On The Box"—Warners, Colonial, Tarboro, S. C.

Southerner: "Whatever else you may neglect to do, don't miss seeing Syd Chaplin who is starring in 'The Man on the Box,' the Warner Brothers Classic of the Screen; that is if you want to see one of the most distinctive combinations of comedy and melodrama ever devised for the screen."

"Man On the Box"—Warners, Capitol, Union, N. J.

Dispatch: "A joyride through Laughland, it'll get every laugh you've got. The story never lags for a minute, in fact it constantly gathers momentum as Syd is in one intrigue before he is out of another. 'The Man on the Box' is one of the most hilarious of screen comedies."

"Man on Box"—Warners, Rialto, Charleston

Mail: "In 'The Man on the Box' Syd Chaplin repeats the sort of thing he did in 'Charley's Aunt!' His latest picture, now at the Rialto contains plenty of laughs. Syd gives a clean-cut performance and has Alice Calhoun, Helene Costello and David Butler in the cast."

Gazette: "Syd Chaplin is funnier than he was in 'Charley's Aunt': first as a debonair young millionaire, then a typical cab driver, a groom, a butler and finally as a ladies' maid involved in a frantic tussle for a set of plans for an aeroplane invention. An hilariously amusing picture."

"Hogan's Alley"—Warner Bros., Rialto, Atlanta.

Constitution: "Monte Blue is perfectly suited to the role of Lefty, the idol of the alley, who sacrifices his famous left hand to save the girl he loves, and has to substitute plumbing for prize-fighting as a result. Patsy Ruth Miller is a delight as Patsy Ryan—"

"The Barrier"—M-G-M., Capitol, New York City.

Daily News: "This picture should please at least 85 per cent of those who see it. Made from Rex Beach's novel of the same name it contains that book's kick."

Evening World: "George Hill has directed most capably. It provides an entertaining, always interesting, and at times exciting performance."

"A snowy thriller," says the Journal. "The picture is interesting and besides picturesquely beautiful backgrounds there is a thrilling ice jam. Kerry and Lionel Barrymore stage an exciting fight."

Post: "A red blooded tale from the pen of Rex Beach—we enjoyed the picture. George Hill has kept it running right along, working up excitement and equipping the whole with really amazing settings."

Telegram: "Scenically one of the most equisite contributions of the season to the cinema. There is nothing like the solid grandeur, the stirring dramatic values, the stretches of bewildering panoramic beauty that accompany this new Metro-Goldwyn-Mayer presentation."

Sun: "An entertaining program thriller, so cunningly directed and acted that it creates an illusion while you wait. A triumph of method over matter. The acting honors go to Henry B. Walthall."

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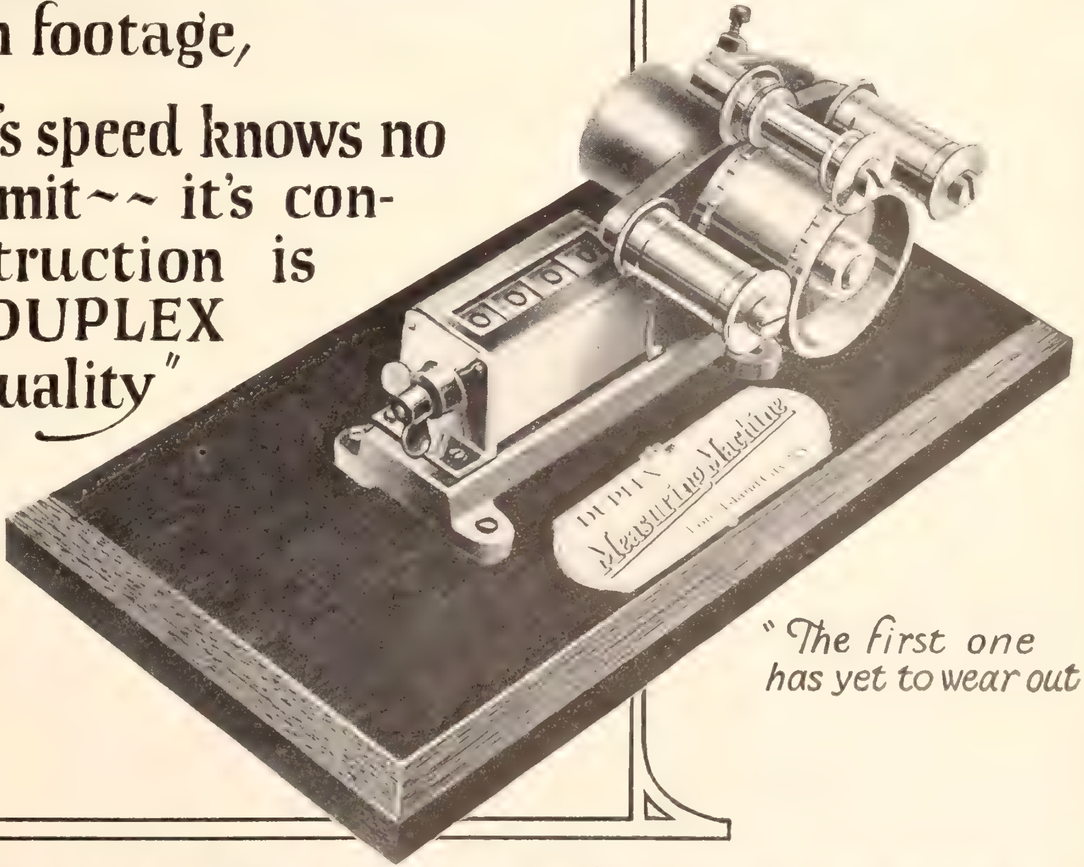

"The first one has yet to wear out"

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Richard A. Rowland presents ***"The Greater Glory"*** from Edith O'Shaughnessy's novel *"Viennese Medley"* with Conway Tearle and Anna Q. Nilsson and a Cast including May Allison, Ian Keith and Jean Hersholt. Written For the screen by June Mathis. Directed by Curt Rehfeld. Photographers John W. Boyle, A.S.C. And Arthur Martinelli. Art director, E.J. Shulter. Film editor, George McGuire. Production manager, Ray Rockett. *A June Mathis Production. A First National Picture.* ***Rothacker Prints and Service.***

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and
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in
"The Greater Glory"

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Motion Picture News

Reg. U. S. Patent Office

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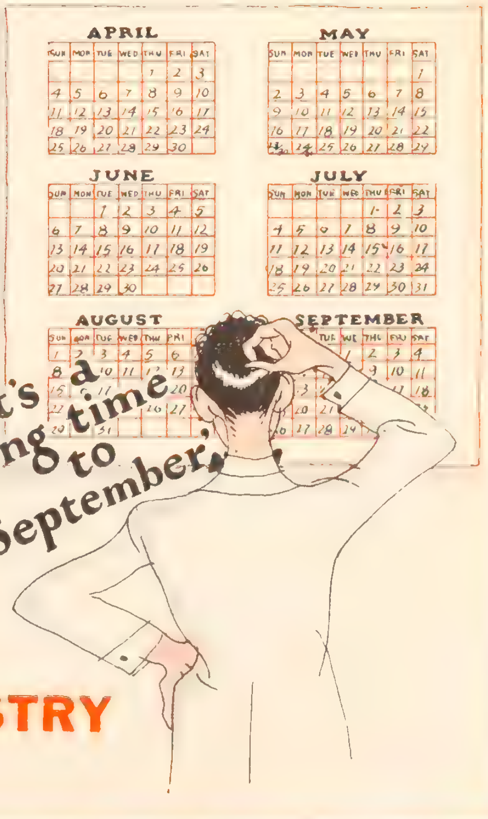
MANY exhibitors
BELIEVE it is too early
TO tie their theatres up
WITH any product
PROMISED for 1926-27.
MOST exhibitors
WILL first see what
METRO-Goldwyn-Mayer offers.
THAT'S sensible.

THE TALK OF THE INDUSTRY


APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
"It's a long time to September,"

Entered as second-class matter January 31, 1924, at the Post Office at Albany, New York, under act of March 3, 1879.

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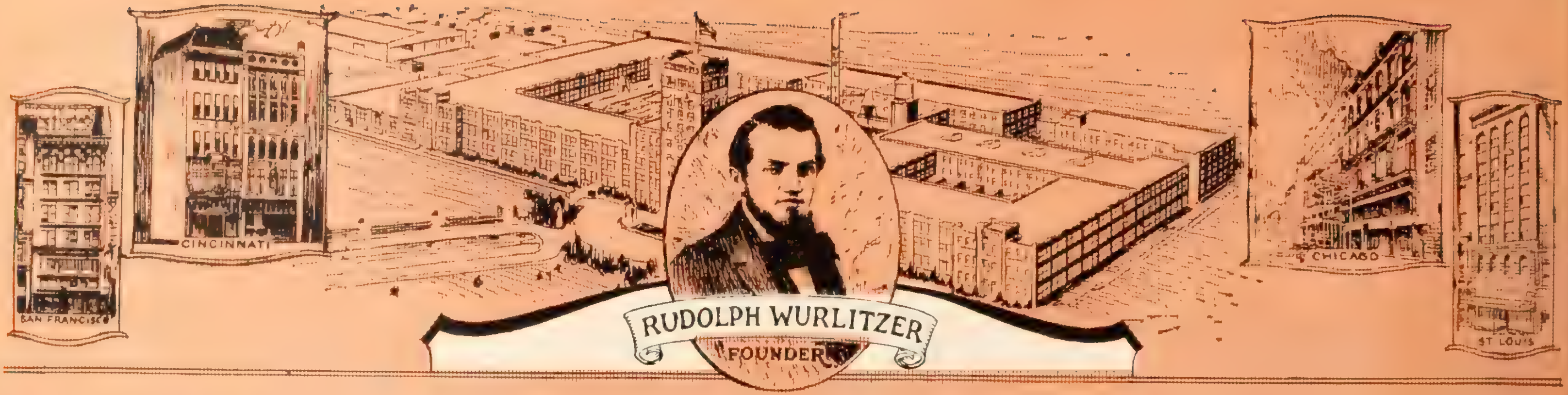

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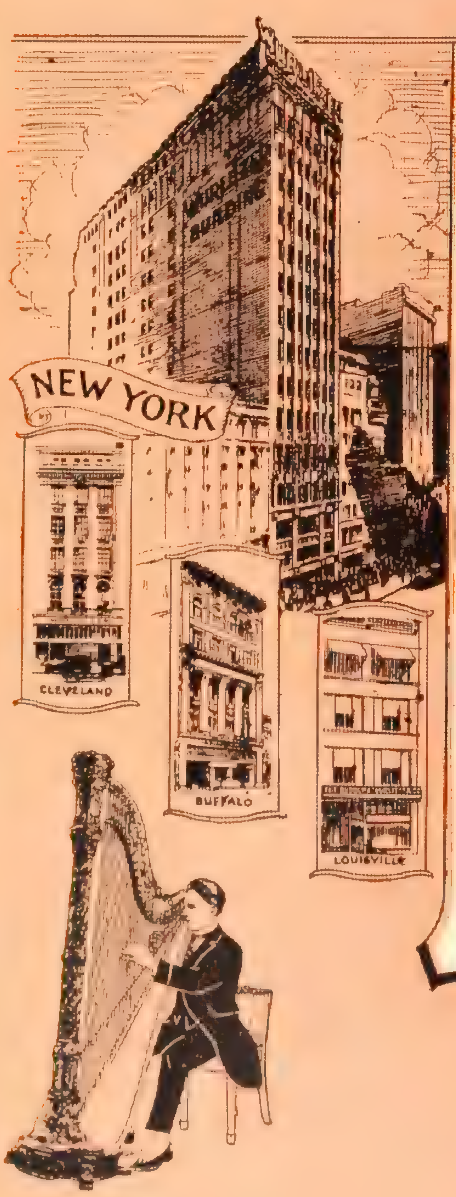

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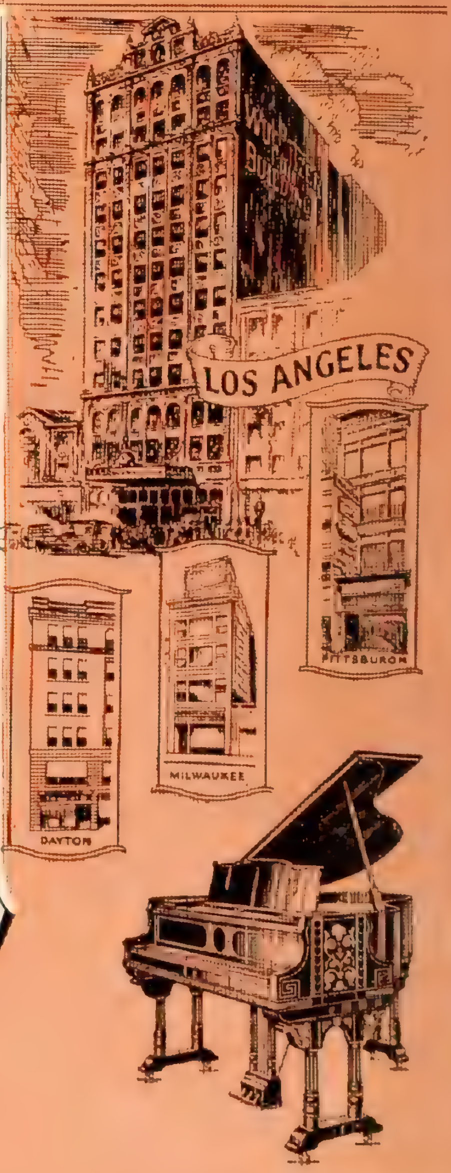

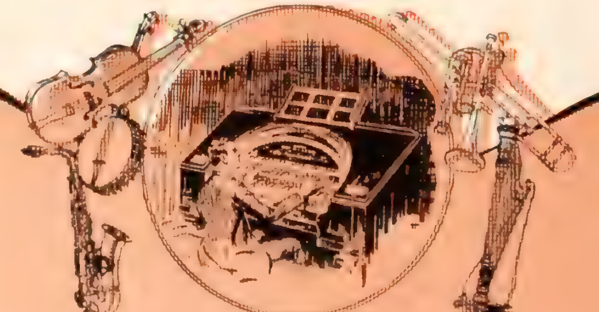

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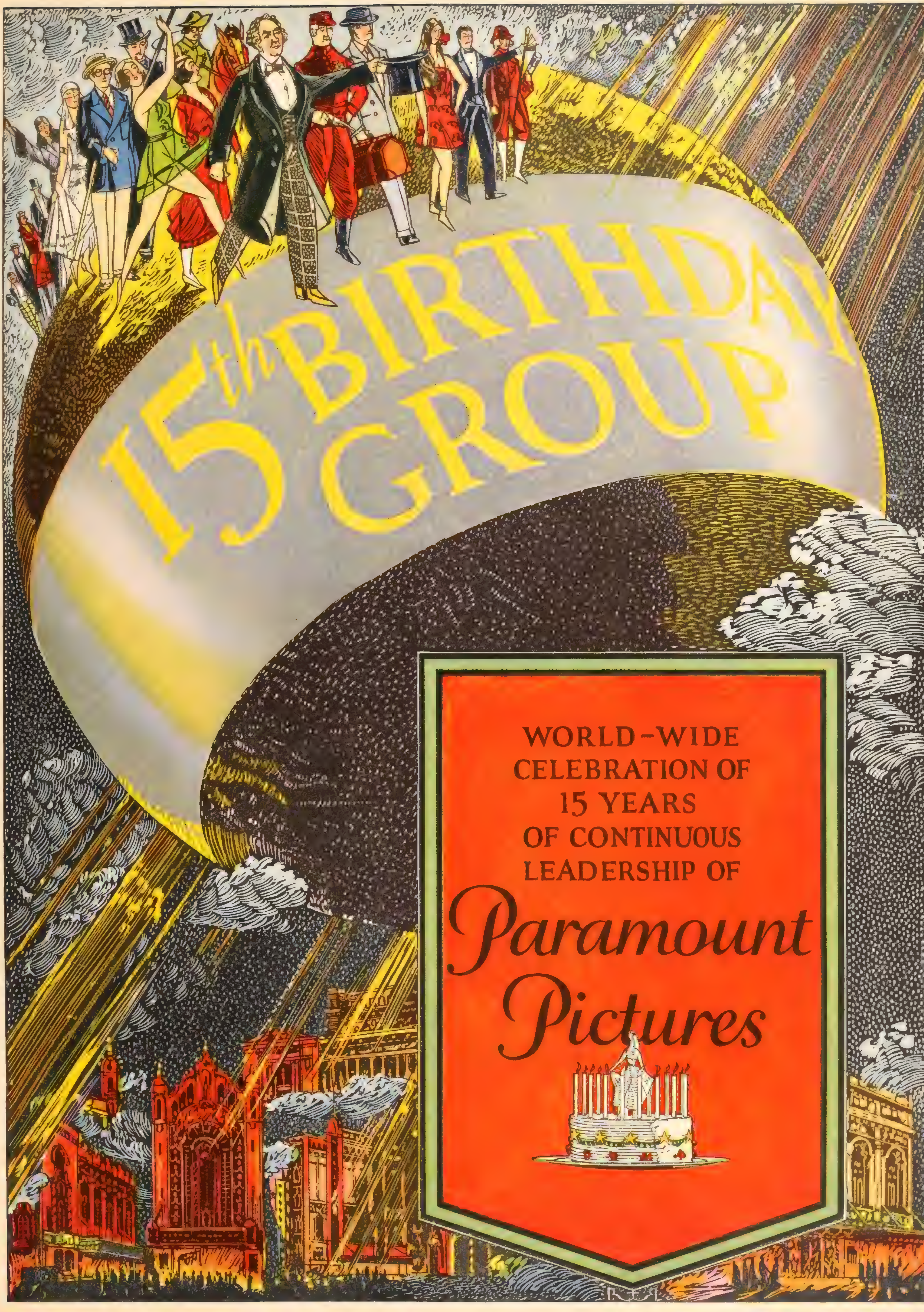
15th BIRTHDAY GROUP
WORLD-WIDE CELEBRATION OF 15 YEARS OF CONTINUOUS LEADERSHIP OF
Paramount Pictures

15th BIRT
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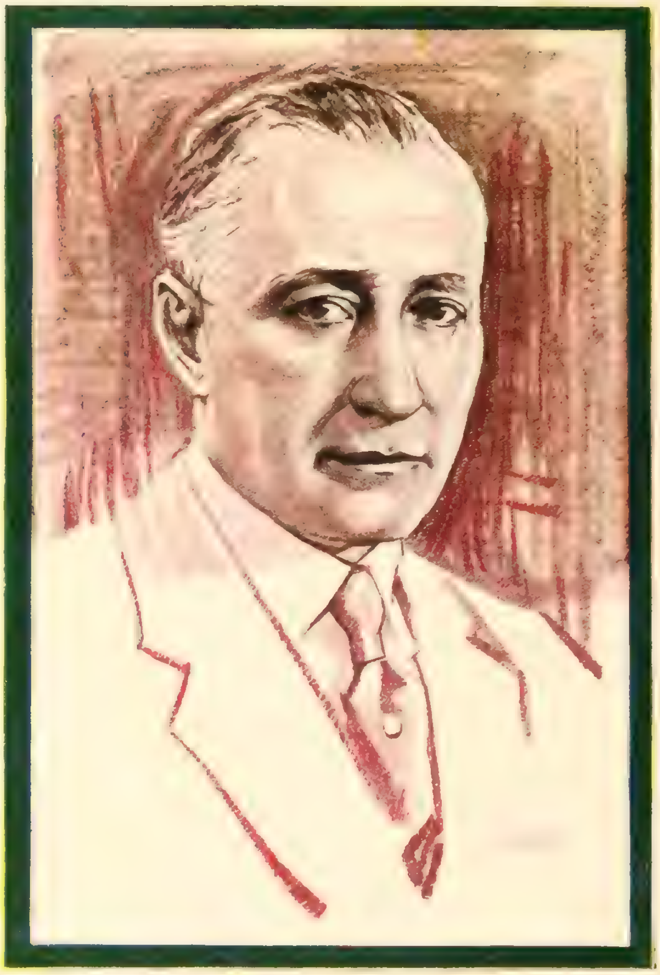
PARAMOUNT celebrates with this offering the Fifteenth Anniversary of its founding. It is with a deep feeling of gratitude and in the true humility of great pride that we look back upon our years of successful building.

Every step in that success has been based upon the complete box-office approval and entertainment value of Paramount pictures expressed through a discriminating public and a growing exhibitor confidence.

In appreciation of that patronage and with full regard to our obligation to the industry, we have piled new values on old and invite you to Paramount's Birthday Feast of entertainment.

Adolph Zukor

PRESIDENT



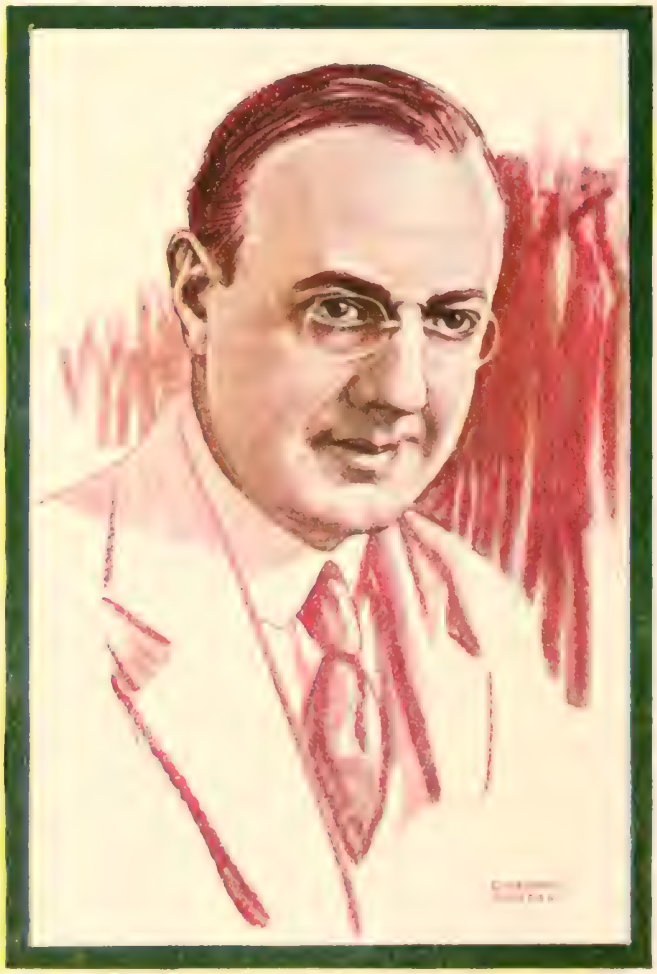
IN motion picture producing, we cannot pause long to celebrate past success—we must always be advancing with far-seeing eyes and alert showmanship brains toward ever greater goals of entertainment.

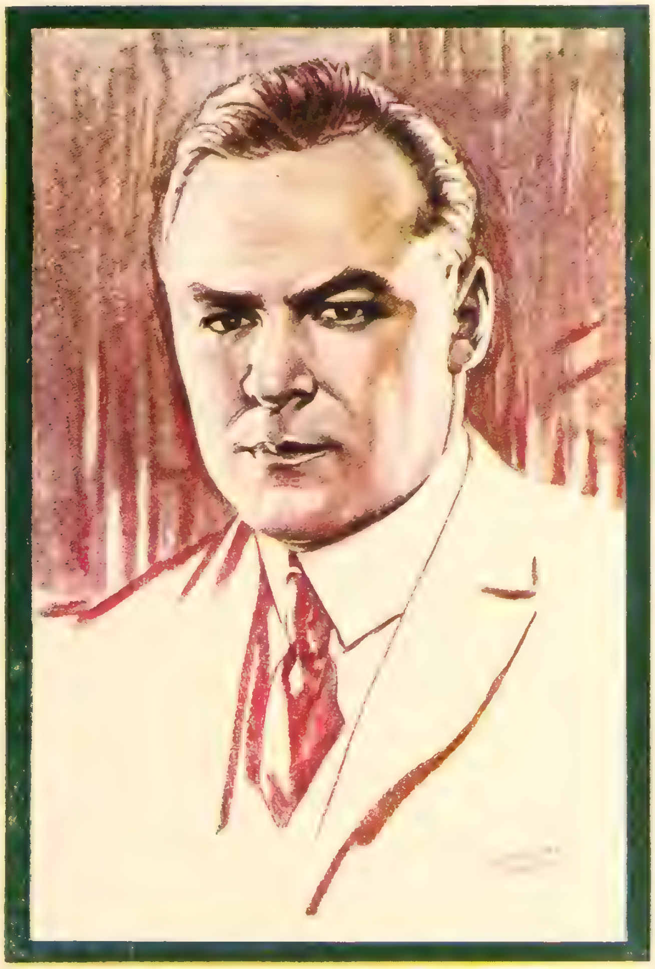
The 15th Birthday Group of pictures described here is a mighty tribute to our producers at the studios, Messrs. Turnbull, Schulberg and Le Baron and their associates. It reflects splendid credit upon the distinguished stars, artists, directors and other contributing talents enrolled under the Paramount producing banner.

To them I wish to express my sincere appreciation. They have pledged their utmost and they are making good a hundredfold.

Jesse L. Lasky

FIRST VICE PRESIDENT
IN CHARGE OF
PRODUCTION





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Paramount Service means that the powerful forces of Paramount advertising, publicity and exploitation will be working for you. It insures perfect prints, eager cooperation from Paramount exchanges, the best in showman ad sales.

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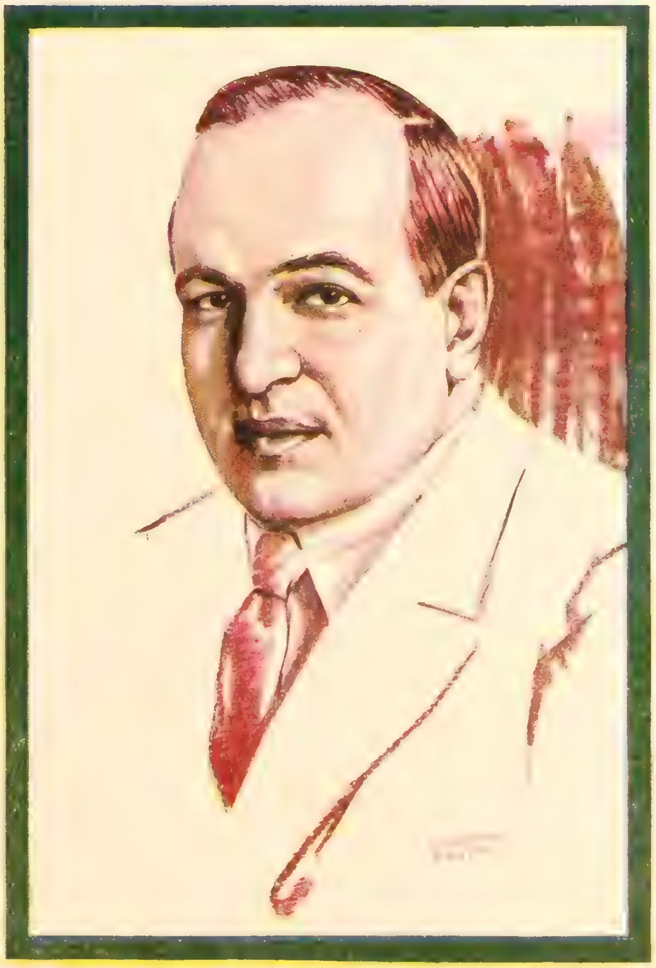

IN this book you will find descriptions of 75 Paramount Pictures for 1926-7, the 15th Birthday Group.

You will read the details of 45 productions coming between August 1926 and February 1927. You will see announced at least ten mammoth productions, unquestionably road show class. You will learn of scores of other smashing box office offerings, every single one of them ultra-modern showmanship to the last degree.

As a real showman, alive to the exacting requirements of the day, you will recognize that the mightiest box office product on the market is Paramount's 15th Birthday Group.

GENERAL MANAGER
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15th BIRTHDAY GROUP

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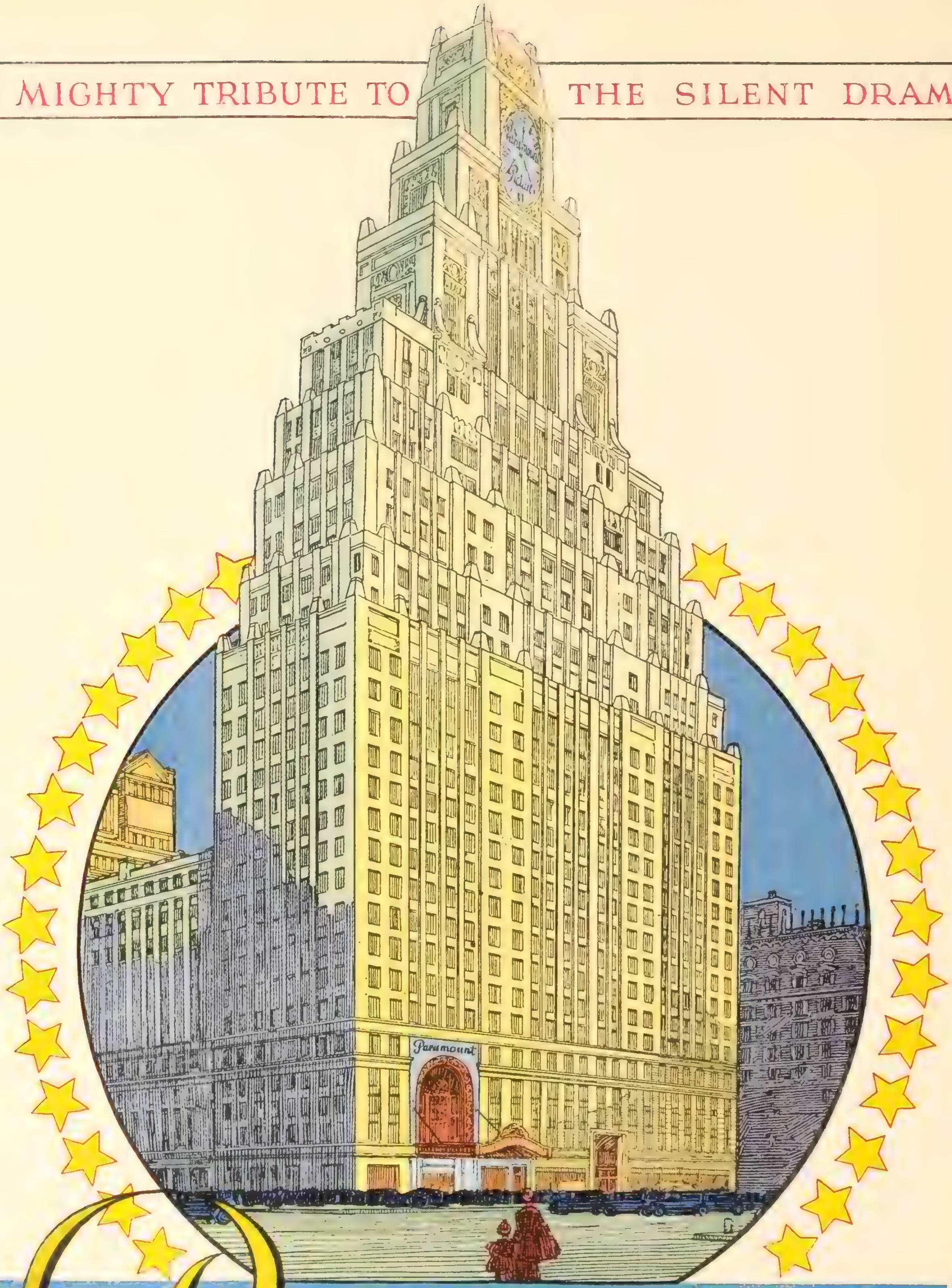

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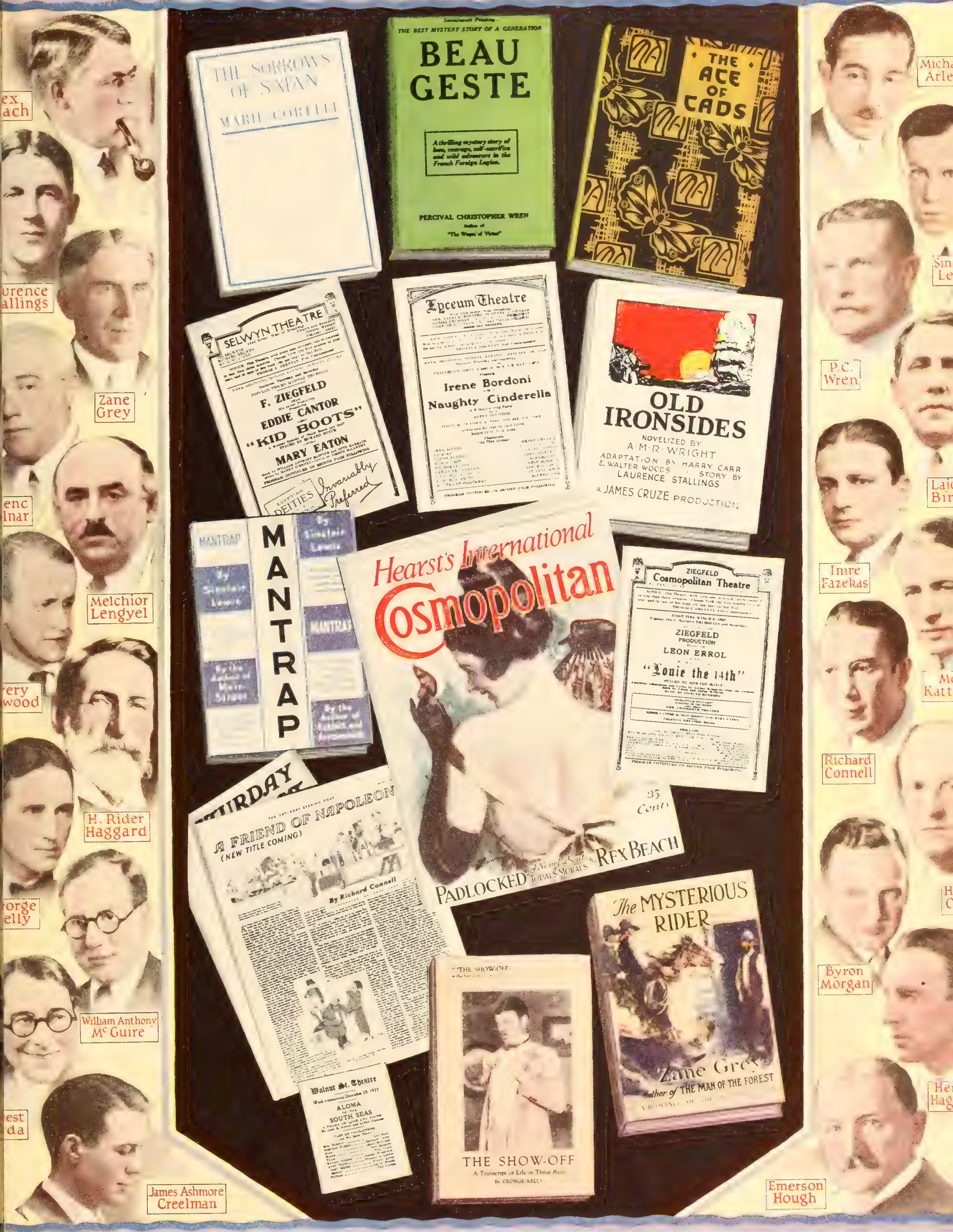

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William Anthony Mc Guire
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James Ashmore Creelman
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MARIE CORELLI
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Lyceum Theatre
Irene Bordoni
Naughty Cinderella
OLD IRONSIDES
NOVELIZED BY A·M·R· WRIGHT
ADAPTATION BY HARRY CARR & WALTER WOODS
STORY BY LAURENCE STALLINGS
A JAMES CRUZE PRODUCTION
MANTRAP
By Sinclair Lewis
Hearst's International Cosmopolitan
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PADLOCKED
A Novel about Today's Morals by REX BEACH
ZIEGFELD
Cosmopolitan Theatre
ZIEGFELD PRODUCTION
LEON ERROL
"Louie the 14th"
URDAY
A FRIEND OF NAPOLEON
(NEW TITLE COMING)
By Richard Connell
Walnut St. Theatre
ALOMA OF THE SOUTH SEAS
"THE SHOW-OFF"
THE SHOW-OFF
A Transcript of Life in Three Acts
By GEORGE KELLY
The MYSTERIOUS RIDER
Zane Grey
Author of THE MAN OF THE FOREST
Micha
Arle
Sin
Le
P.C. Wren
Laj
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Imre Fazekas
Mo
Katt
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Byron Morgan
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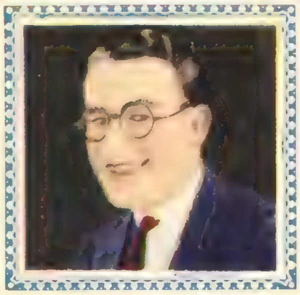
Emerson Hough

MAKE BEST SELLING *Paramount Pictur*

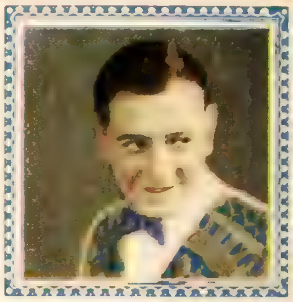
THE GREATEST ARRAY OF SCREEN TALENT


HAROLD LLOYD

GLORIA SWANSON

THOMAS MEIGHAN

POLA NEGRI


RICHARD DIX

ESTHER RALSTON

FLORENCE VIDOR

WALLACE BEERY

RAYMOND HATTON

BETTY BRONSON

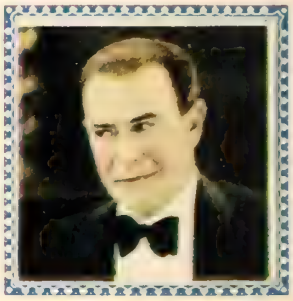
LOIS WILSON

JACK HOLT

PARAMOUNT proudly presents, on these pages, the most imposing array of stars, stock players and other artists, both in quantity and quality that this industry has ever known!

Each is a living guarantee of the sterling worth of Paramount's 15th Birthday group.

LOUISE BROOKS


FORD STERLING

MARY BRIAN

TOM MOORE

LOIS MORAN

RICARDO CORTEZ

CLARA BOW

BUDDY ROGERS

LOUISE FAZENDA

JOBYNA RALSTON

DONALD KEITH

WILLIAM POWELL

JOSEPH STRIKER

PERCY MARMONT

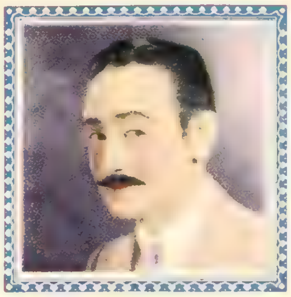
CHARLOT BIRD

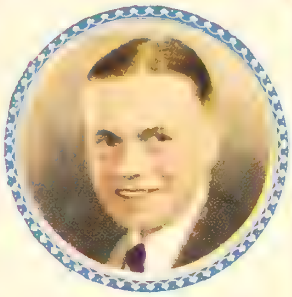
EMIL JANNINGS

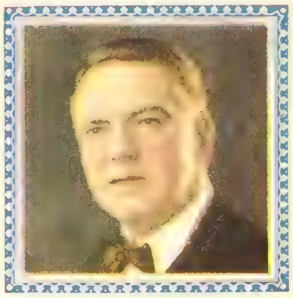
EVER ASSEMBLED UNDER ONE BANNER

RAYMOND GRIFFITH

BEBE DANIELS


ADOLPHE MENJOU


DOUGLAS MacLEAN


W.C.FIELDS

EDDIE CANTOR

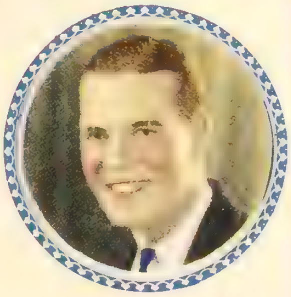
GILDA GRAY

NOAH BEERY

ALICE JOYCE

ERNEST TORRENCE

LYA DE PUTTI

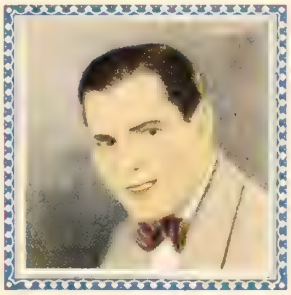

LAWRENCE GRAY

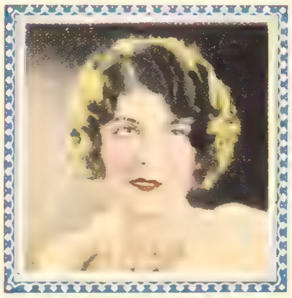
LAVISHLY enriched as the 1926-7 Paramount Pictures are with the magnificent personnel displayed here, there will be further important additions. The acquisition of Ronald Colman to play the title role of "Beau Geste" is an indication of the great box office news to come!

NEIL HAMILTON

ARLETTE MARCHAL

GRETA NISSEN

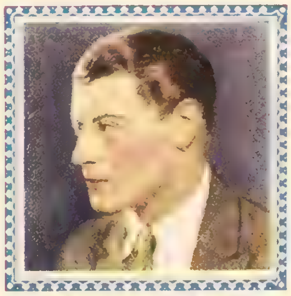

WARNER BAXTER


ALYCE MILLS

HARRISON FORD

GEORGE BANCROFT

WILLIAM COLLIER JR.

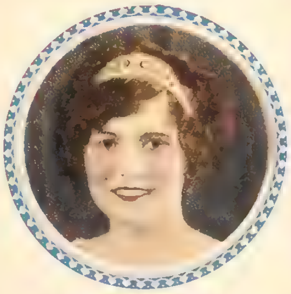

RALPH FORBES

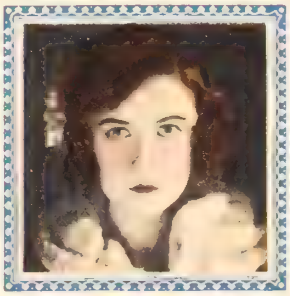
MARGARET MORRIS

GEORGIA HALE

JULANNE JOHNSTON

NORMAN TREVOR


FAY LANPHIER


DOROTHY GISH

THEODORE ROBERTS

The World's Foremost Producing Showmen

HECTOR TURNBULL

BENJAMIN P. SCHULBERG

WILLIAM LE BARON

BACK of the most ambitious program ever undertaken is the vast Paramount producing organization headed by Jesse L. Lasky, first vice-president, in charge of production.

Three practical showmen of proven worth are in charge as associate producers studios. They are:

HECTOR TURNBULL. For ten years associated with Mr. Lasky in the production of motion pictures. A keen down-to-earth box office brain who has given you such successes as "Behind the Front".

BENJAMIN P. SCHULBERG. As an independent producer he made over 100 pictures, and, despite limited resources, turned out recognized hits. He discovered and developed such personalities as Clara Bow.

WILLIAM LE BARON. Editor, dramatist and brilliant box office showman. His productions from the Long Island studio have already won him a big reputation.

Under Messrs. Turnbull and Schulberg in Hollywood and Mr. Le Baron at Long Island, work as supervisors the other well known producing minds shown on this page.

To facilitate its mammoth production activities, Paramount recently acquired the United Studios, at Hollywood, Cal., the largest and finest equipped plant in the world.

With this notable addition and with the giant studio at Long Island City and the Lasky studio in Hollywood, this gives Paramount what is by long odds the best motion picture making facilities in the industry.

THE MOST FAMOUS FILM PRODUCING CENTER IN THE WORLD · THE LASKY STUDIO AT HOLLYWOOD CAL.

All-Star Box Office Directors - -

IT has always been Paramount's pride and a vital factor in the company's success that through the years Paramount Pictures have been made by the best directorial minds in the business.

The line-up of directors shown on this page represents the strongest staff Paramounts and, we believe, any other company has yet drawn together.

It announces such important additions as Erich von Stroheim, Marshall Neilan, Frank Lloyd, William Wellman, Erle Kenton and William Beaudine.

It includes such well-known master-producers as D. W. Griffith, James Cruze, Herbert Brenon, Allan Dwan, Maurice Tourneur, Clarence Badger, Sam Wood, Irvin Willat, Dimitri Buchowetzki, Victor Fleming and Raoul Walsh; such brilliant young directors as Malcolm St. Clair, Frank Tuttle, Edward Sutherland, and Gregory La Cava; such picture makers from overseas as Herbert Wilcox, E. A. Dupont and Fritz Lang.

All are experts in real audience showmanship. Their combined strength means a fortune to any box office!

D. W. GRIFFITH

MARSHALL NEILAN

JAMES CRUZE

FRANK LLOYD

HERBERT BRENON

ALLAN DWAN

MALCOLM ST. CLAIR

PARAMOUNT'S GREAT EASTERN STUDIO AT ASTORIA LONG ISLAND N.Y.

THE NEW PARAMOUNT STUDIOS
IN LOS ANGELES CAL. THE FINEST EQUIPPED PLANT IN THE INDUSTRY

And now read the amazing details of the most stupendous program ever announced in the history of Motion Pictures

75 Paramount Pictures

for 1926-7

15TH BIRTHDAY
GROUP

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

GILDA GRAY

GILDA the Golden Girl. Radiant star of the Follies. Alluring empress of the dance. Already a sensational box office attraction with the picture public as proven by her recent personal appearance tour of 18 film theatres in 18 key centers during which she attracted audiences totaling 1,500,000 *and smashed records in every city!*

Now comes Gilda Gray's first starring motion picture!

with

Percy Marmont
Warner Baxter
Julanne Johnston
William Powell

a

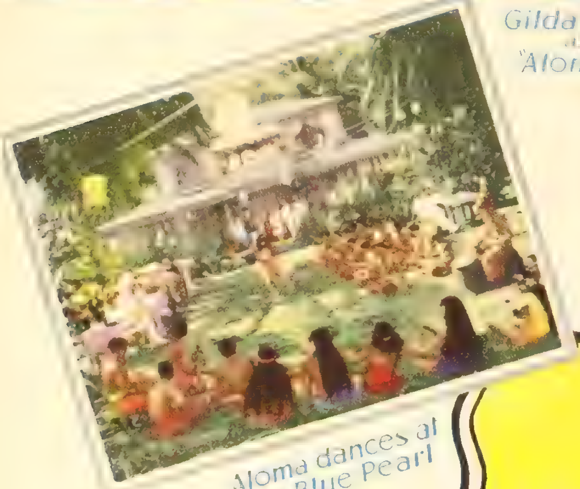
MAURICE TOURNEUR
Production

A Paramount Picture

"ALOMA OF THE SOUTH SEAS"

From the play by John B. Hymer and LeRoy Clemens that startled Broadway for over a year! Screen play by James Ashmore Creelman.

Box Office Glimpses of "ALOMA OF THE SOUTH SEAS"


Aloma dances at the Blue Pearl

Gilda Gray as "Aloma"

Warner Baxter as "Nuitane"

"let go of that girl!"

Imagine!

GILDA GRAY as a tempestuous South Sea dancer striving to fascinate the man she loves, knowing his heart is held lightly by a woman of fashion from another world. Gilda doing the dance that has made her the supreme box office attraction of the stage world. Gilda as the heroine of a throbbing romance staged amid the white shadows and blue lagoons of the South Seas.

And what a supporting cast! Read again the names on the previous page.

Gilda Gray in "Aloma of the South Seas"—a luscious slice of Paramount's Birthday Cake flavored with the rich spice of box office profits.

A Paramount Picture

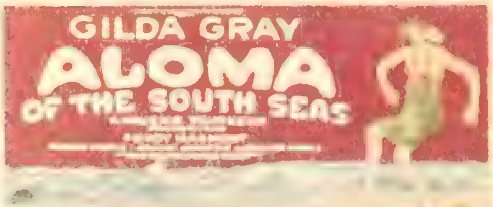
"Everybody loves 'Aloma'"

"Flashing with dramatic moments"

South Sea love

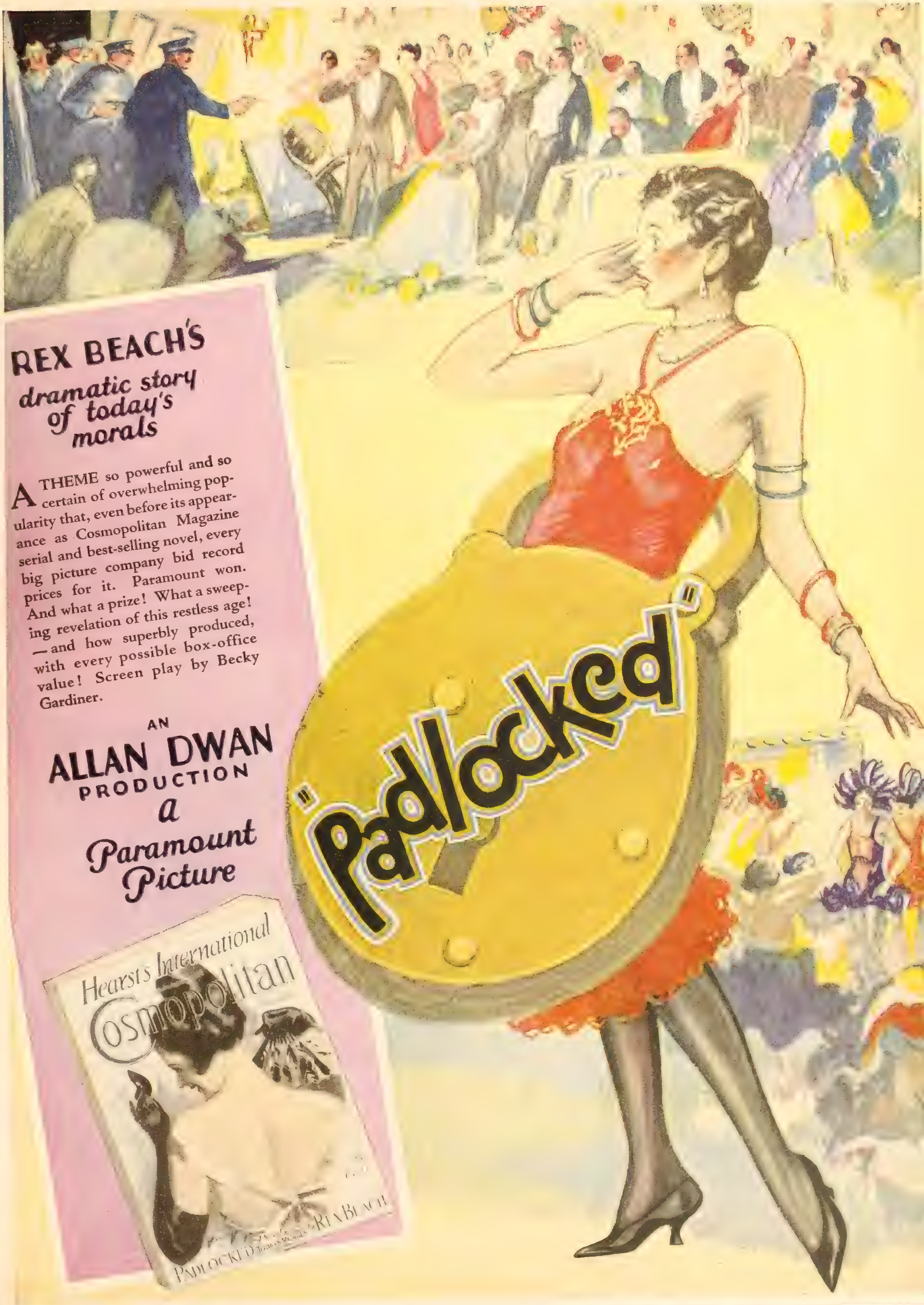
South Sea Sirens

"Am I not attractive, Mister Bob?"



and here's the 24-sheet!

There's an echo of the Great War in it too


"Padlocked"
Hearst's International Cosmopolitan
PADLOCKED
REX BEACH

REX BEACH'S

dramatic story of today's morals

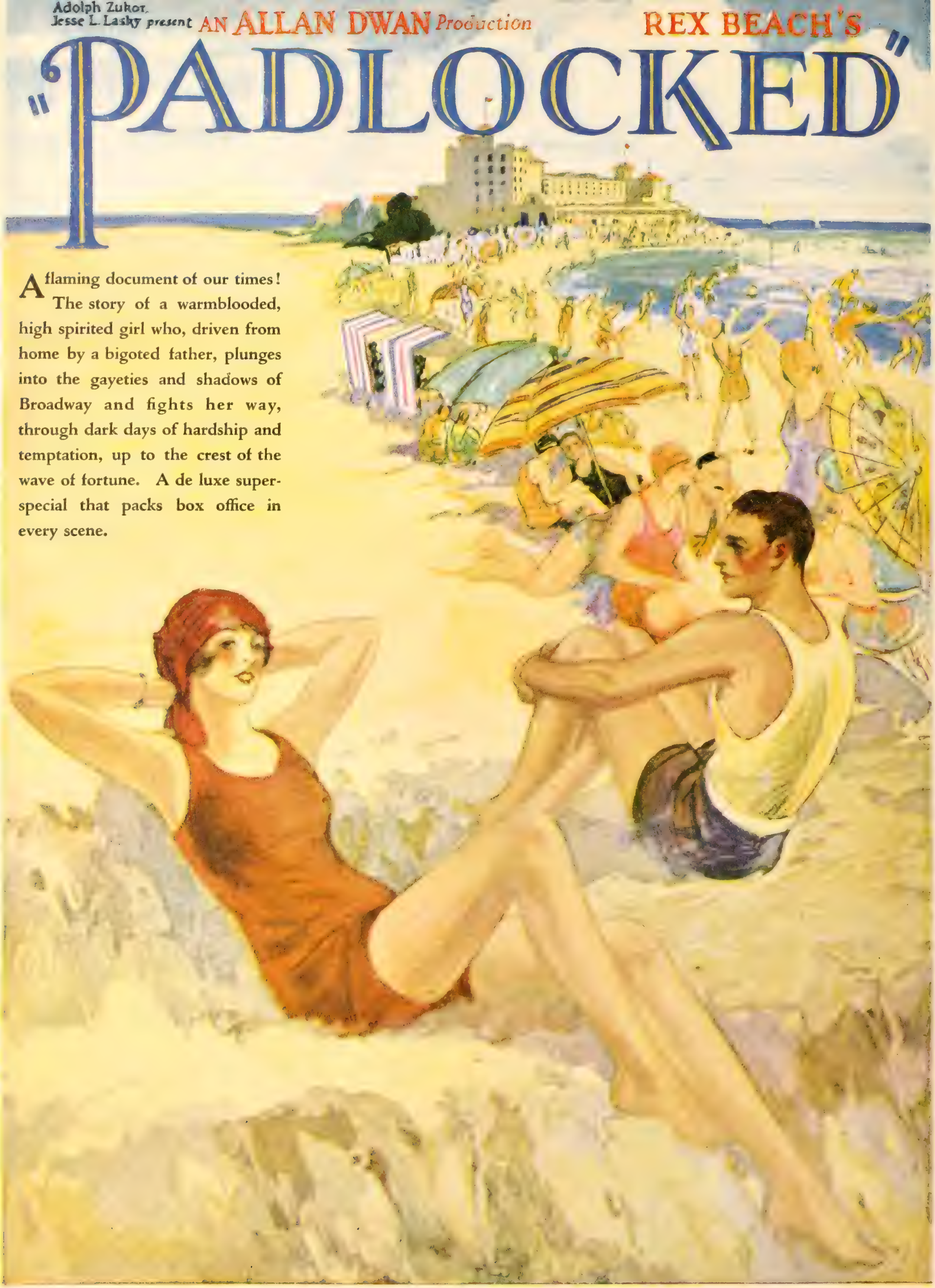
A THEME so powerful and so certain of overwhelming popularity that, even before its appearance as Cosmopolitan Magazine serial and best-selling novel, every big picture company bid record prices for it. Paramount won. And what a prize! What a sweeping revelation of this restless age! —and how superbly produced, with every possible box-office value! Screen play by Becky Gardiner.

AN
ALLAN DWAN
PRODUCTION
a
Paramount Picture

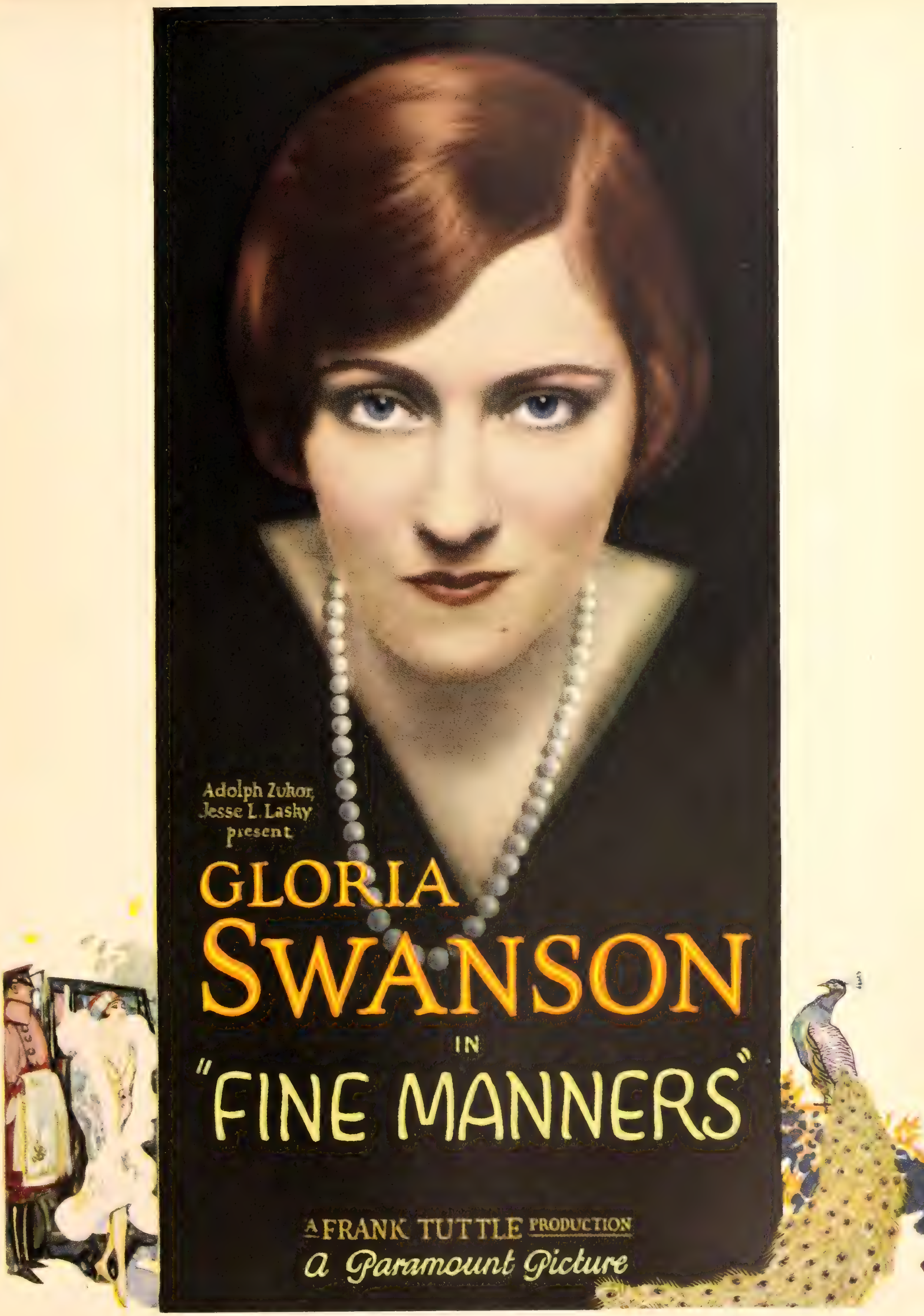
Adolph Zukor
Jesse L. Lasky present AN ALLAN DWAN Production

REX BEACH'S

"PADLOCKED"



A flaming document of our times! The story of a warmblooded, high spirited girl who, driven from home by a bigoted father, plunges into the gayeties and shadows of Broadway and fights her way, through dark days of hardship and temptation, up to the crest of the wave of fortune. A de luxe super-special that packs box office in every scene.


Adolph Zukor,
Jesse L. Lasky
present
GLORIA
SWANSON
IN
"FINE MANNERS"
A FRANK TUTTLE PRODUCTION
A Paramount Picture

GLORIA SWANSON

in "FINE MANNERS"

AT last—the Gloria Swanson triumph the world has been waiting for! Gloria with Eugene O'Brien as leading man in a luxury love-drama.

Gloria as a beautiful nobody who plunges into the social whirl in order to become a lady worthy of the fashionable gentleman she loves. Gloria wearing the latest, most breath-taking gown creations from Paris as only she can wear them. Gloria braving dangers, mingling gasps with laughs and tears, finally eclipsing in fine manners the idol of her heart—only to discover that clothes and limousines do not make the woman.

A Frank Tuttle Production

Story by James Ashmore Creelman and Frank Vreeland

A Paramount Picture

SOCIAL REGISTER
HOW TO BECOME A LADY

Yes!
MORE
RECORD-
SMASHING
HI$ MIRTH MEAN$ MILLION$!
HAROLD LLOYD

PRODUCED BY THE HAROLD LLOYD CORPORATION

HAROLD

New Harold Lloyd Pictures Coming in 1926-27 Season!

PARAMOUNT will release the Harold Lloyd comedy productions made during the 1926-27 season.

The pictures will be produced by the Harold Lloyd Corporation – the same efficient organization that is responsible for "The Freshman", "For Heaven's Sake" and the other uniformly successful Lloyd productions.

The association of Harold Lloyd and Paramount is more than a commercial alliance. It is a meeting of ideals.

Harold Lloyd stands today as the foremost individual exponent in the world of good, clean, wholesome screen comedy. Not a picture of his career that cannot be seen by young and old, father, mother, sister, brother, without a blush.

Not a picture that has not measured up fully to the very high standards which Mr. Lloyd and his organization set for themselves and on which their reputations rest. Not a picture but what has delivered 100 per cent. and over at the box office and made a handsome profit for exhibitors.

LLOYD

The Greatest Box Office Attraction in the World.

ONE of the most remarkable figures on the screen is Harold Lloyd.

Through this star's comedy genius and the uncanny ability which he and his organization have developed by untiring effort of gauging exactly what the public wants, the name of Lloyd is today a more powerful magnet at theatres than practically any road show ever produced.

Lloyd not only attracts regular motion picture patrons 100 per cent; he brings out, in addition, the crowds that attend only the few outstanding classics of the cinema.

Exhibitors who have not played Lloyd do not know their real cash-intake possibilities! And especially is this true today when Harold Lloyd productions are being released by Paramount, the greatest distributing organization in the world; when the classics of the comedy king are being heralded to the world by Paramount's mighty forces of national advertising and publicity, working with the efficient Lloyd staff.

PRODUCED BY **HAROLD LLOYD** CORPORATION
A *Paramount* RELEASE

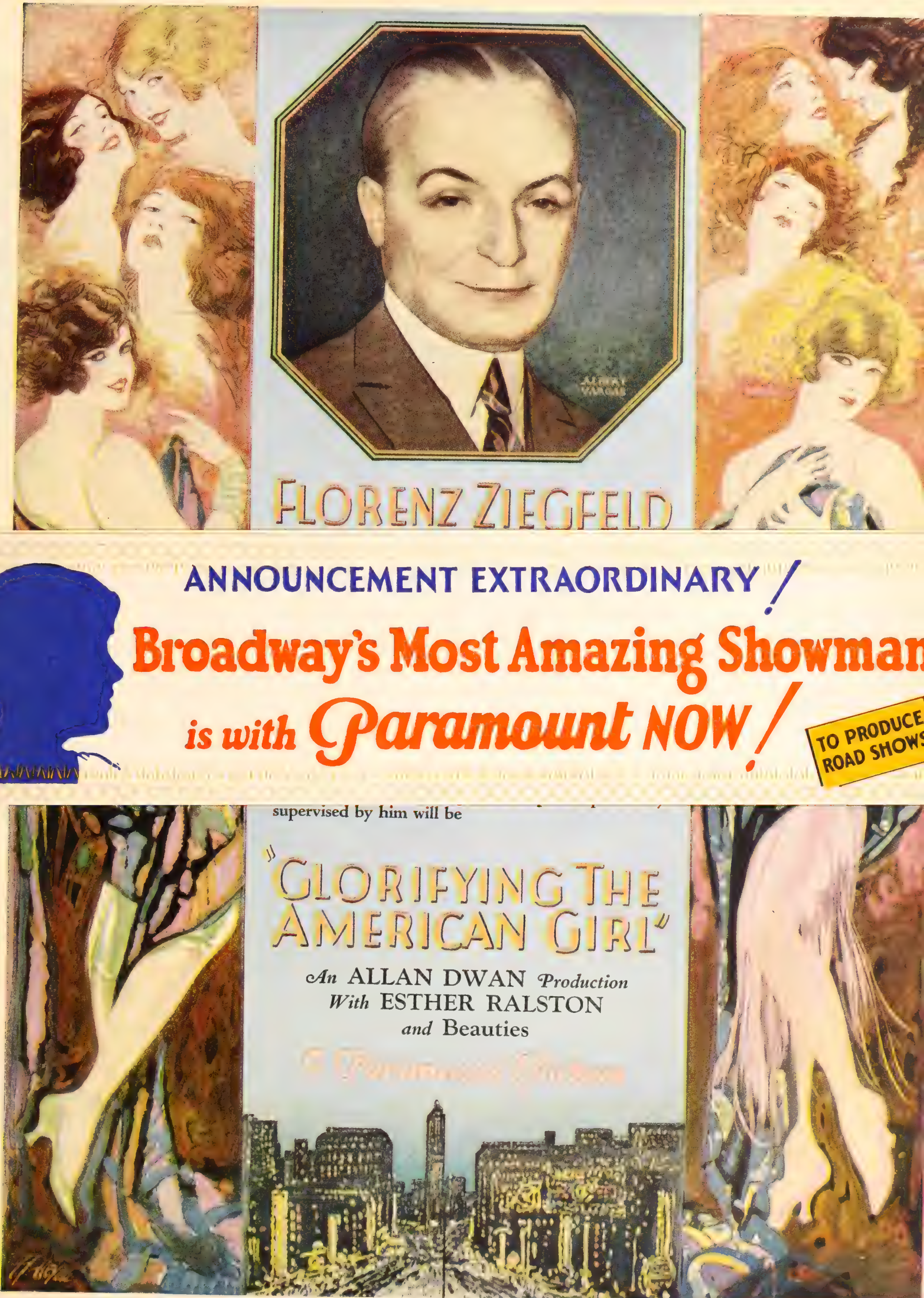
He rocks the world with laughter

EXHIBITORS and the public will hail with delight the news that at present two Harold Lloyd de luxe comedy pictures are being planned for production by the Harold Lloyd Corporation for release through Paramount during the 1926-7 season.

At present no details of stories or casts can be announced. It can positively be stated, however, that the new Lloyd productions will equal or surpass the high Lloyd standards that have prevailed in such box office successes as "For Heaven's Sake!", "The Freshman", "Grandma's Boy" and the other fixtures in the Lloyd Hall of Fame.

The same wholesomeness and rollicking humor, the same chipper zest and eager optimism, the same vein of clean sentiment and romance that has endeared Lloyd to the American public will distinguish his coming pictures as they have those of the past. Lloyd is a mighty box office attraction today—and he is still building! There seems no doubt but that in the 1926-7 season the great comedian will send more box office records tumbling than ever before!

HAROLD LLOYD



FLORENZ ZIEGFELD

ANNOUNCEMENT EXTRAORDINARY!

Broadway's Most Amazing Showman is with Paramount NOW!

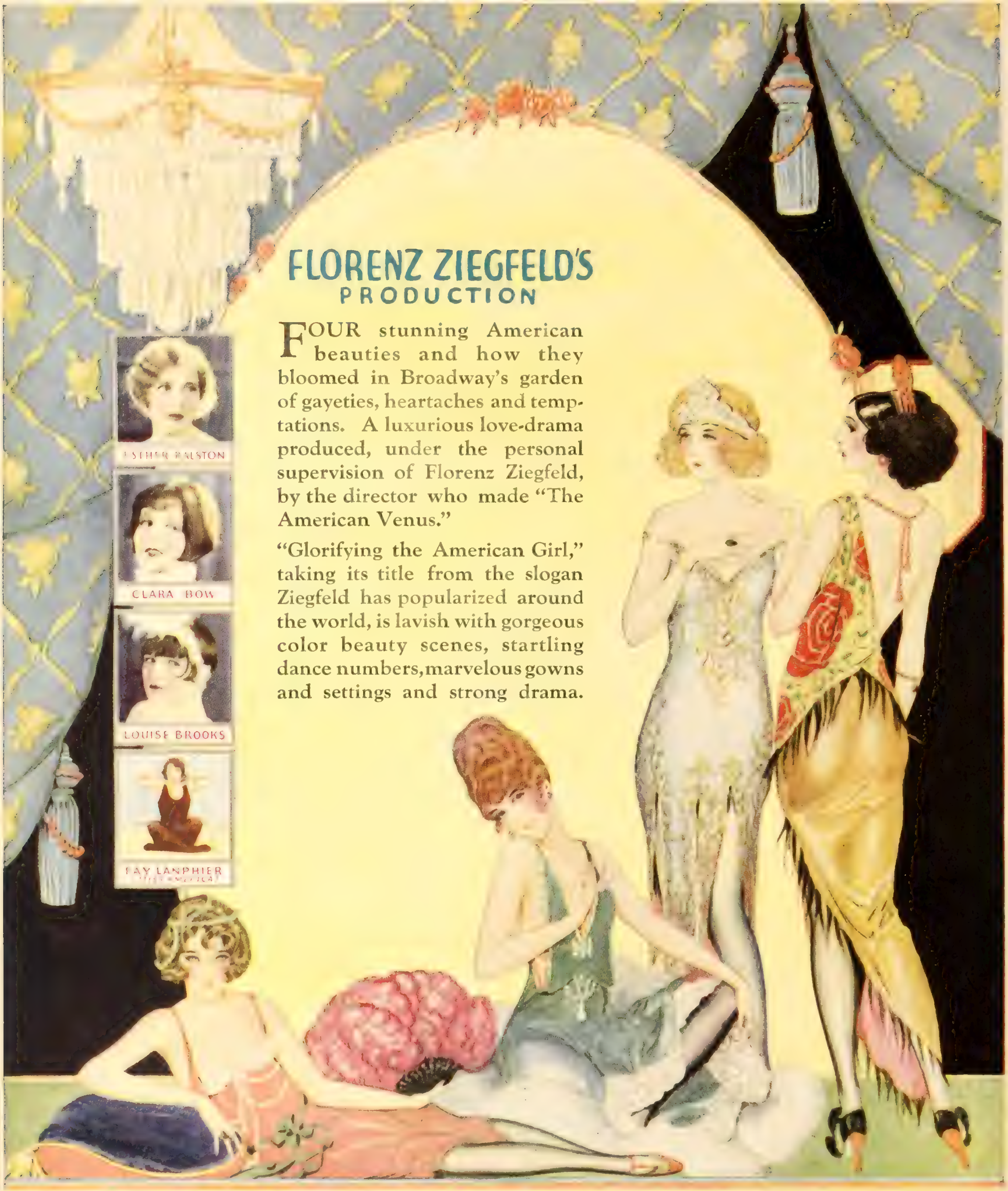
TO PRODUCE ROAD SHOWS

supervised by him will be

"GLORIFYING THE AMERICAN GIRL"

An ALLAN DWAN *Production*
With ESTHER RALSTON
and Beauties

A Paramount Picture



FLORENZ ZIEGFELD'S
PRODUCTION

FOUR stunning American beauties and how they bloomed in Broadway's garden of gayeties, heartaches and temptations. A luxurious love-drama produced, under the personal supervision of Florenz Ziegfeld, by the director who made "The American Venus."

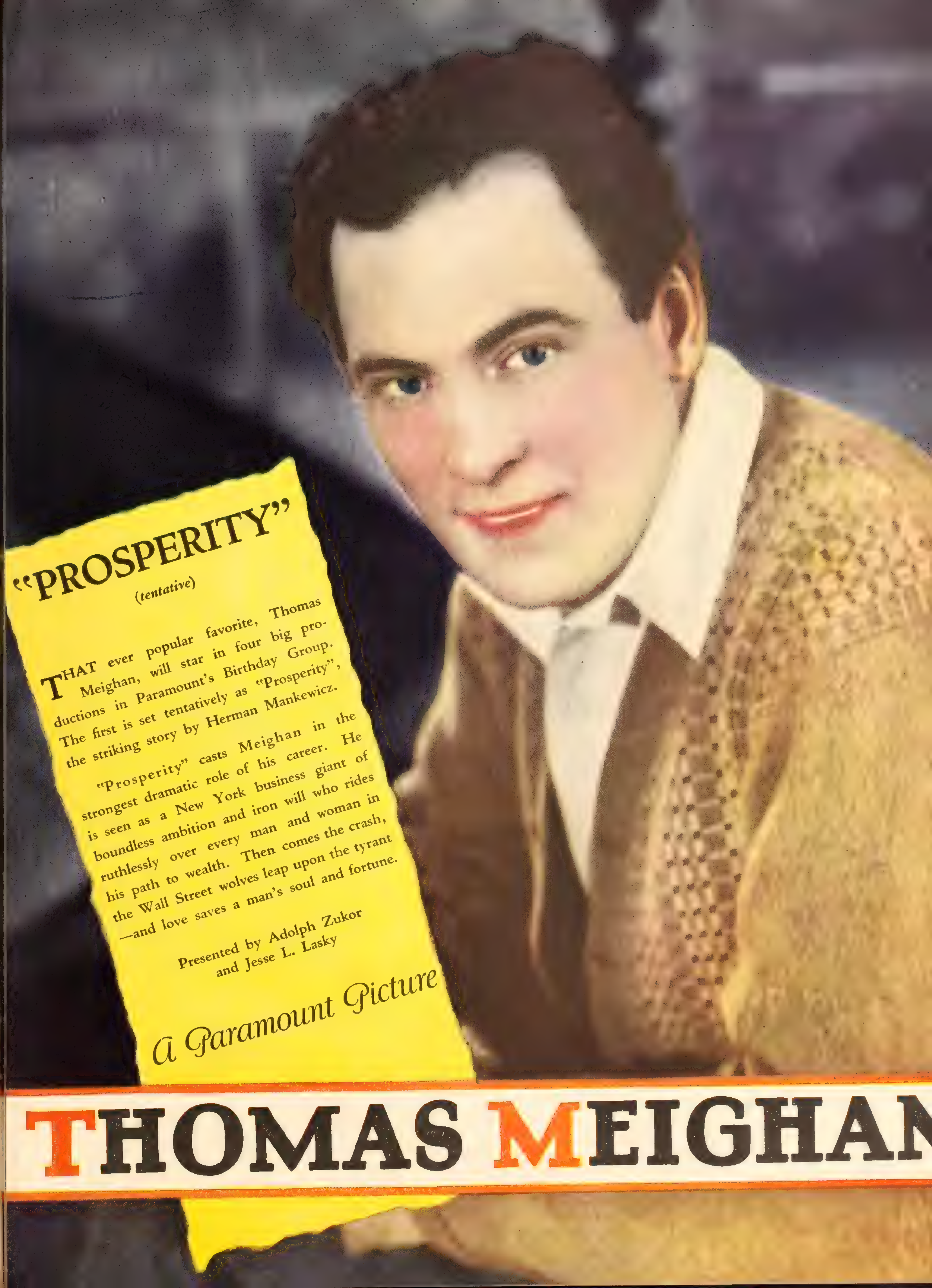
"Glorifying the American Girl," taking its title from the slogan Ziegfeld has popularized around the world, is lavish with gorgeous color beauty scenes, startling dance numbers, marvelous gowns and settings and strong drama.

"GLORIFYING THE AMERICAN GIRL"

AN ALLAN DWAN PROD.

STORY BY JAMES ASHMORE CREELMAN
SCREEN PLAY BY TOWNSEND MARTIN

A PARAMOUNT PICTURE



"PROSPERITY"

(tentative)

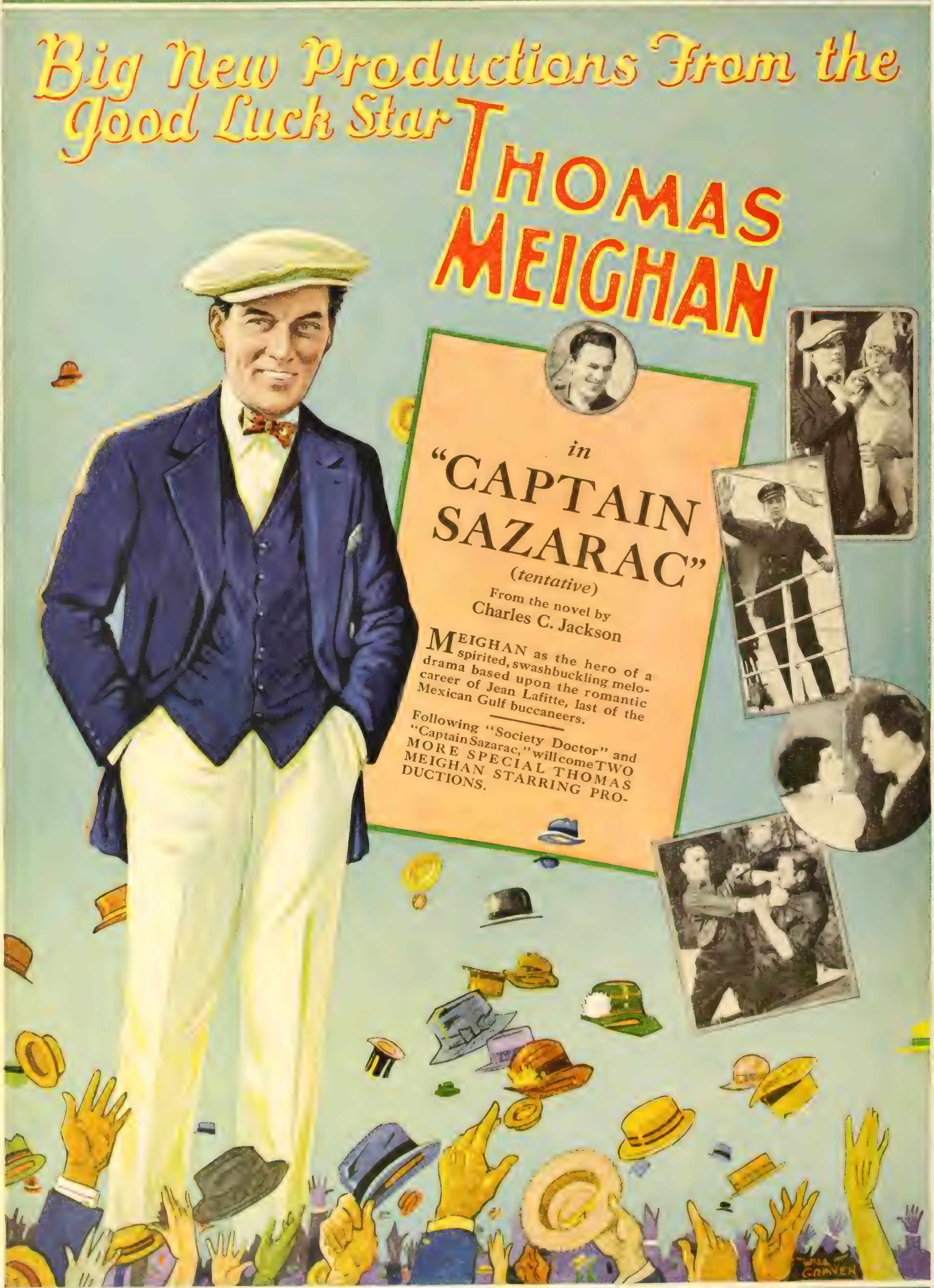
THAT ever popular favorite, Thomas Meighan, will star in four big productions in Paramount's Birthday Group. The first is set tentatively as "Prosperity", the striking story by Herman Mankewicz.

"Prosperity" casts Meighan in the strongest dramatic role of his career. He is seen as a New York business giant of boundless ambition and iron will who rides ruthlessly over every man and woman in his path to wealth. Then comes the crash, the Wall Street wolves leap upon the tyrant —and love saves a man's soul and fortune.

Presented by Adolph Zukor
and Jesse L. Lasky

A Paramount Picture

THOMAS MEIGHAN



Big New Productions From the Good Luck Star THOMAS MEIGHAN

in

"CAPTAIN SAZARAC"

(tentative)

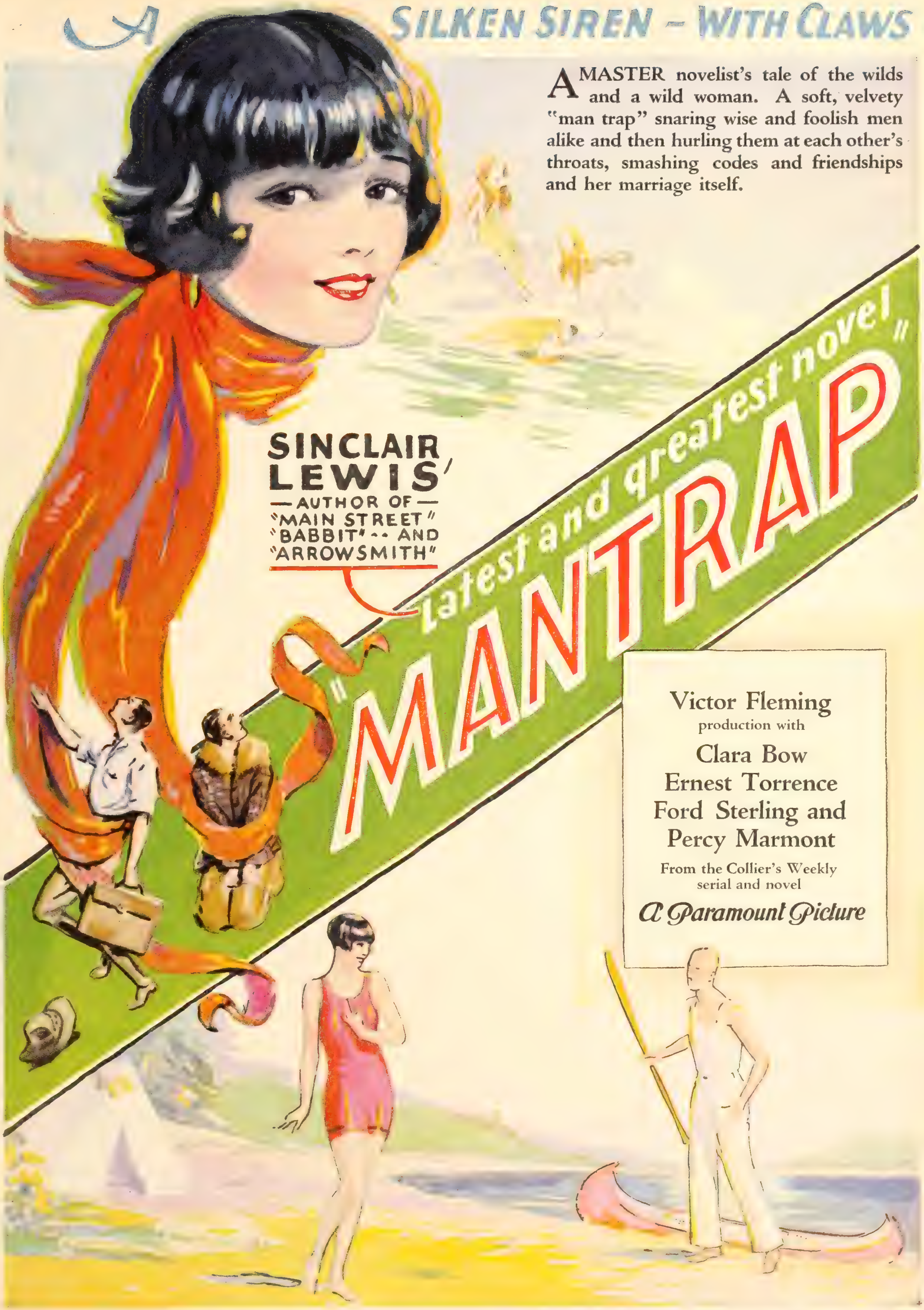
From the novel by
Charles C. Jackson

MEIGHAN as the hero of a spirited, swashbuckling melodrama based upon the romantic career of Jean Lafitte, last of the Mexican Gulf buccaneers.

Following "Society Doctor" and "Captain Sazarac," will come TWO MORE SPECIAL THOMAS MEIGHAN STARRING PRODUCTIONS.

A SILKEN SIREN — WITH CLAWS

A MASTER novelist's tale of the wilds and a wild woman. A soft, velvety "man trap" snaring wise and foolish men alike and then hurling them at each other's throats, smashing codes and friendships and her marriage itself.



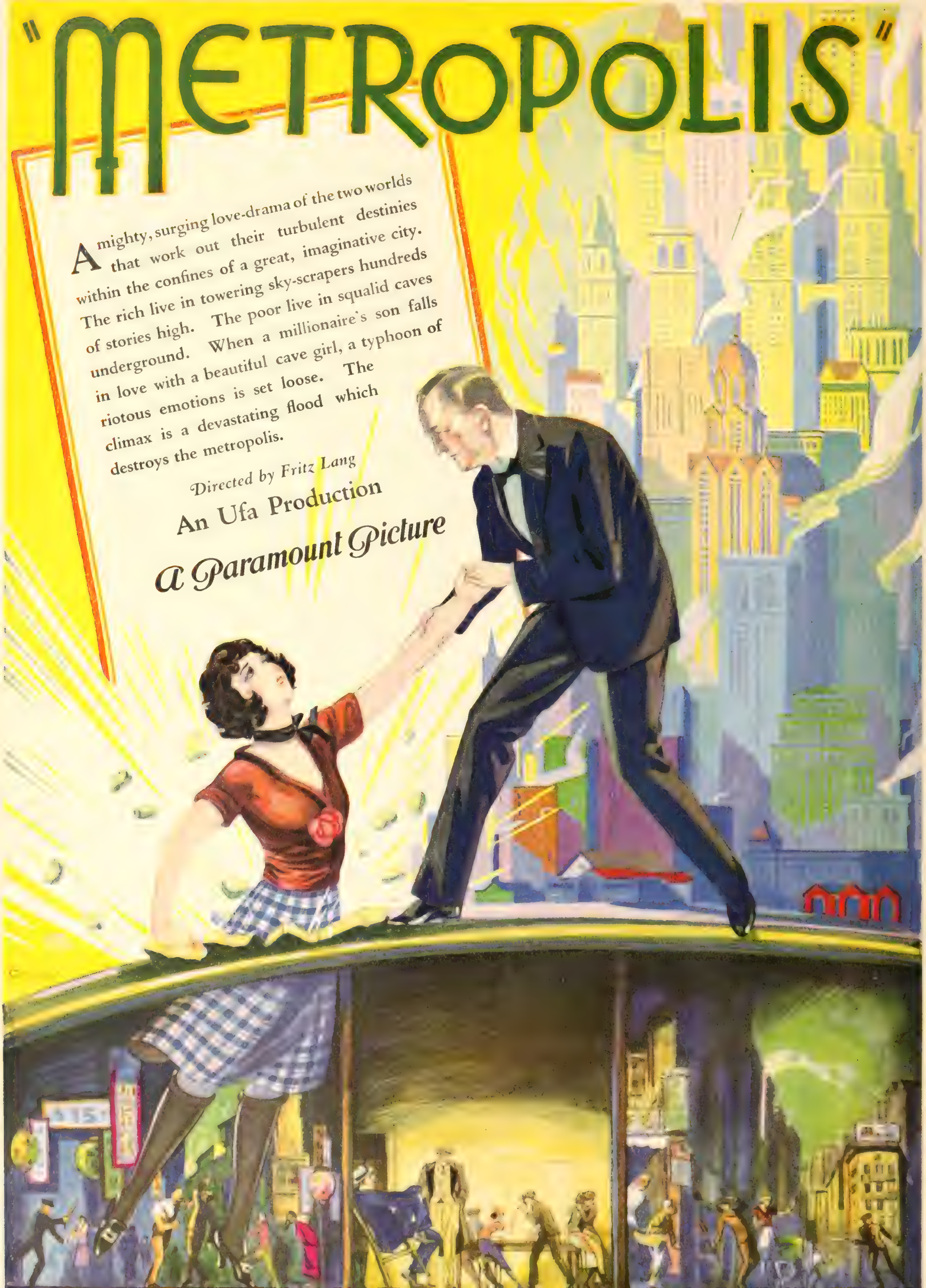
SINCLAIR LEWIS'
—AUTHOR OF—
"MAIN STREET"
"BABBIT"—AND
"ARROWSMITH"

"latest and greatest novel"

"MANTRAP"

Victor Fleming
production with
Clara Bow
Ernest Torrence
Ford Sterling and
Percy Marmont
From the Collier's Weekly
serial and novel
A Paramount Picture

"METROPOLIS"

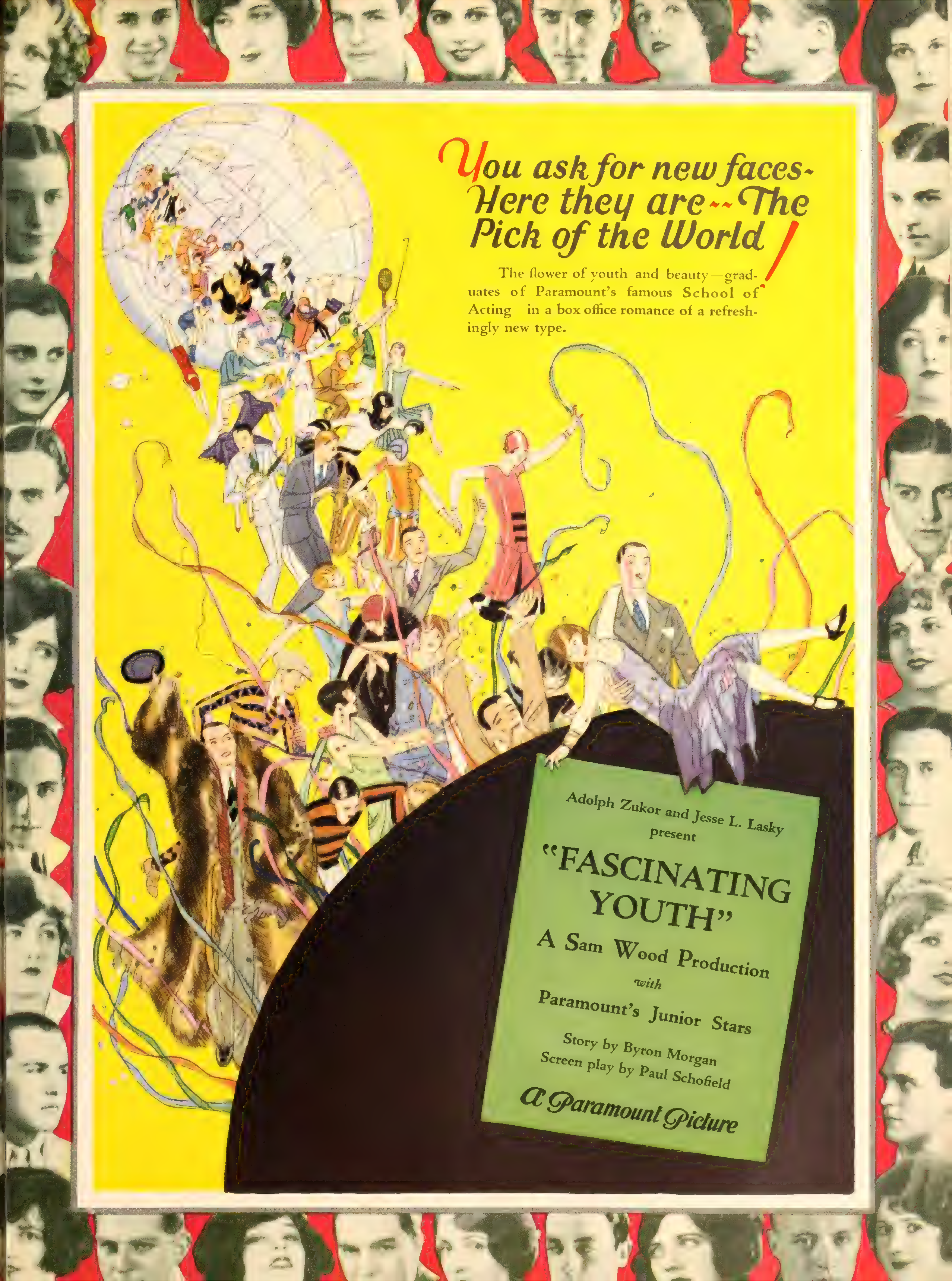


A mighty, surging love-drama of the two worlds that work out their turbulent destinies within the confines of a great, imaginative city. The rich live in towering sky-scrapers hundreds of stories high. The poor live in squalid caves underground. When a millionaire's son falls in love with a beautiful cave girl, a typhoon of riotous emotions is set loose. The climax is a devastating flood which destroys the metropolis.

Directed by Fritz Lang

An Ufa Production

A Paramount Picture



You ask for new faces-Here they are--The Pick of the World!

The flower of youth and beauty—graduates of Paramount's famous School of Acting in a box office romance of a refreshingly new type.

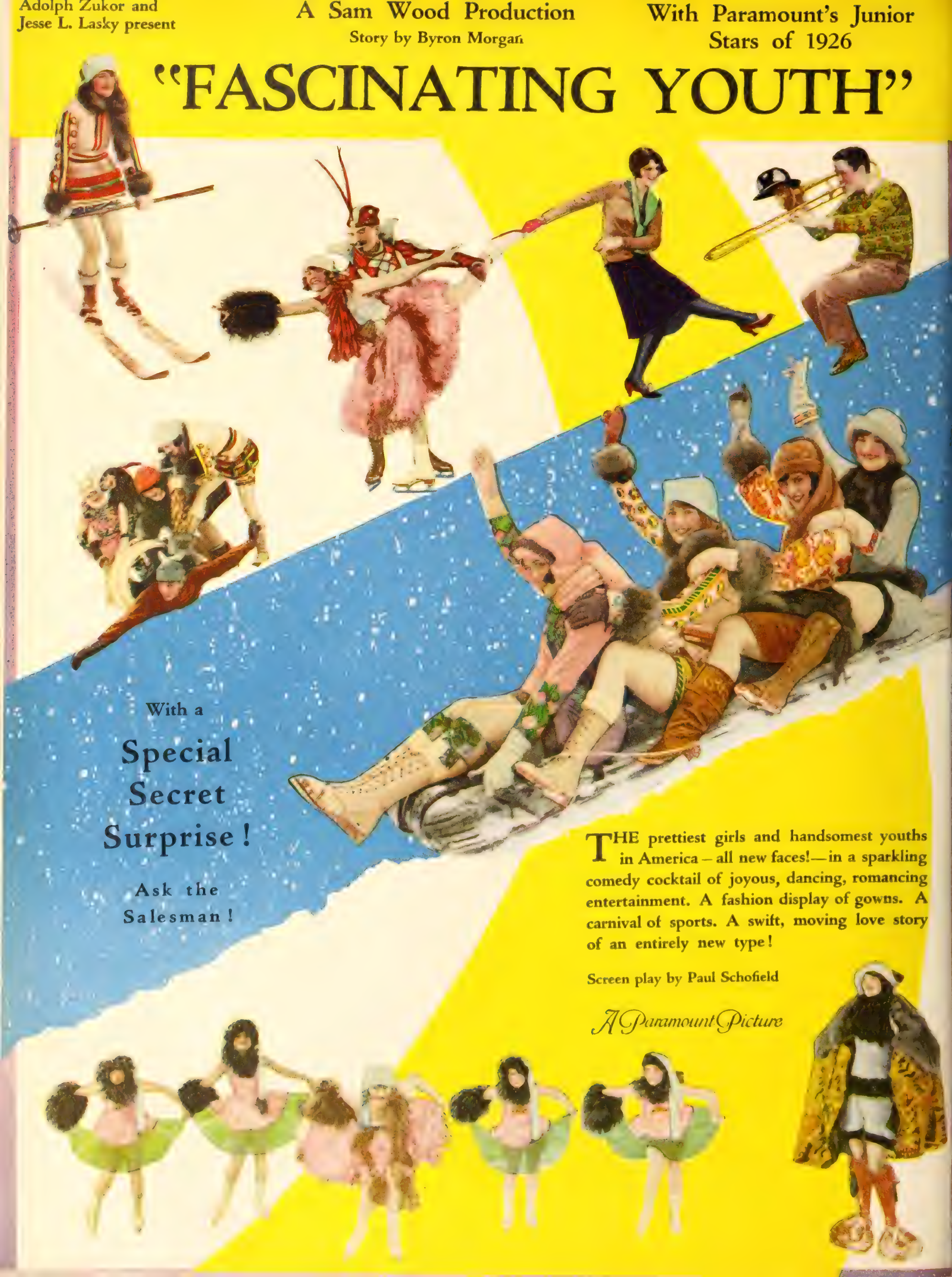
Adolph Zukor and Jesse L. Lasky
present

"FASCINATING YOUTH"

A Sam Wood Production
with
Paramount's Junior Stars

Story by Byron Morgan
Screen play by Paul Schofield

A Paramount Picture



Adolph Zukor and
Jesse L. Lasky present

A Sam Wood Production
Story by Byron Morgan

With Paramount's Junior
Stars of 1926

"FASCINATING YOUTH"

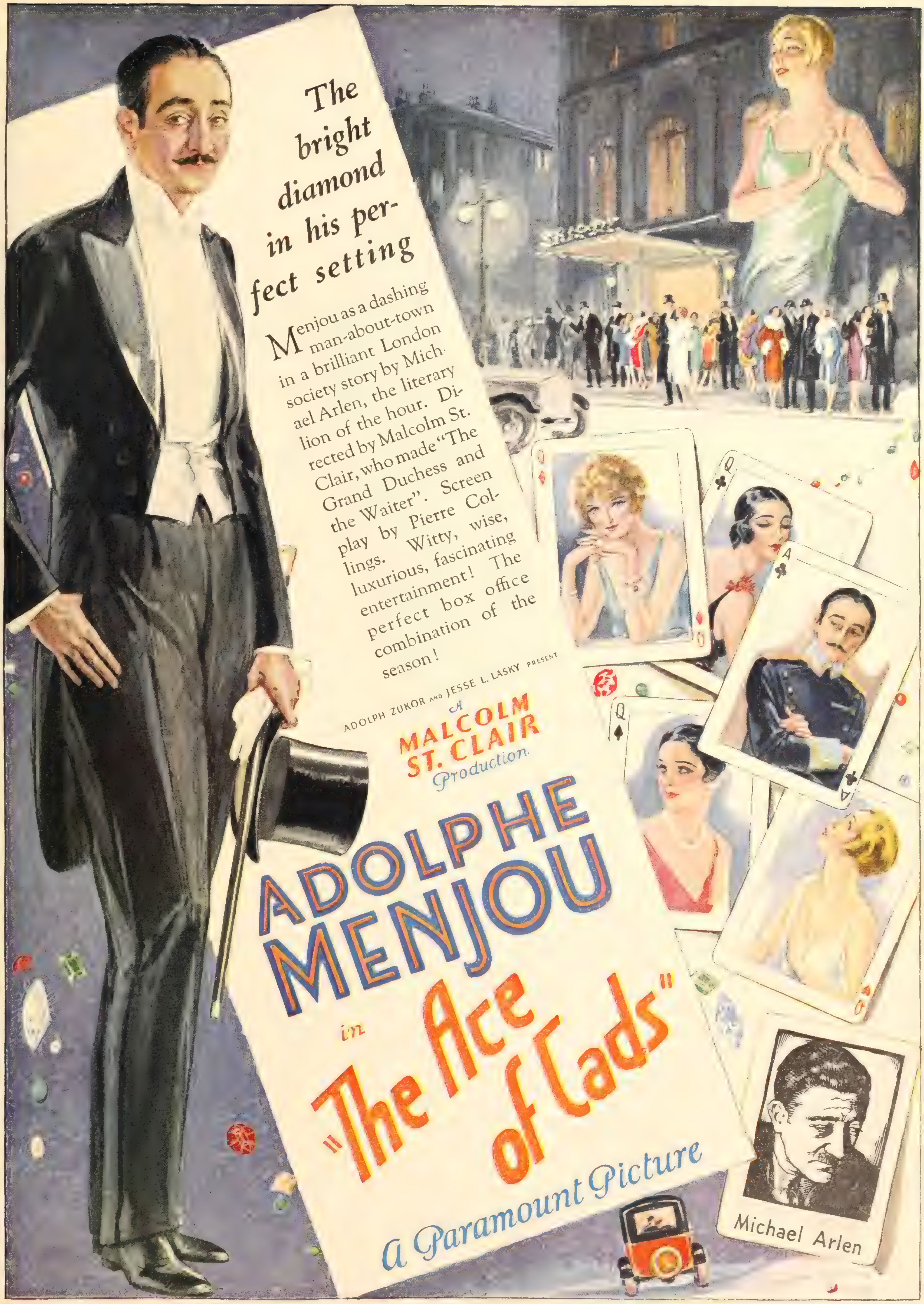
With a
**Special
Secret
Surprise!**

Ask the
Salesman!

THE prettiest girls and handsomest youths in America — all new faces! — in a sparkling comedy cocktail of joyous, dancing, romancing entertainment. A fashion display of gowns. A carnival of sports. A swift, moving love story of an entirely new type!

Screen play by Paul Schofield

A Paramount Picture



The bright diamond in his perfect setting

Menjou as a dashing man-about-town in a brilliant London society story by Michael Arlen, the literary lion of the hour. Directed by Malcolm St. Clair, who made "The Grand Duchess and the Waiter". Screen play by Pierre Collings. Witty, wise, luxurious, fascinating entertainment! The perfect box office combination of the season!

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

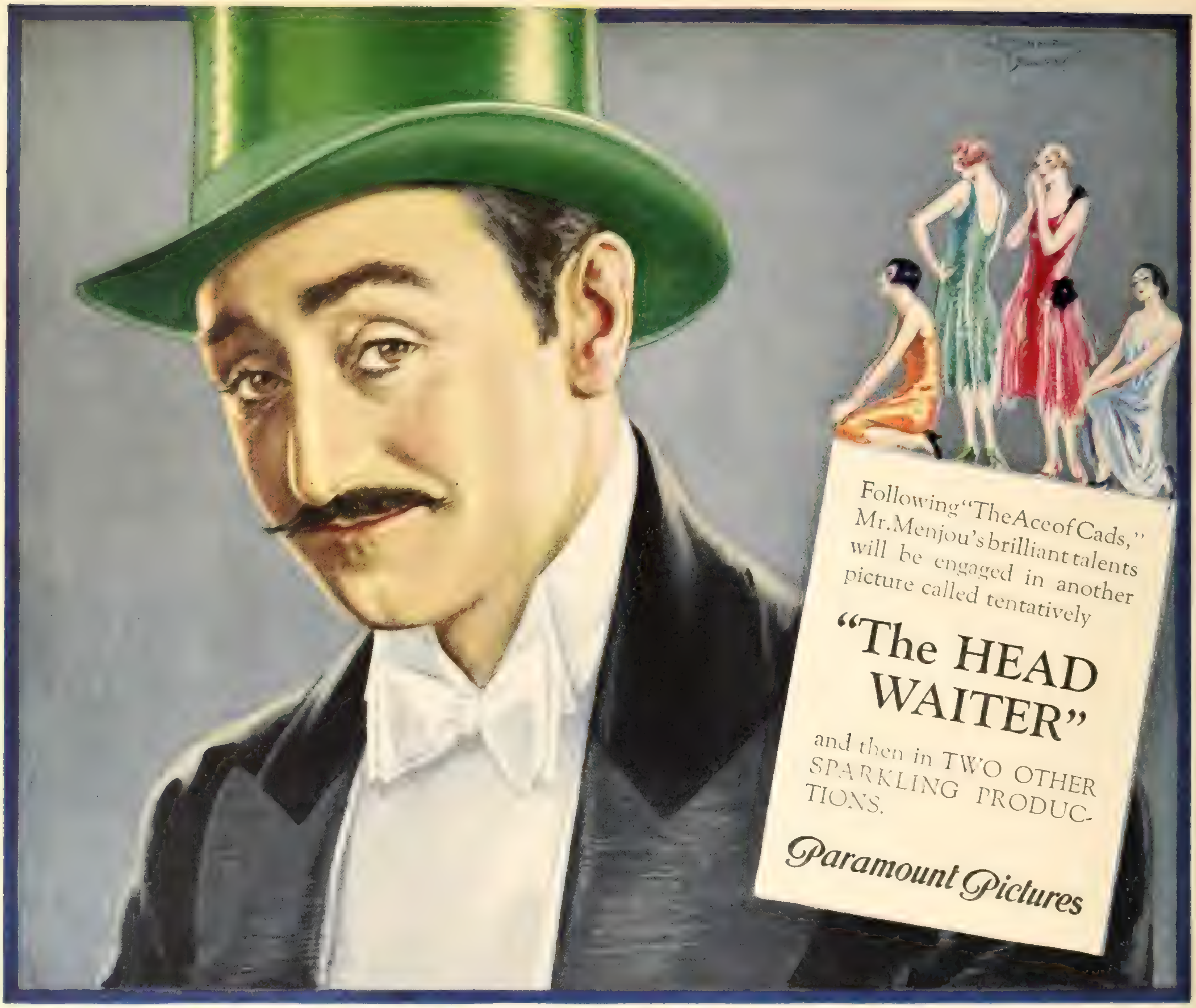
A MALCOLM ST. CLAIR Production

ADOLPHE MENJOU

in

"The Ace of Cads"

A Paramount Picture



Following "The Ace of Cads," Mr. Menjou's brilliant talents will be engaged in another picture called tentatively

"The HEAD WAITER"

and then in TWO OTHER SPARKLING PRODUCTIONS.

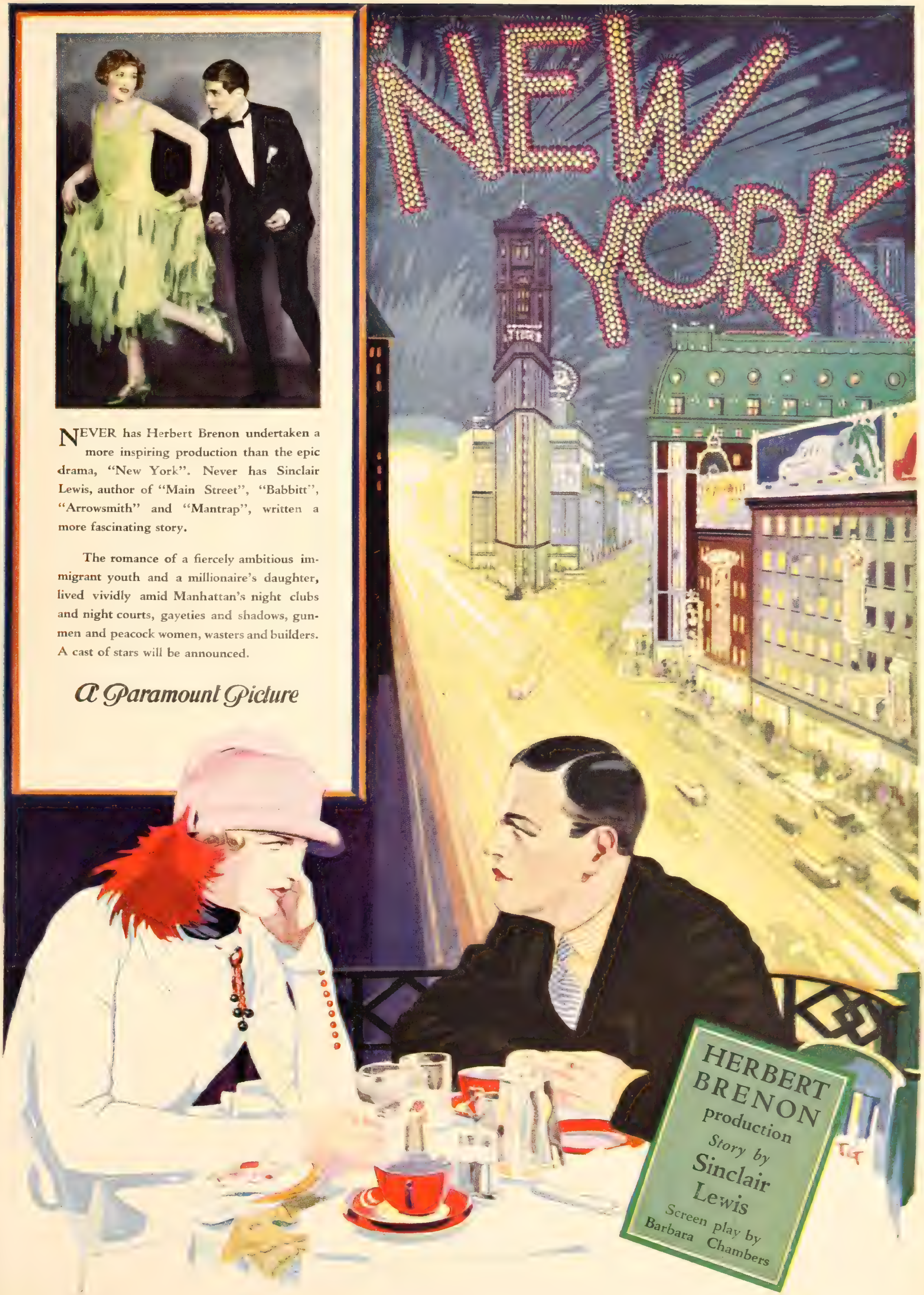
Paramount Pictures

Adolphe Menjou

TODAY the Menjou vogue is sweeping the motion picture world like a tidal wave. He is a drawing card of the very first magnitude. How the public—and especially the ladies—love him! How they will flock afoot and a-limousine to the Menjou starring specials now on the way!

THE union of Menjou, Arlen and St. Clair in "The Ace of Cads" is the perfect box office event! "The Ace of Cads," "The Head Waiter," two more starring pictures, and Mr. Menjou's world-heralded appearance as Satan in D. W. Griffith's "Sorrows of Satan"—such is this favorite's program for 1926-27!

THE MAN WHO LOVES WITH A SMILE IN HIS EYES



NEVER has Herbert Brenon undertaken a more inspiring production than the epic drama, "New York". Never has Sinclair Lewis, author of "Main Street", "Babbitt", "Arrowsmith" and "Mantrap", written a more fascinating story.

The romance of a fiercely ambitious immigrant youth and a millionaire's daughter, lived vividly amid Manhattan's night clubs and night courts, gayeties and shadows, gunmen and peacock women, wasters and builders. A cast of stars will be announced.

A Paramount Picture

HERBERT BRENON
production
Story by
Sinclair
Lewis
Screen play by
Barbara Chambers

"NEW YORK"

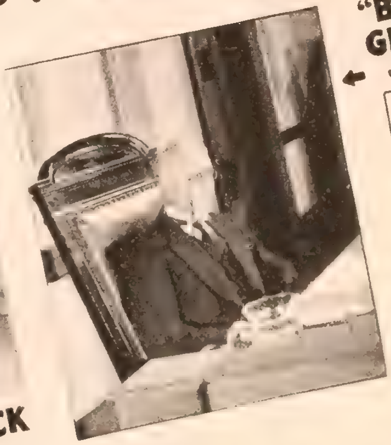
500,000 DAILY EXTRA ! SUNDAY, SEPTEMBER 5, 1926. EXTRA ! PRICE 3 CENTS

HEIRESS ELOPES WITH EX-WAITER!

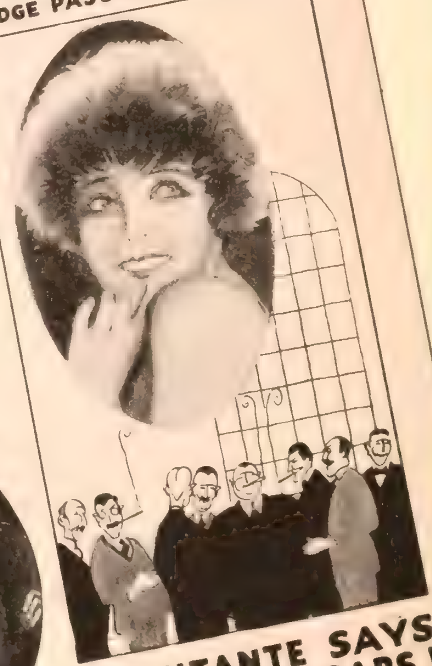
SOCIETY CABARET-MAD !

"BIG DAN" MALONE GETS TWENTY YEARS!

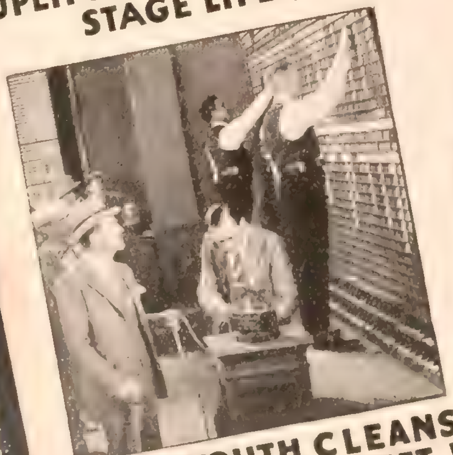
← JUDGE PASSES SENTENCE



UPLIFTERS PROBE BACK STAGE LIFE !



DEBUTANTE SAYS STAGS ARE SAPS !

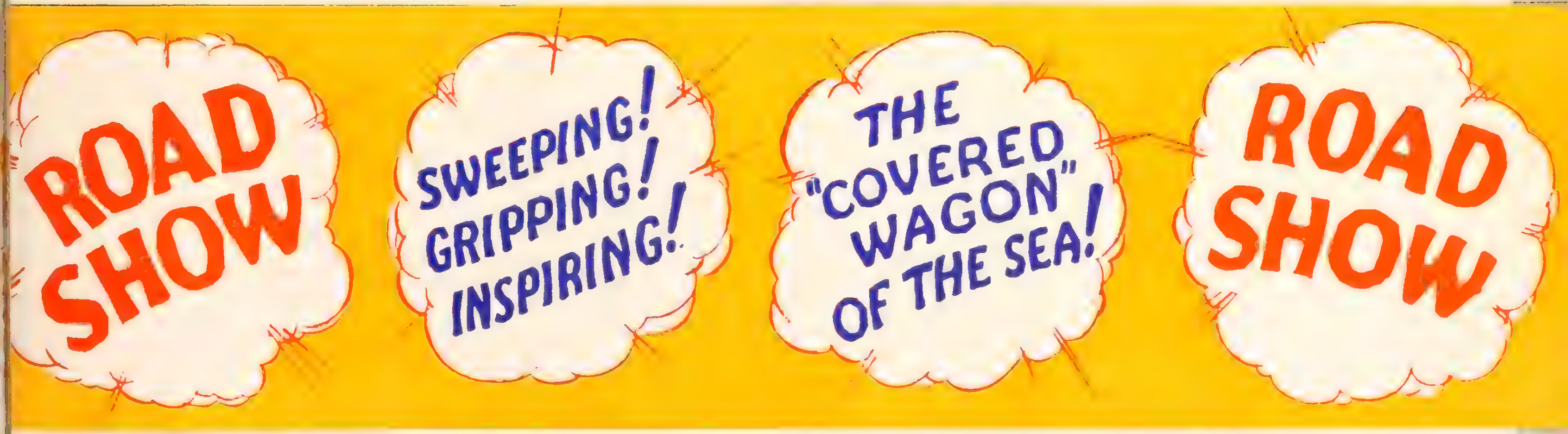


POOR YOUTH CLEANS UP IN WALL STREET !

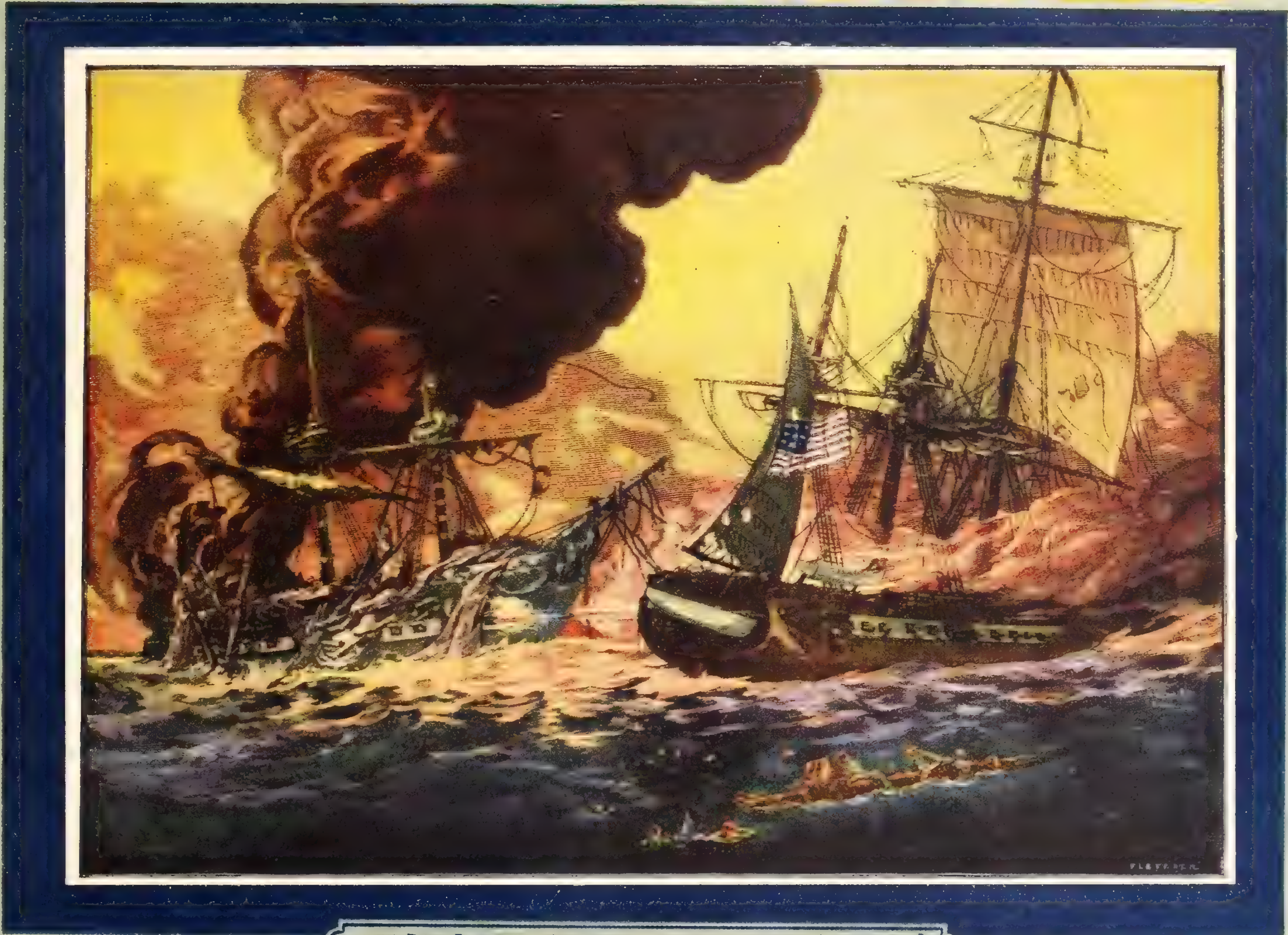
MOTHER STEALS MILK FOR SICK TOT !

ABOVE is just a hint of the flashing gayety and brooding shadows, the glowing life and dramatic contrasts that Herbert Brenon, director, and Sinclair Lewis, author, are packing into the epic production, "New York". At last the throbbing heart of the titan city has been laid bare upon the screen.

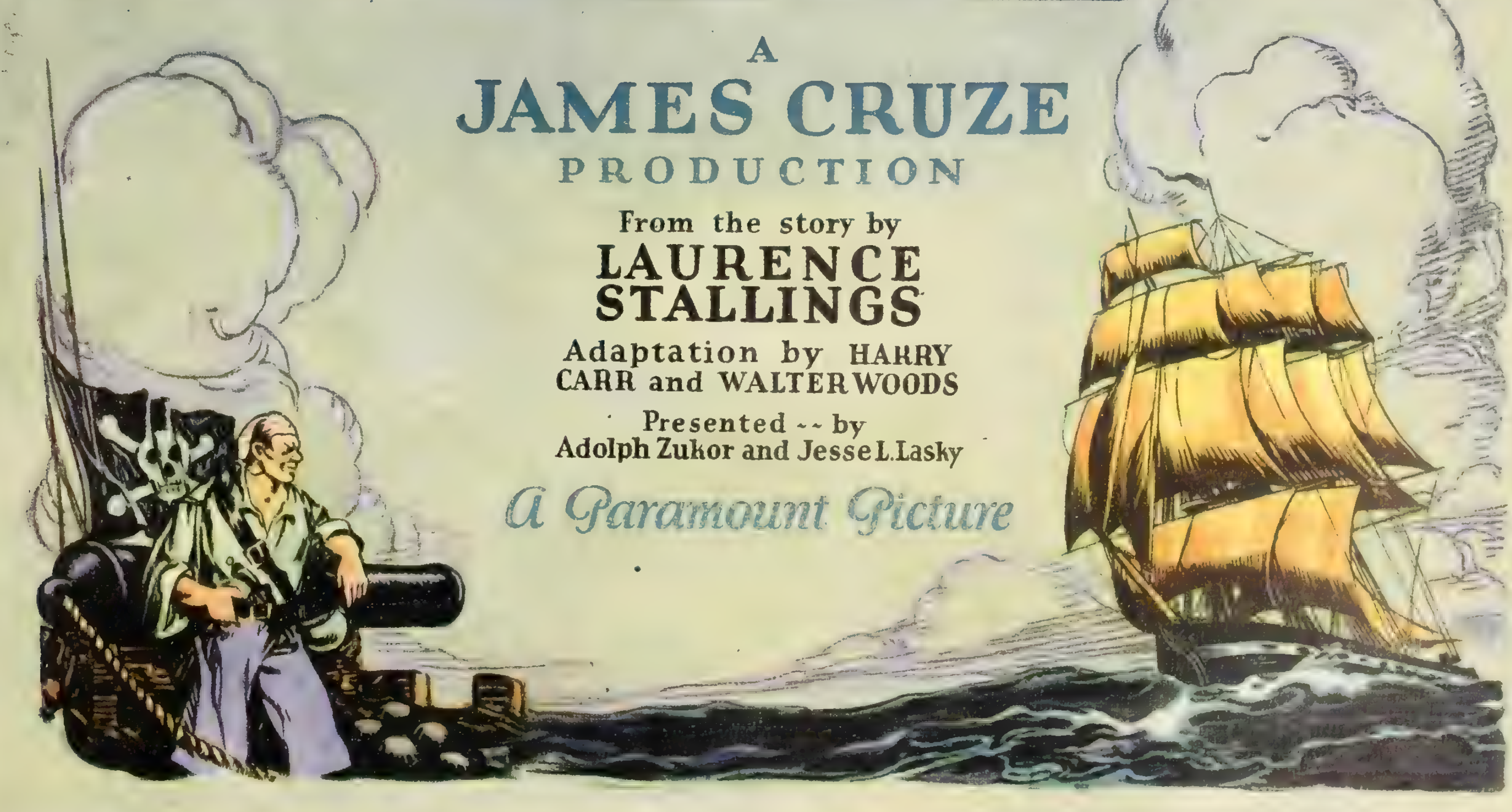
A Paramount Picture


ROAD SHOW
SWEEPING! GRIPPING! INSPIRING!
THE "COVERED WAGON" OF THE SEA!
ROAD SHOW

"OLD IRONSIDES"



VICTORY OVER THE PIRATES!

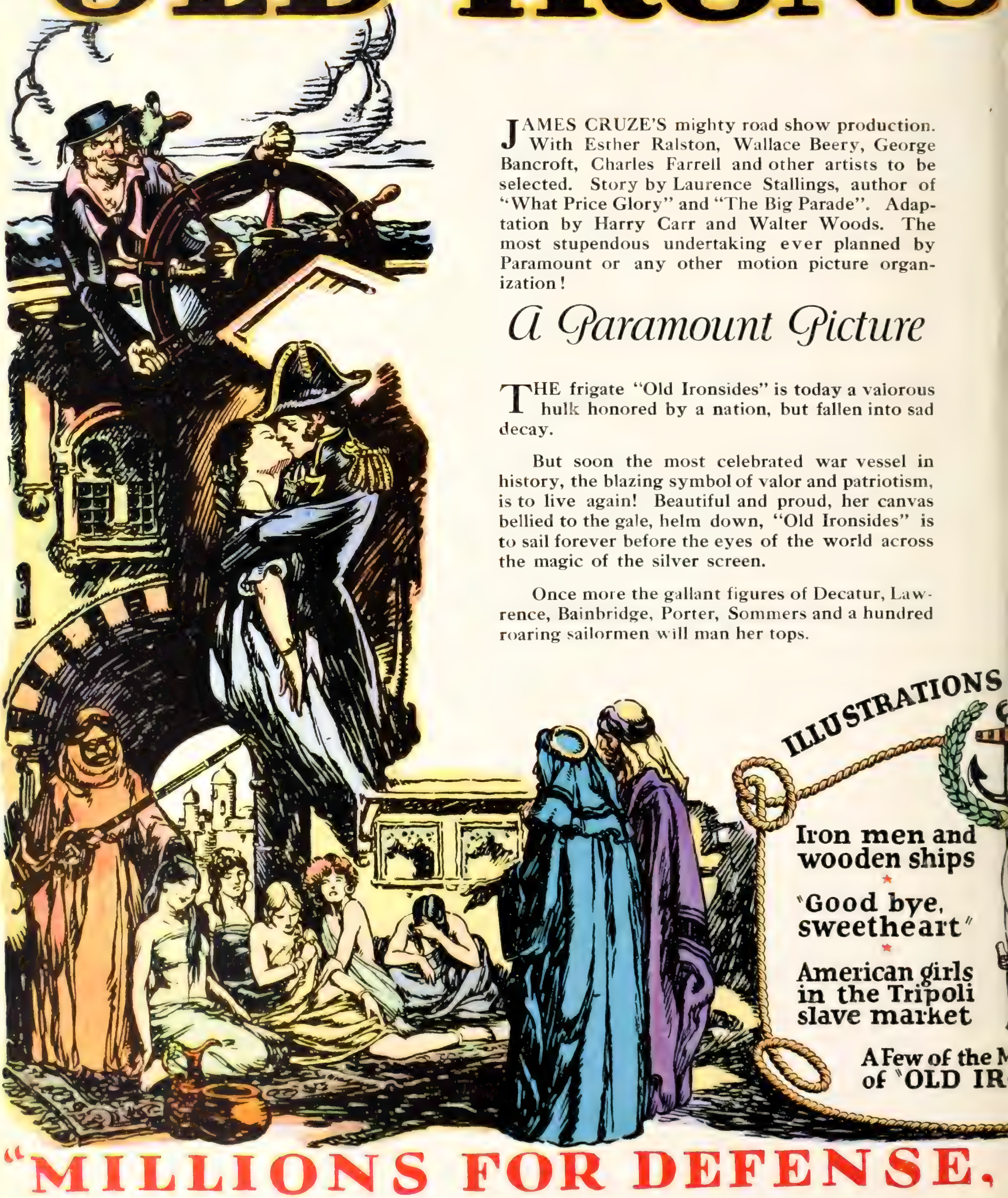


A
JAMES CRUZE
PRODUCTION

From the story by
LAURENCE STALLINGS
Adaptation by HARRY CARR and WALTER WOODS
Presented -- by
Adolph Zukor and Jesse L. Lasky

A Paramount Picture

“OLD IRONS



JAMES CRUZE'S mighty road show production. With Esther Ralston, Wallace Beery, George Bancroft, Charles Farrell and other artists to be selected. Story by Laurence Stallings, author of “What Price Glory” and “The Big Parade”. Adaptation by Harry Carr and Walter Woods. The most stupendous undertaking ever planned by Paramount or any other motion picture organization!

A Paramount Picture

THE frigate “Old Ironsides” is today a valorous hulk honored by a nation, but fallen into sad decay.

But soon the most celebrated war vessel in history, the blazing symbol of valor and patriotism, is to live again! Beautiful and proud, her canvas bellied to the gale, helm down, “Old Ironsides” is to sail forever before the eyes of the world across the magic of the silver screen.

Once more the gallant figures of Decatur, Lawrence, Bainbridge, Porter, Sommers and a hundred roaring sailormen will man her tops.

ILLUSTRATIONS

Iron men and wooden ships

*

“Good bye, sweetheart”

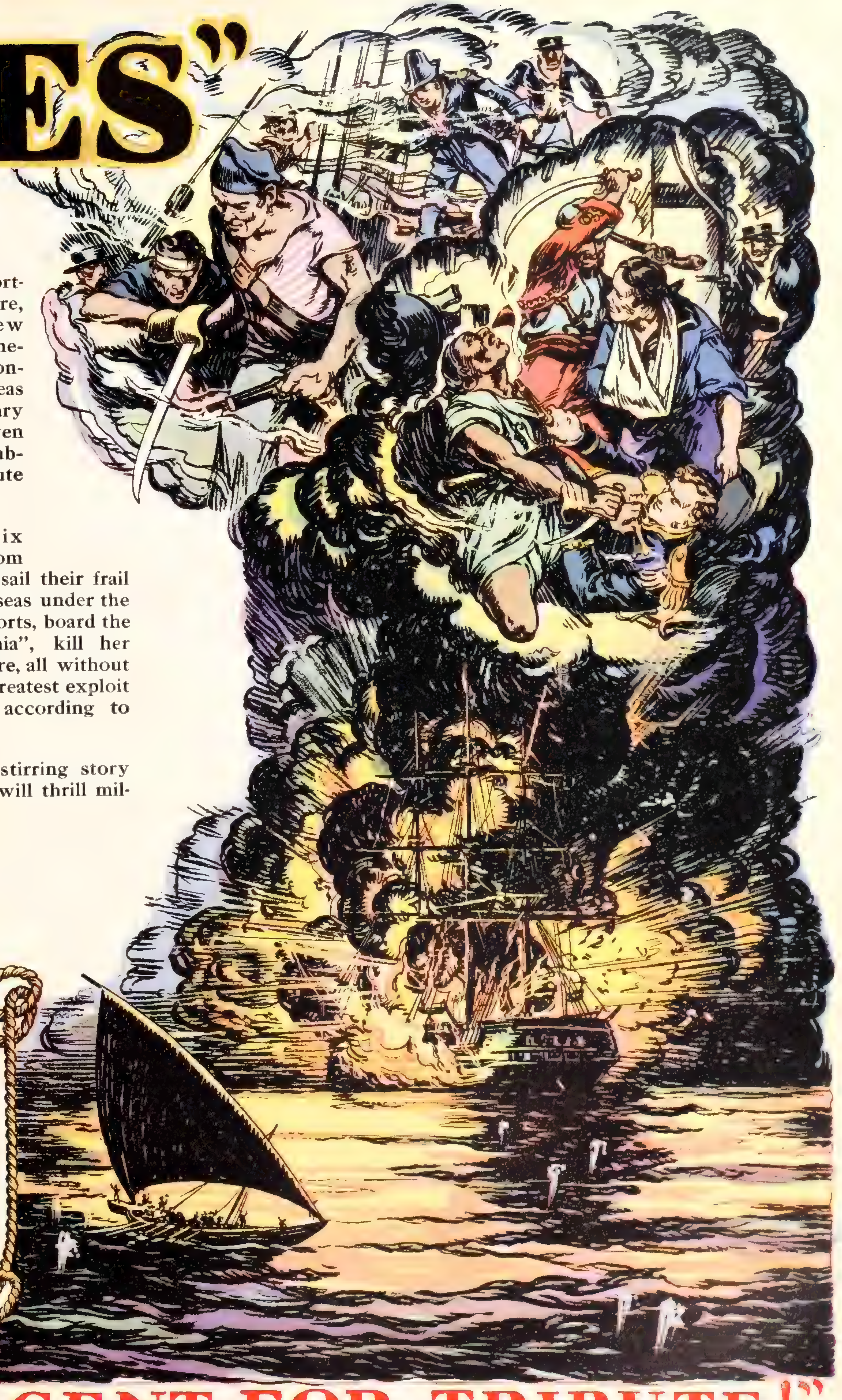
*

American girls in the Tripoli slave market

A Few of the M
of “OLD IR

“MILLIONS FOR DEFENSE,

IDES"



ONCE more, her portholes belching fire, her outclassed crew swarming over the enemy's decks, "Old Ironsides" will rid the seas of the villainous Barbary pirates to whom seven kings and two republics paid money tribute in 1804.

Once more, six daredevil sailors from "Old Ironsides" will sail their frail ketch over stormy seas under the guns of the Tripoli forts, board the ill-fated "Philadelphia", kill her crew and set her afire, all without losing a man—"the greatest exploit in naval history", according to Admiral Nelson.

Once more the stirring story of "Old Ironsides" will thrill millions!

ON THESE PAGES

D

The crew of "*Old Ironsides*" attacks

At close quarters

The most brilliant exploit in American history - the burning of the "Philadelphia"

ny High Spots
NSIDES"

NOT A CENT FOR TRIBUTE!"

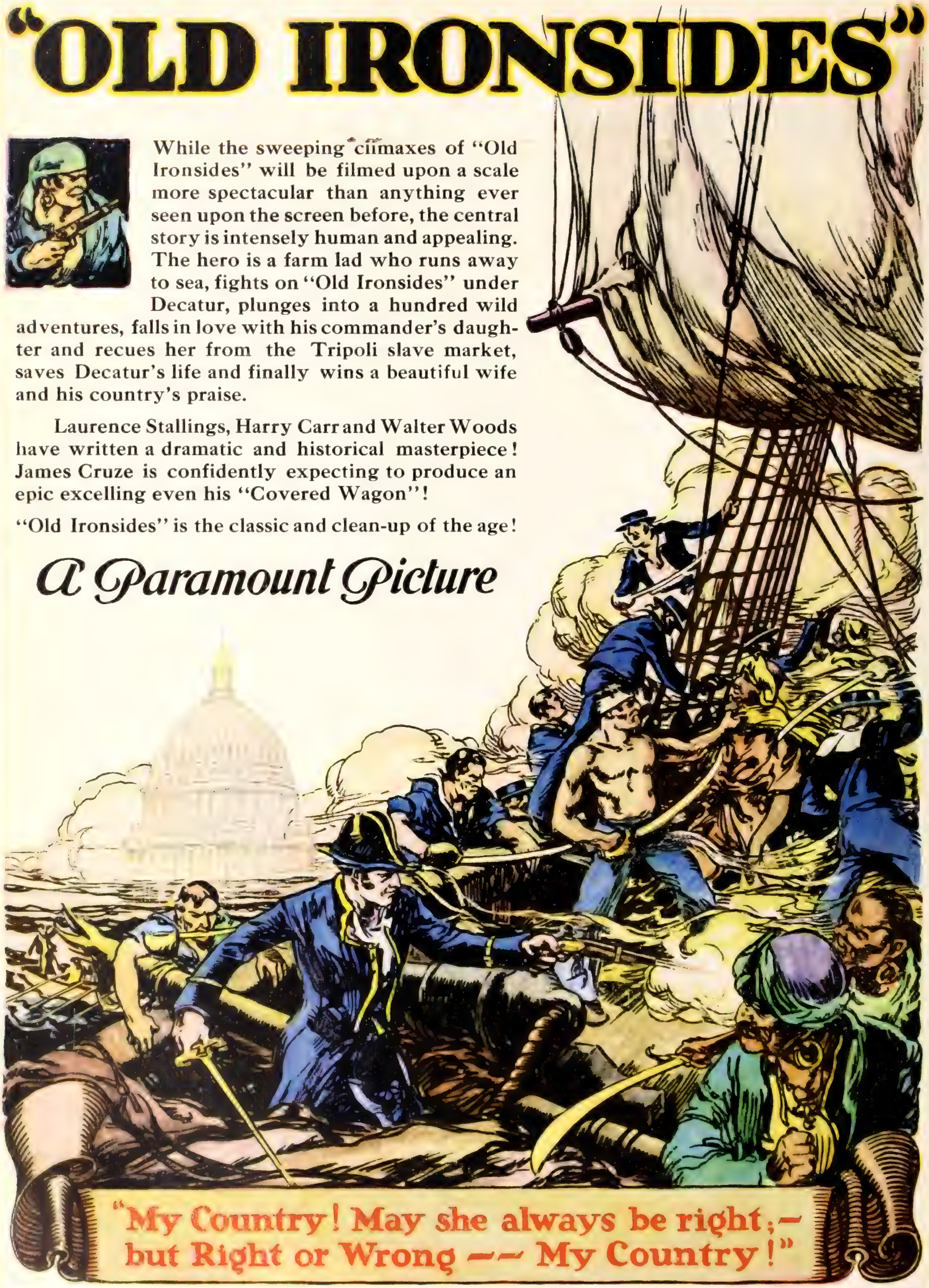
"OLD IRONSIDES"

While the sweeping climaxes of "Old Ironsides" will be filmed upon a scale more spectacular than anything ever seen upon the screen before, the central story is intensely human and appealing. The hero is a farm lad who runs away to sea, fights on "Old Ironsides" under Decatur, plunges into a hundred wild adventures, falls in love with his commander's daughter and recues her from the Tripoli slave market, saves Decatur's life and finally wins a beautiful wife and his country's praise.

Laurence Stallings, Harry Carr and Walter Woods have written a dramatic and historical masterpiece! James Cruze is confidently expecting to produce an epic excelling even his "Covered Wagon"!

"Old Ironsides" is the classic and clean-up of the age!

A Paramount Picture


"My Country! May she always be right;—
but Right or Wrong —— My Country!"

Pola Negri

in

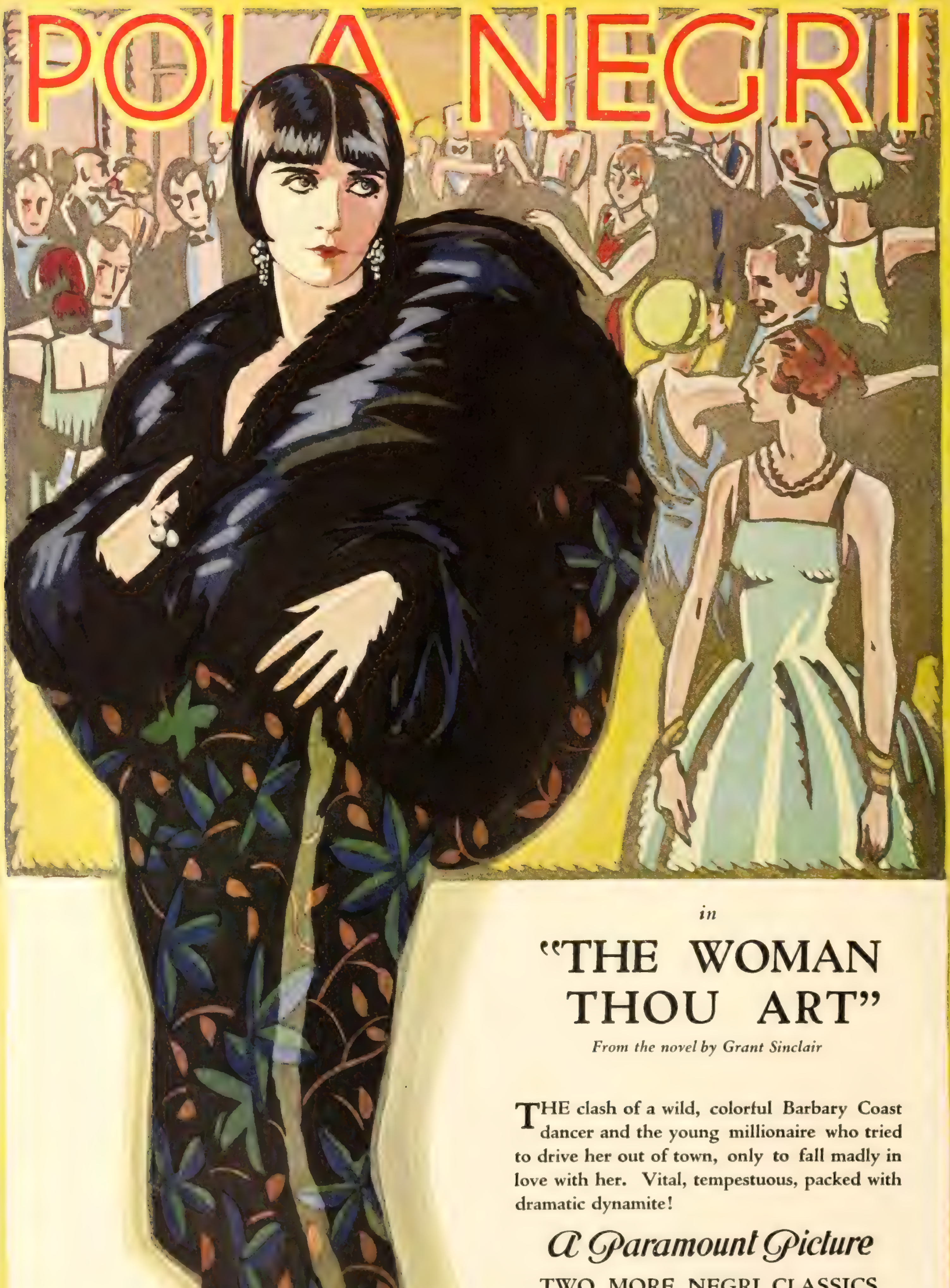
"CONFESSION"

(tentative)

THE blazing genius of Pola Negri given full sweep in a great emotional masterpiece! A torrential love story more dramatic than "Madame X", more sensational than "Passion"! The winning battle of an alluring woman for love against scandal-mongering society.

Presented by Adolph Zukor
and Jesse L. Lasky

A Paramount Picture



in

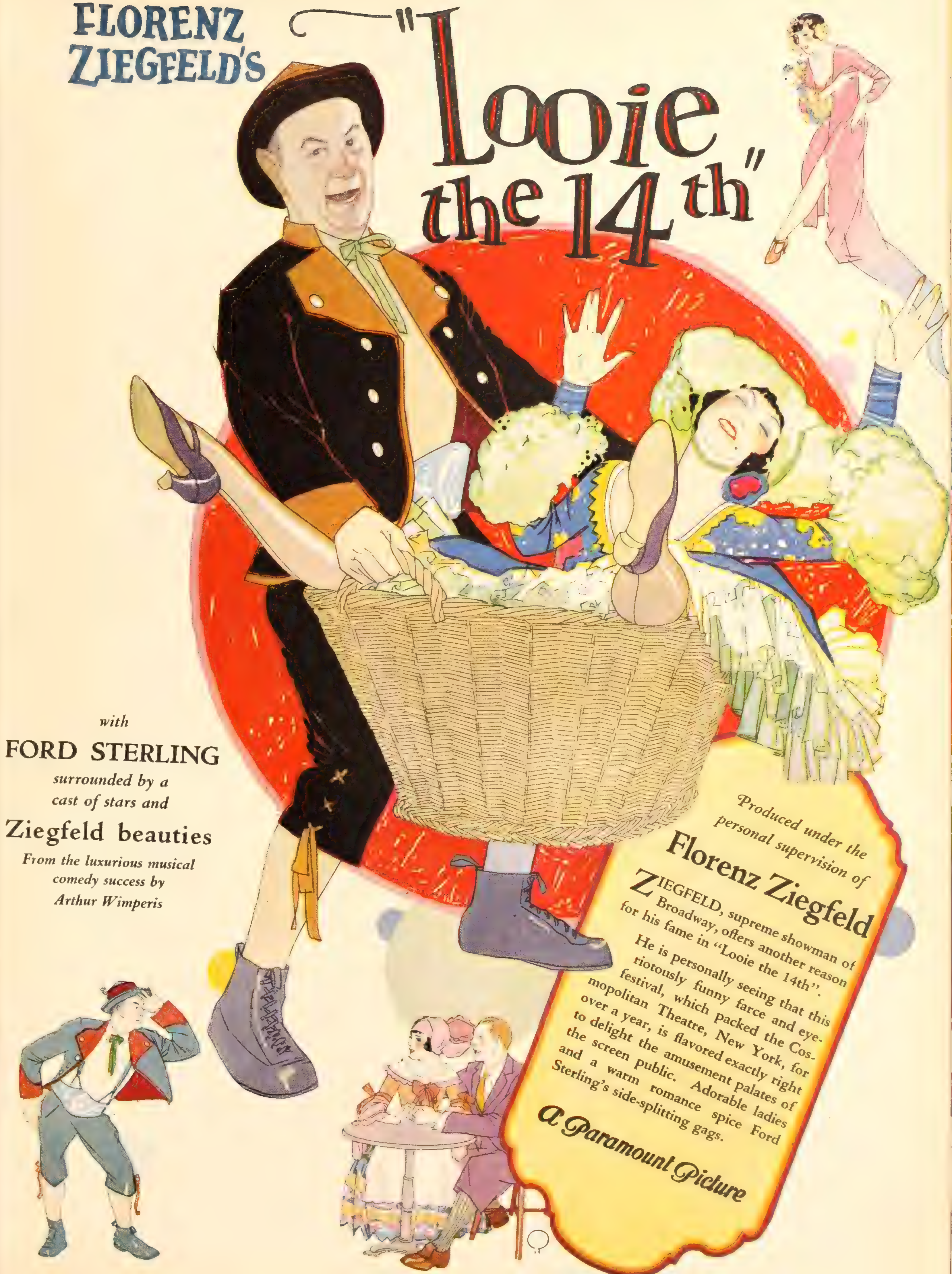
"THE WOMAN THOU ART"

From the novel by Grant Sinclair

THE clash of a wild, colorful Barbary Coast dancer and the young millionaire who tried to drive her out of town, only to fall madly in love with her. Vital, tempestuous, packed with dramatic dynamite!

A Paramount Picture

TWO MORE NEGRI CLASSICS
COMING IN 1926-27



FLORENZ ZIEGFELD'S

"Looie the 14th"

with

FORD STERLING

surrounded by a cast of stars and

Ziegfeld beauties

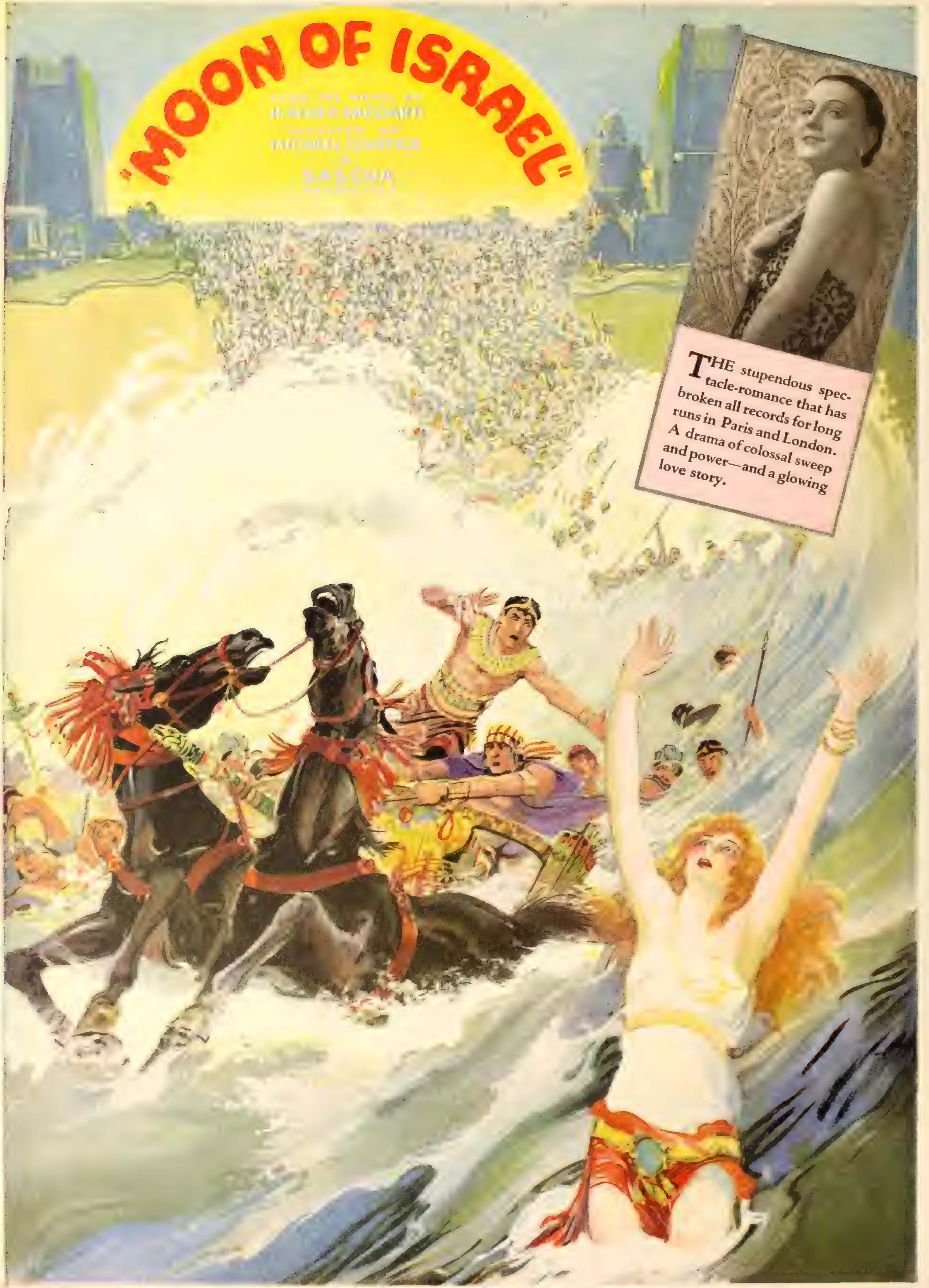
From the luxurious musical comedy success by Arthur Wimperis

Produced under the personal supervision of

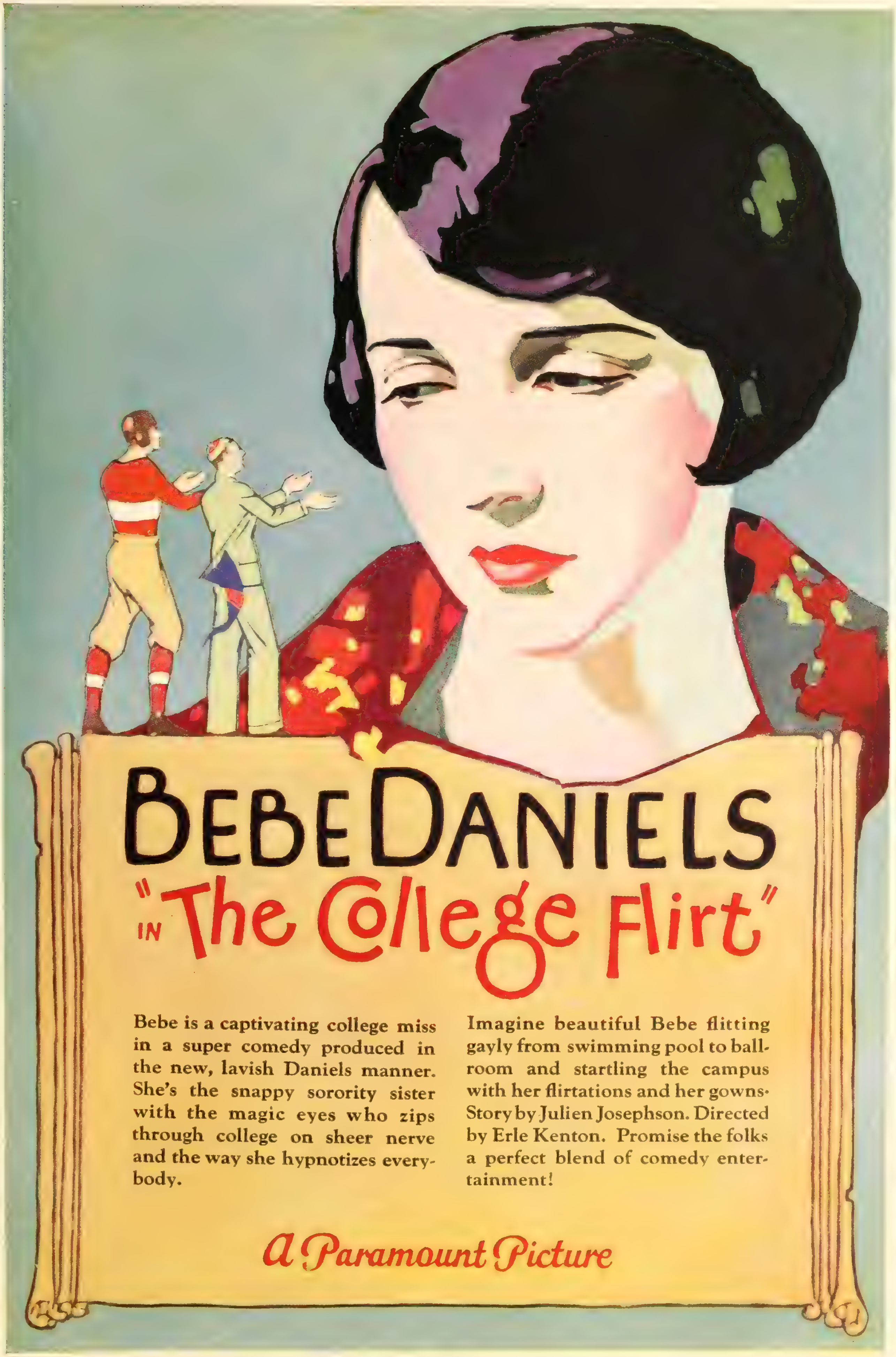
Florenz Ziegfeld

ZIEGFELD, supreme showman of Broadway, offers another reason for his fame in "Looie the 14th". He is personally seeing that this riotously funny farce and eye-festival, which packed the Cosmopolitan Theatre, New York, for over a year, is flavored exactly right to delight the amusement palates of the screen public. Adorable ladies and a warm romance spice Ford Sterling's side-splitting gags.

A Paramount Picture


"MOON OF ISRAEL"
SASCHA

THE stupendous spectacle-romance that has broken all records for long runs in Paris and London. A drama of colossal sweep and power—and a glowing love story.



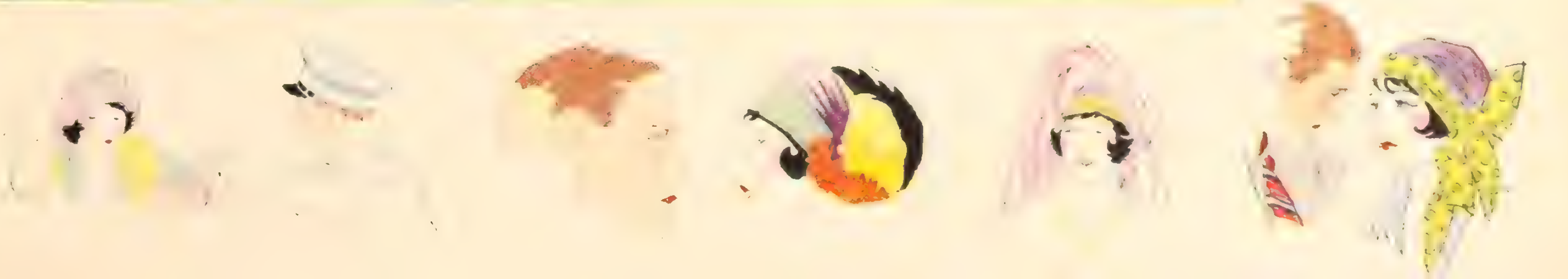
BEBE DANIELS

IN "The College Flirt"

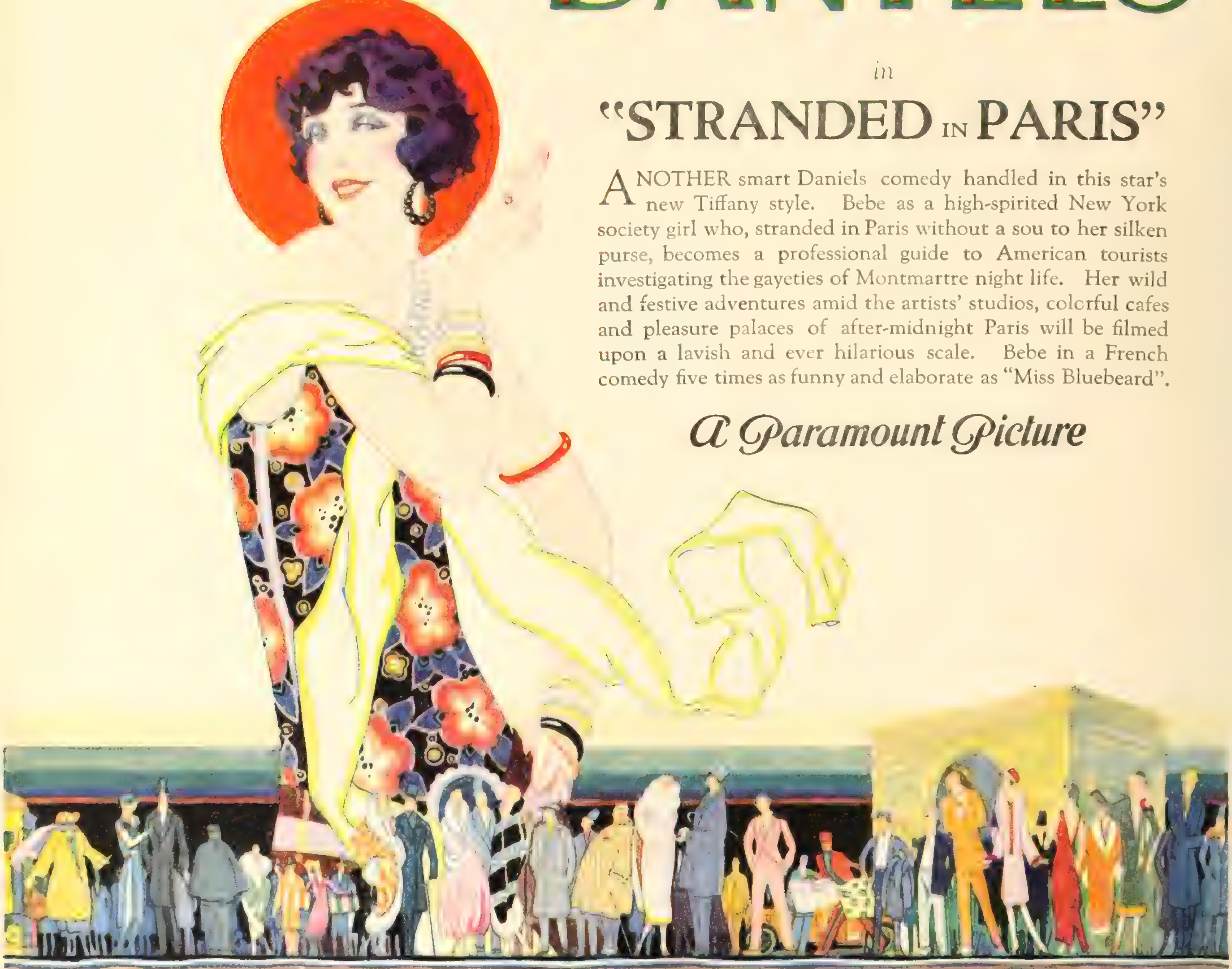
Bebe is a captivating college miss in a super comedy produced in the new, lavish Daniels manner. She's the snappy sorority sister with the magic eyes who zips through college on sheer nerve and the way she hypnotizes everybody.

Imagine beautiful Bebe flitting gayly from swimming pool to ballroom and startling the campus with her flirtations and her gowns. Story by Julien Josephson. Directed by Erle Kenton. Promise the folks a perfect blend of comedy entertainment!

A Paramount Picture



BEBE DANIELS



in

"STRANDED IN PARIS"

ANOTHER smart Daniels comedy handled in this star's new Tiffany style. Bebe as a high-spirited New York society girl who, stranded in Paris without a sou to her silken purse, becomes a professional guide to American tourists investigating the gayeties of Montmartre night life. Her wild and festive adventures amid the artists' studios, colorful cafes and pleasure palaces of after-midnight Paris will be filmed upon a lavish and ever hilarious scale. Bebe in a French comedy five times as funny and elaborate as "Miss Bluebeard".

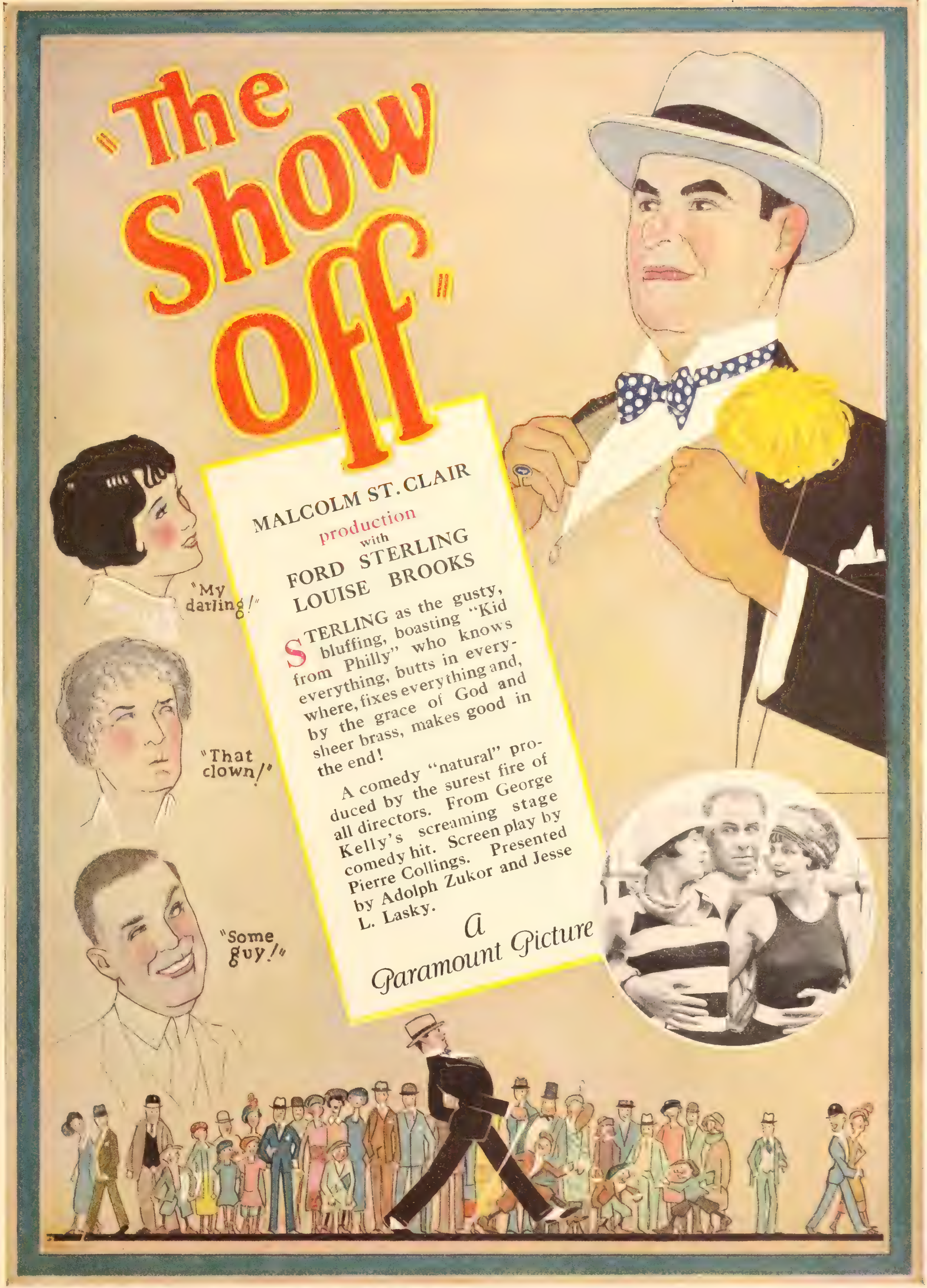
A Paramount Picture

"The College Flirt" "Stranded in Paris" AND THEN TWO MORE BEBE DANIELS COMEDY-DRAMAS ON THE SAME NEW ELABORATE DANIELS SCALE — that's the ambitious 1926-7 program for Paramount's undisputed queen of comedy!

The screen has long needed a feminine comedy star corresponding in popularity and high-voltage box office drawing power with the three or four very top-notch male comedians. Bebe is filling the bill perfectly!

Surrounding Miss Daniels is the same type of specially organized production unit, consisting of supervisor, picked director, gag and story staff, trick cameramen and expert technicians, that has been responsible for all the greatest comedy successes of screen history. Unlimited resources of time, talent and money are being poured into the new type Daniels pictures.

Book them and be proud to say: Yes, sir, that's my Bebe!



"My darling!"
"That clown!"
"Some guy!"

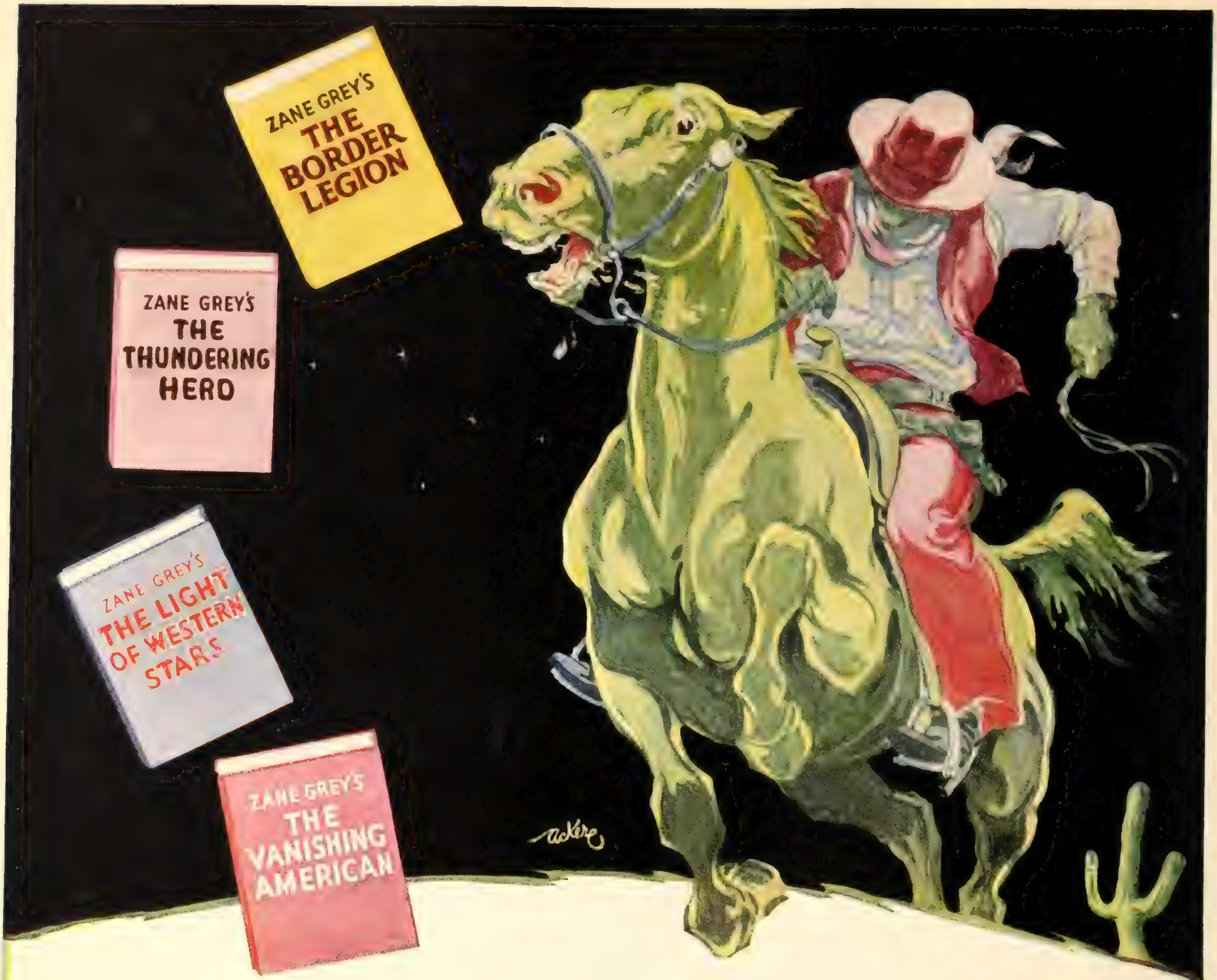
"The Show Off"

MALCOLM ST. CLAIR
production
with
FORD STERLING
LOUISE BROOKS

STERLING as the gusty, bluffing, boasting "Kid from Philly" who knows everything, butts in everywhere, fixes everything and, by the grace of God and sheer brass, makes good in the end!

A comedy "natural" produced by the surest fire of all directors. From George Kelly's screaming stage comedy hit. Screen play by Pierre Collings. Presented by Adolph Zukor and Jesse L. Lasky.

a Paramount Picture

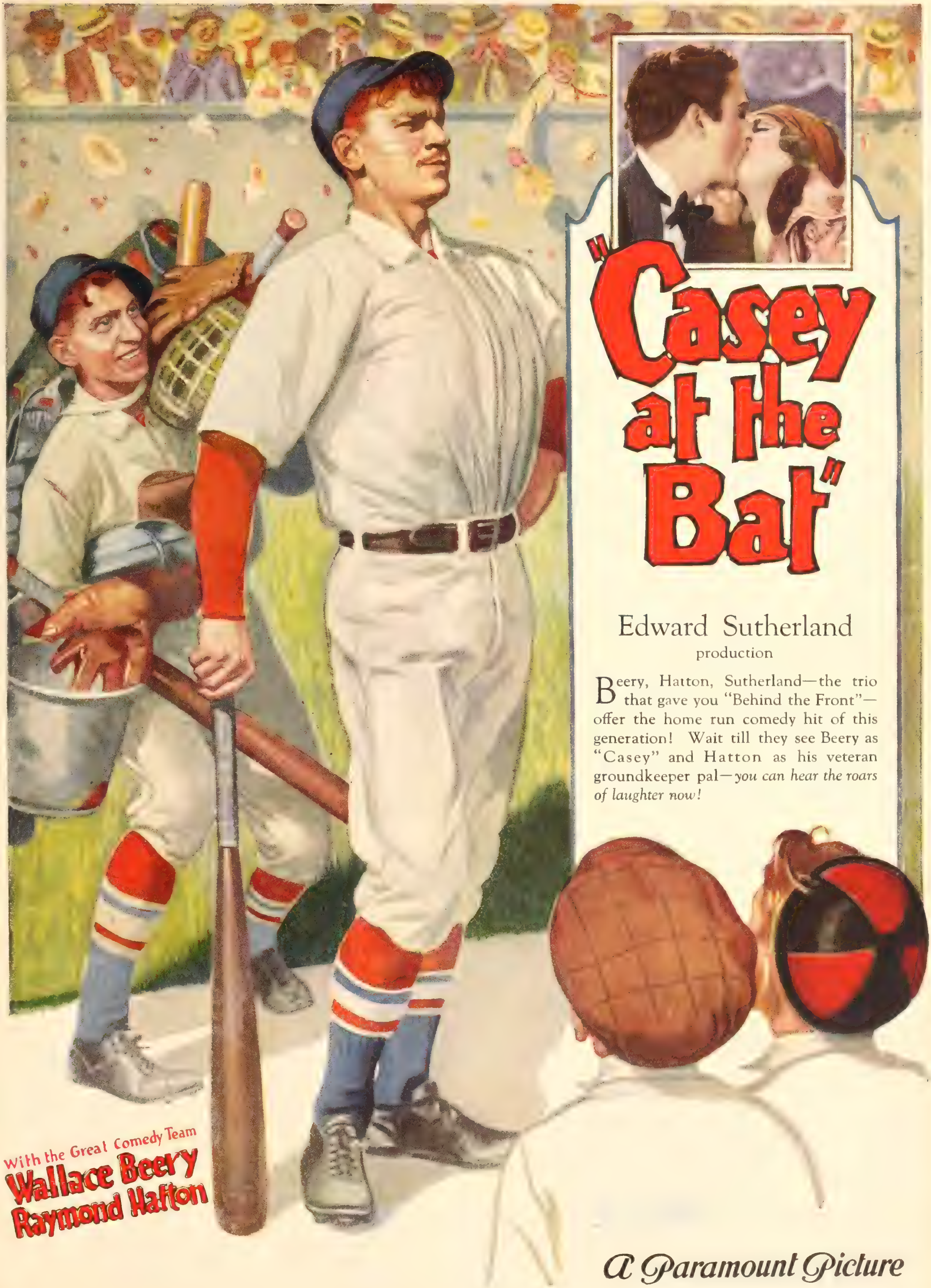

ZANE GREY'S THE BORDER LEGION
ZANE GREY'S THE THUNDERING HERO
ZANE GREY'S THE LIGHT OF WESTERN STARS
ZANE GREY'S THE VANISHING AMERICAN

and NOW
ZANE GREY'S
"THE MYSTERIOUS RIDER"

A de luxe Paramount-Zane Grey action-thriller in which the son of a millionaire goes West and wins his soul and a girl against tremendous odds. Filmed amid the Arizona crags and canyons.

Other 1926-7
Zane Grey Pictures:

"FORLORN RIVER", "MAN OF THE FOREST", and "DESERT BOUND". All made in the super-style that has put Paramount-Zane Greys in a class by themselves.



"Casey at the Bat"

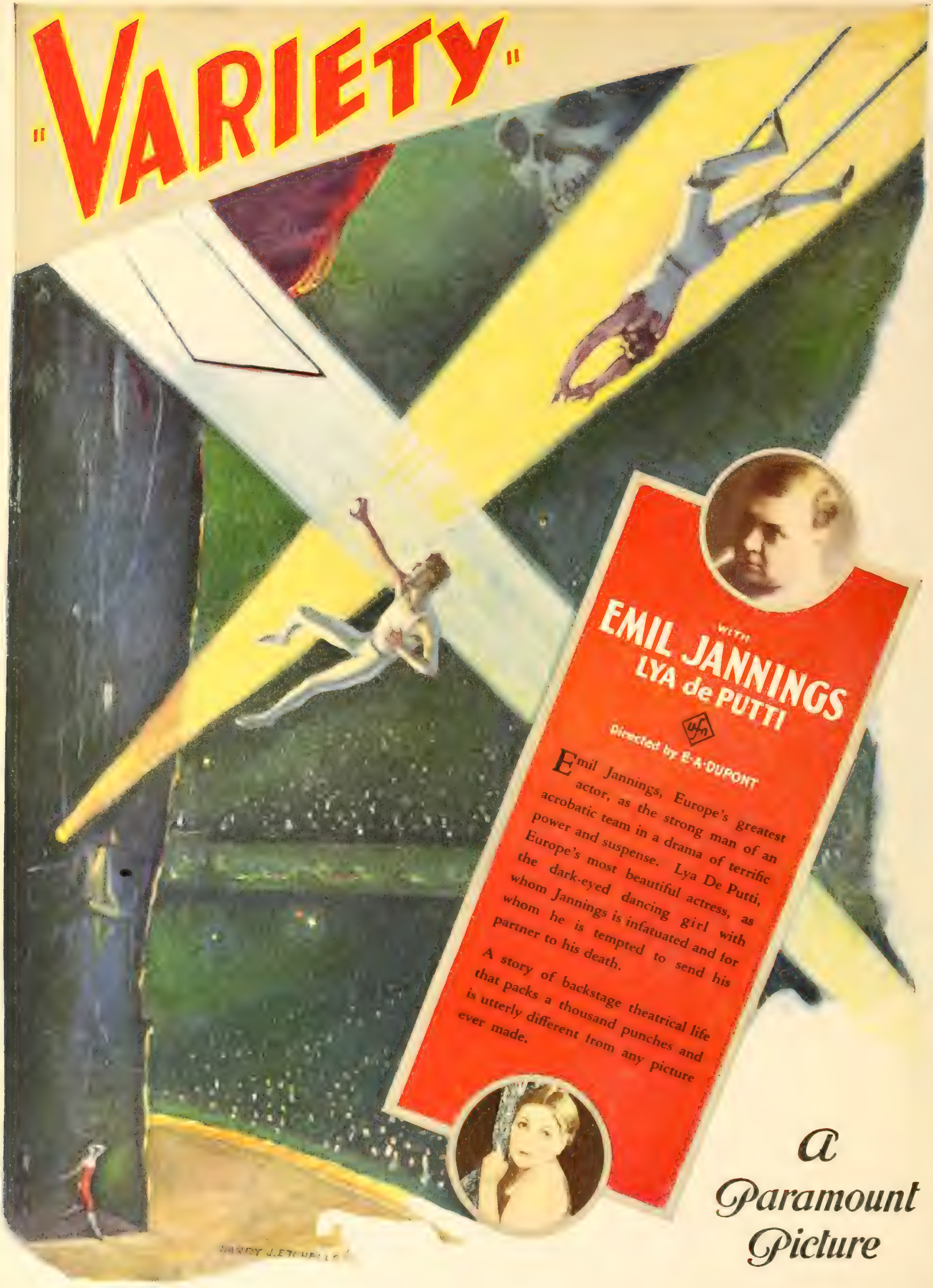
Edward Sutherland
production

Beery, Hatton, Sutherland—the trio that gave you "Behind the Front"—offer the home run comedy hit of this generation! Wait till they see Beery as "Casey" and Hatton as his veteran groundkeeper pal—*you can hear the roars of laughter now!*

With the Great Comedy Team
Wallace Beery
Raymond Hatton

A Paramount Picture

"VARIETY"



WITH

EMIL JANNINGS

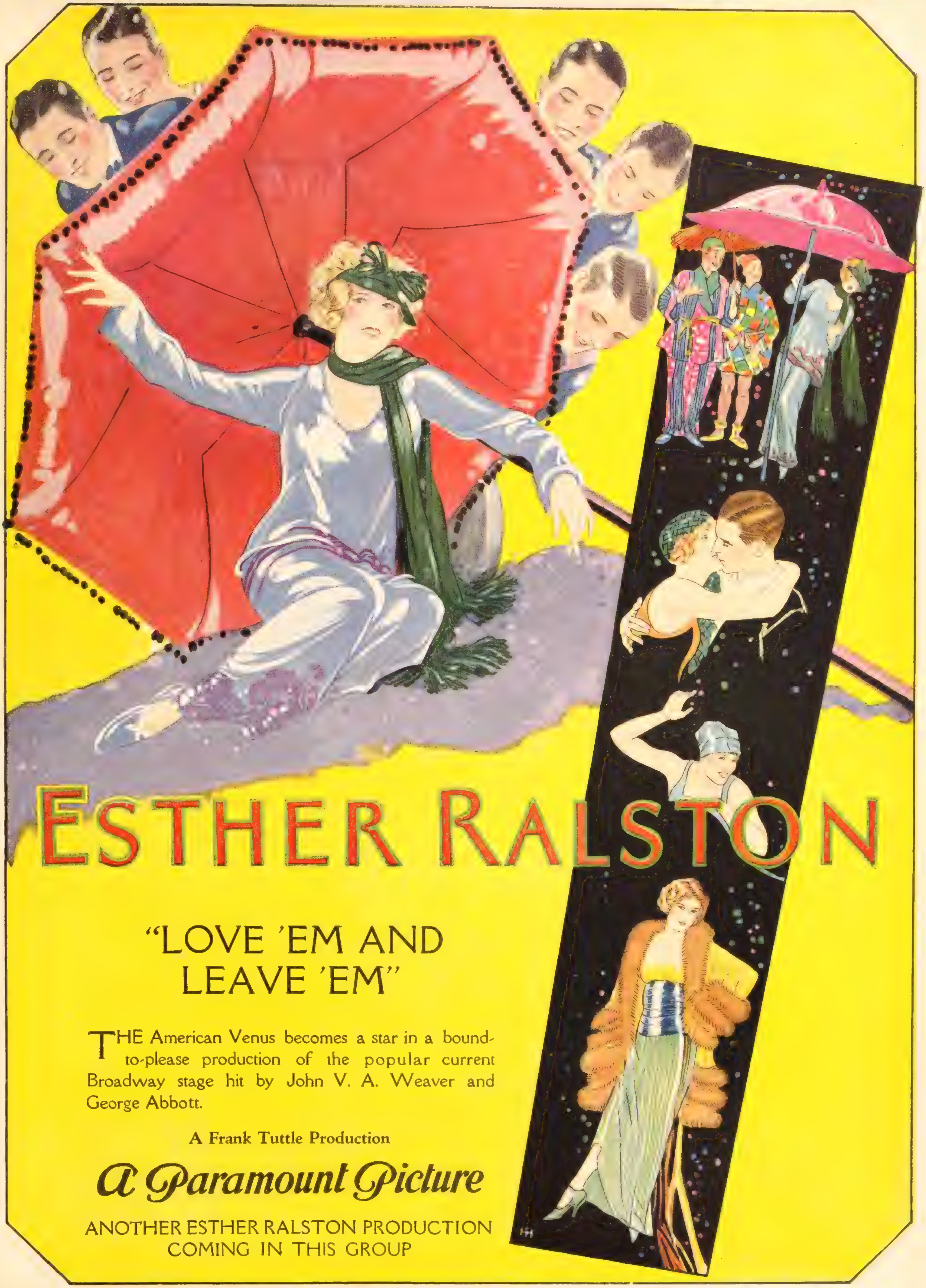
LYA de PUTTI

Directed by E·A·DUPONT

Emil Jannings, Europe's greatest actor, as the strong man of an acrobatic team in a drama of terrific power and suspense. Lya De Putti, Europe's most beautiful actress, as the dark-eyed dancing girl with whom Jannings is infatuated and for whom he is tempted to send his partner to his death.

A story of backstage theatrical life that packs a thousand punches and is utterly different from any picture ever made.

a Paramount Picture



ESTHER RALSTON

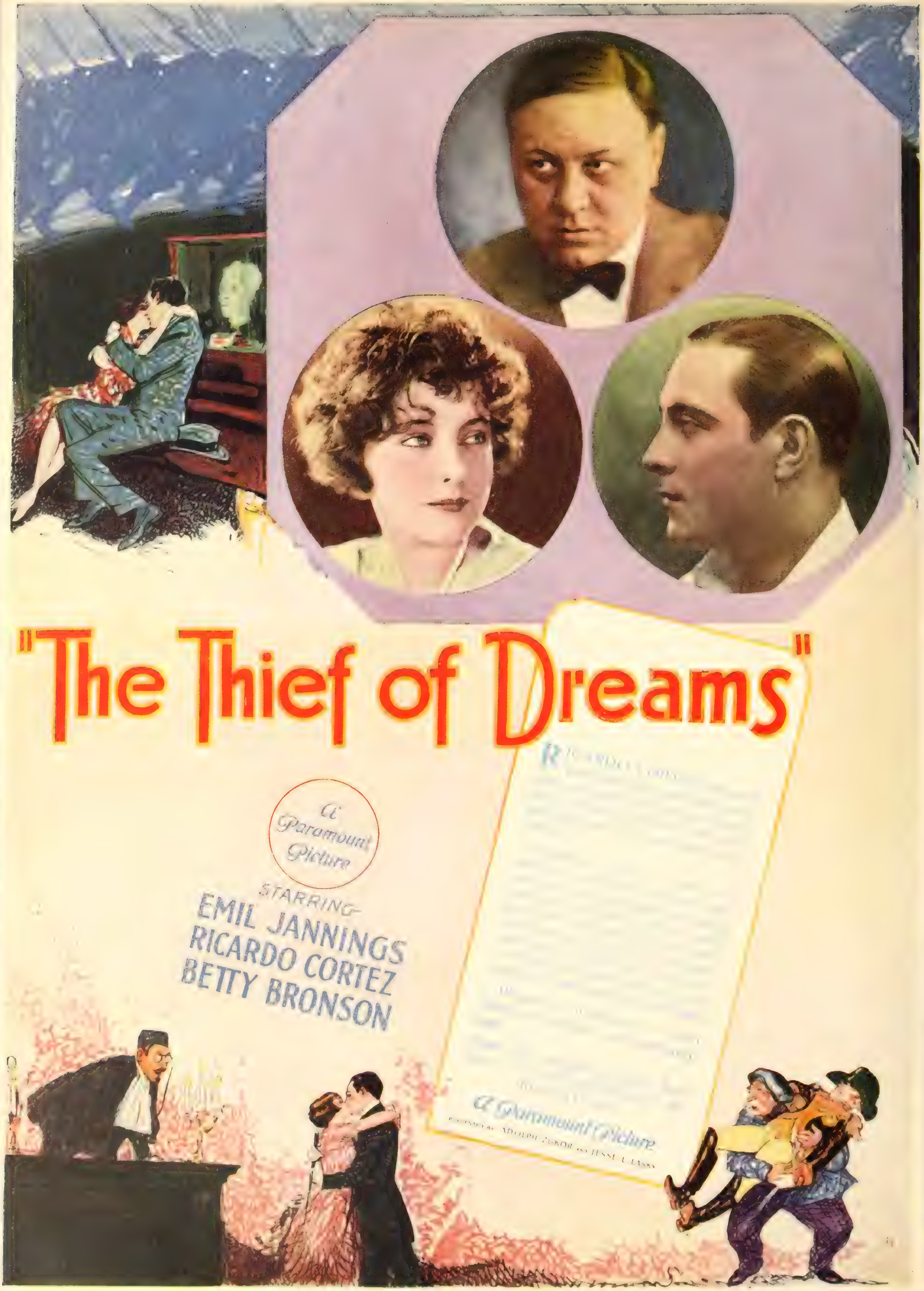
"LOVE 'EM AND LEAVE 'EM"

THE American Venus becomes a star in a bound-to-please production of the popular current Broadway stage hit by John V. A. Weaver and George Abbott.

A Frank Tuttle Production

A Paramount Picture

ANOTHER ESTHER RALSTON PRODUCTION
COMING IN THIS GROUP

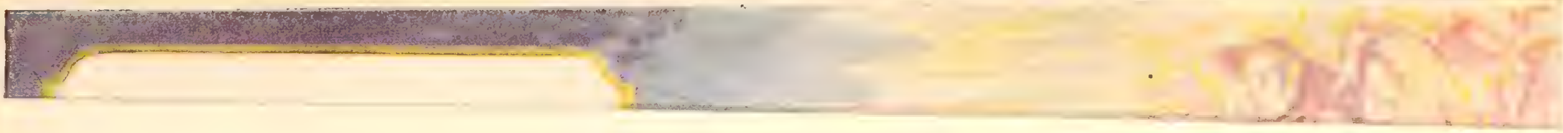


"The Thief of Dreams"

A Paramount Picture

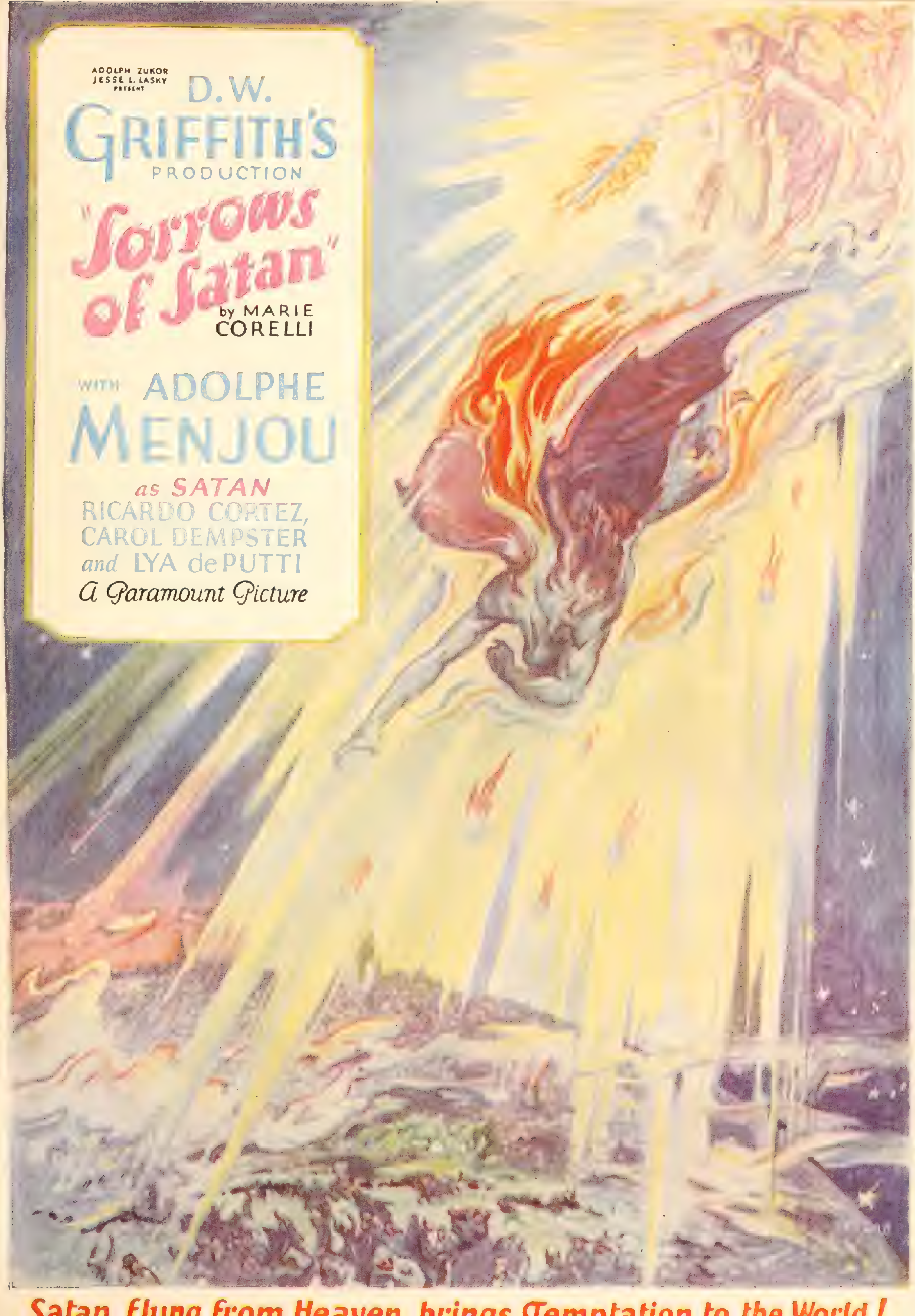
STARRING
EMIL JANNINGS
RICARDO CORTEZ
BETTY BRONSON

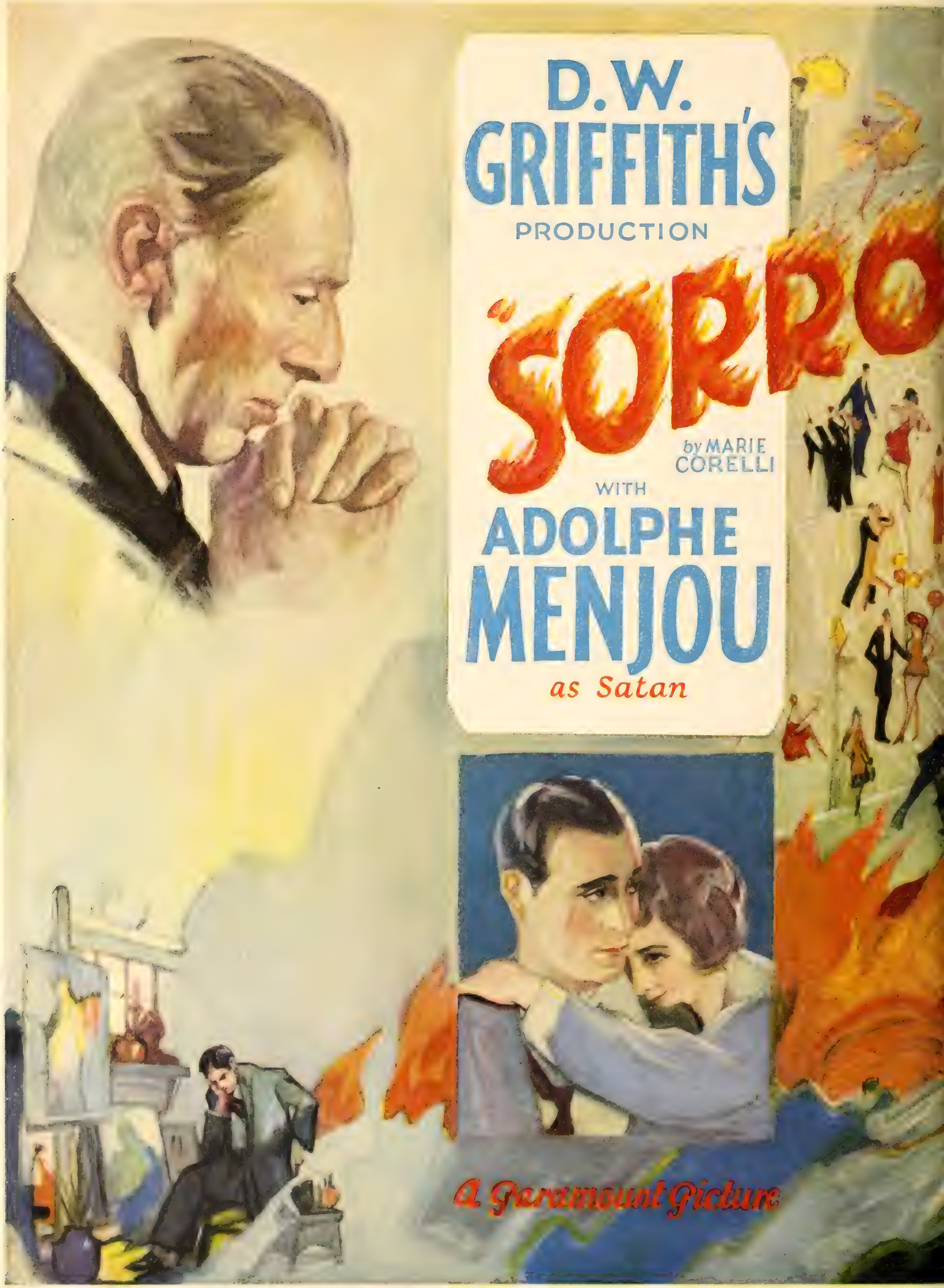
A Paramount Picture
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY



STUPENDOUS!
ROAD CALIBRE

Satan, flung from Heaven, brings Temptation to the World!


ADOLPH ZUKOR
JESSE L. LASKY
PRESENT
D. W. GRIFFITH'S PRODUCTION
"Sorrows of Satan"
by MARIE CORELLI
WITH ADOLPHE MENJOU
as SATAN
RICARDO CORTEZ,
CAROL DEMPSTER
and LYA de PUTTI
A Paramount Picture
Satan, flung from Heaven, brings Temptation to the World!



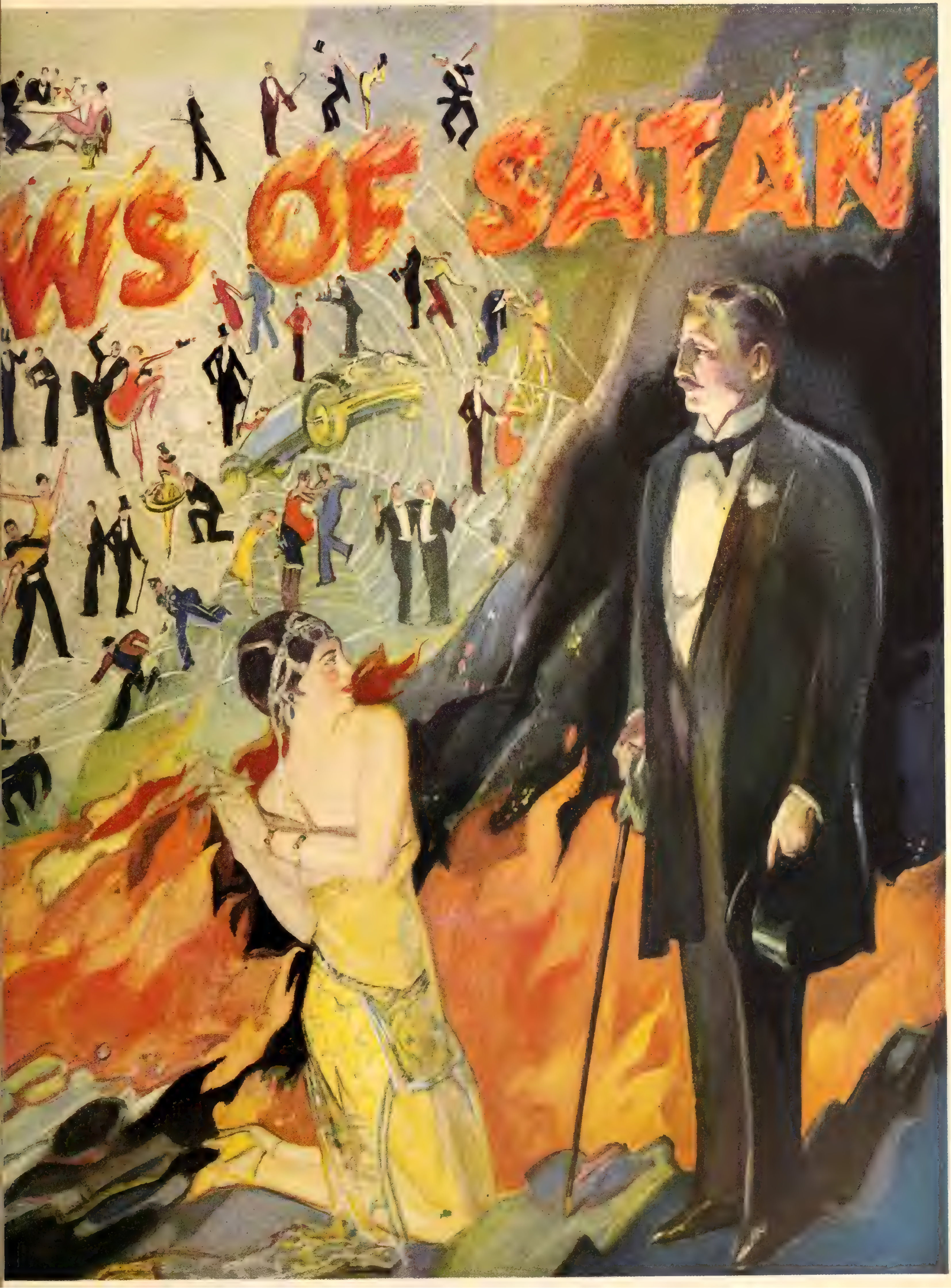
D.W.
GRIFFITH'S
PRODUCTION

"SORRO

by MARIE
CORELLI

WITH
ADOLPHE
MENJOU
as Satan

A Paramount Picture


WS OF SATAN

"SORROWS OF SATAN"

A STRICTLY modern epic drama of love, temptation and regeneration stupendously conceived and produced by D. W. Griffith from Marie Corelli's book that has been read and re-read by millions of people and translated into every language. With this superb all-star cast:

Prince Lucio Rimanez (Satan)	Adolphe Menjou
Geoffrey Tempest	Ricardo Cortez
Mavis Claire	Carol Dempster
Lady Sibyl	Lya de Putti

Adaptation by John Russell
Screen play by Forrest Halsey

STARTING with the mighty spectacle of Satan, (flung from a high rampart of Heaven by the angel host headed by Michael with his flaming sword) hurtling to earth and bringing temptation to the sons and daughters of men, the production will abound in sweeping and startling effects such as only the Griffith of "The Birth of a Nation" and "Intolerance" can produce.

Yet the underlying story of the picture is intensely human, ultra-modern and packed with heart interest. Adolphe Menjou, playing the greatest role of his career, appears, except for the comparatively brief spectacular prologue, as a polished, witty, elegant, wealthy gentleman of today.

The lavish and colorful backgrounds of the story include great English baronnial castles, London's wild Bohemia, the fashionable night clubs of Piccadilly, artists' garrets and the revelry resorts of the rich.

We can give but a faint idea of the golden box office ingredients of this spectacular offering from the world's greatest producer of road show entertainment. The reputation of Mr. Griffith for making this type of picture supremely well, the great box office cast headed by Adolphe Menjou in an ideal part, the magnificent scale on which the picture will be produced, the millions of copies of the book that have been sold — all these elements guarantee absolutely "SORROWS OF SATAN" as one of the outstanding road show attractions of all times!

A Paramount Picture

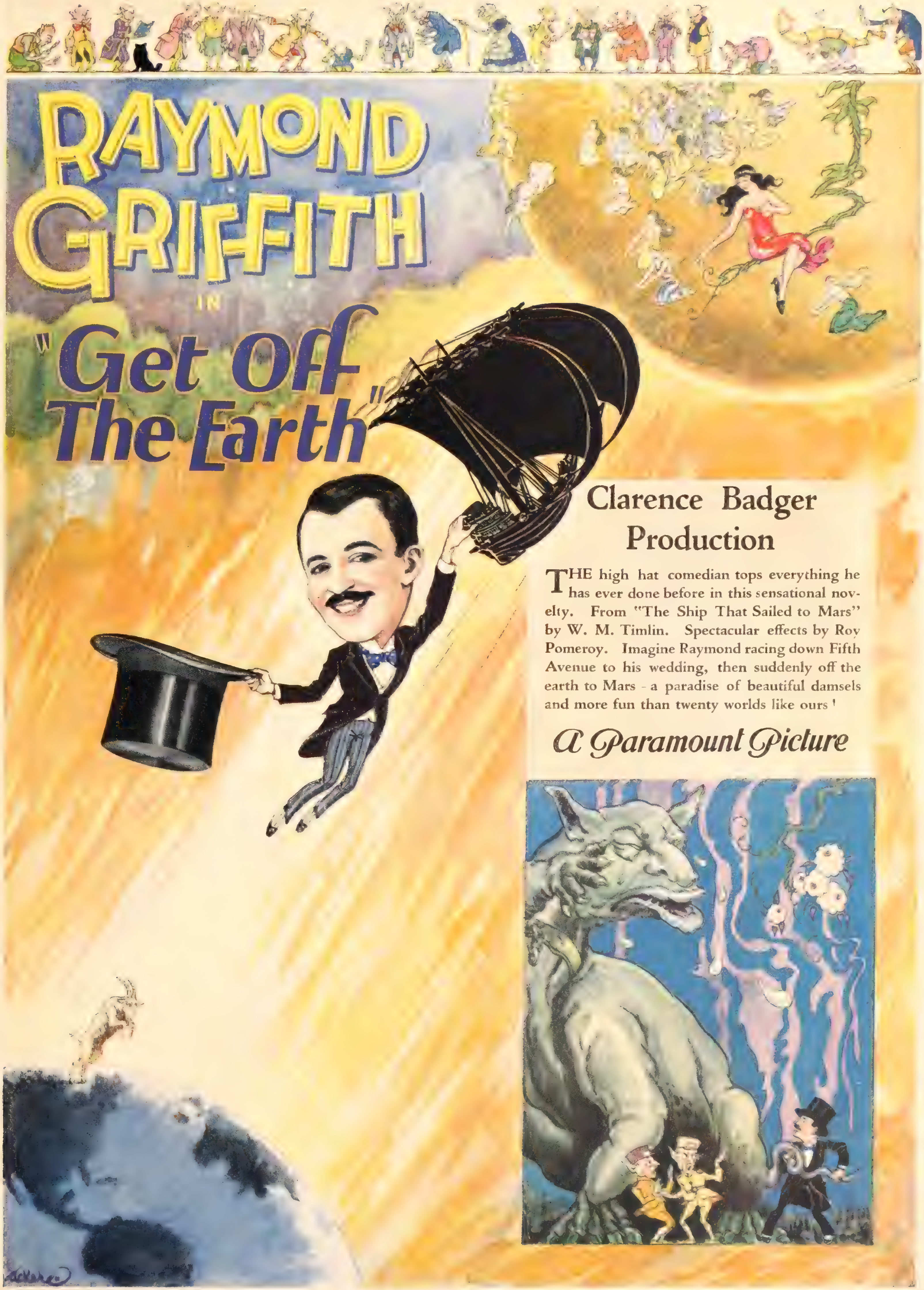
D. W. GRIFFITH

ADOLPHE MENJOU

RICARDO CORTEZ

LYA DE PUTTI

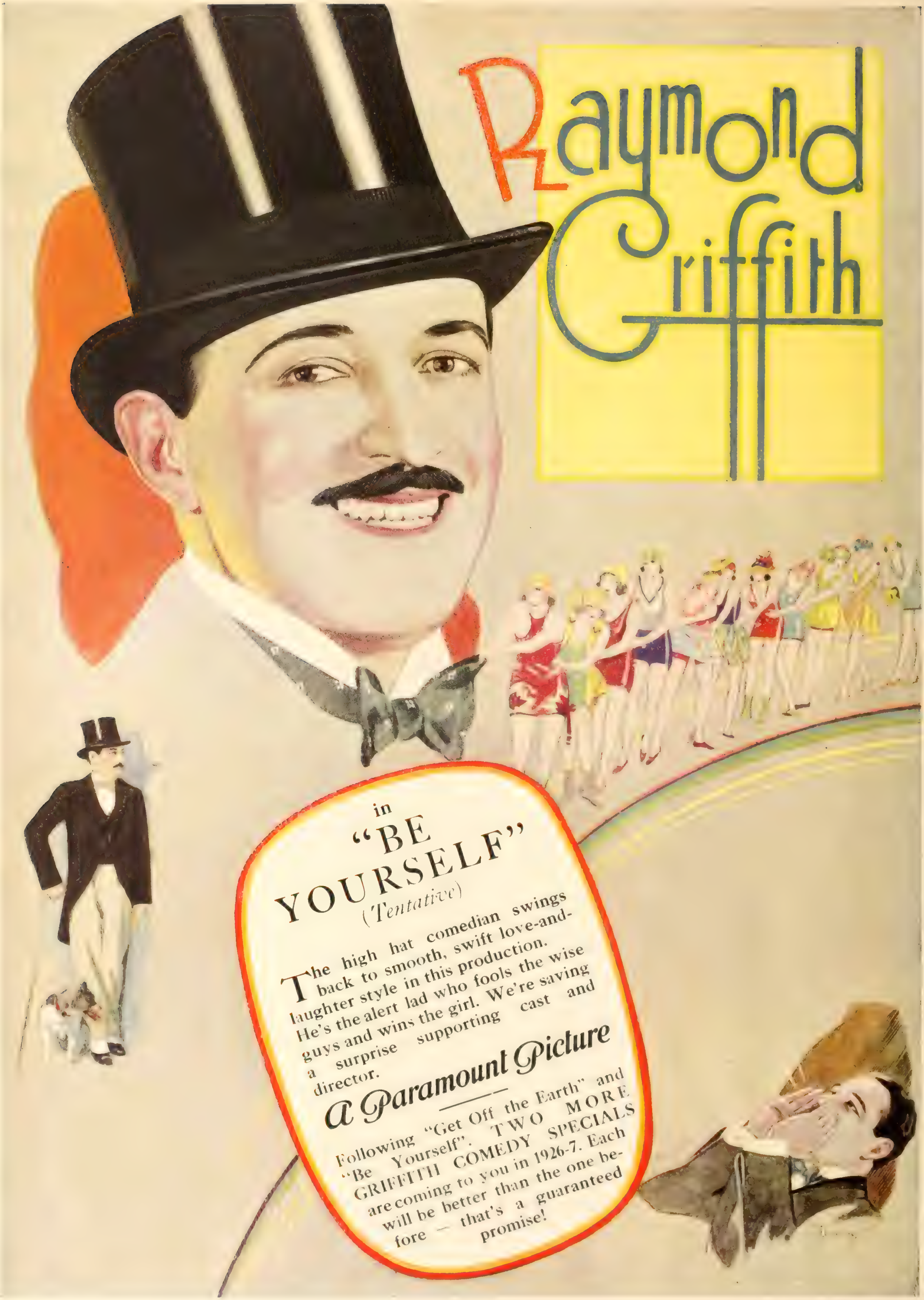
CAROL DEMPSTER



Clarence Badger Production

THE high hat comedian tops everything he has ever done before in this sensational novelty. From "The Ship That Sailed to Mars" by W. M. Timlin. Spectacular effects by Roy Pomeroy. Imagine Raymond racing down Fifth Avenue to his wedding, then suddenly off the earth to Mars - a paradise of beautiful damsels and more fun than twenty worlds like ours!

A Paramount Picture



Raymond Griffith

in

"BE YOURSELF"

(*Tentative*)

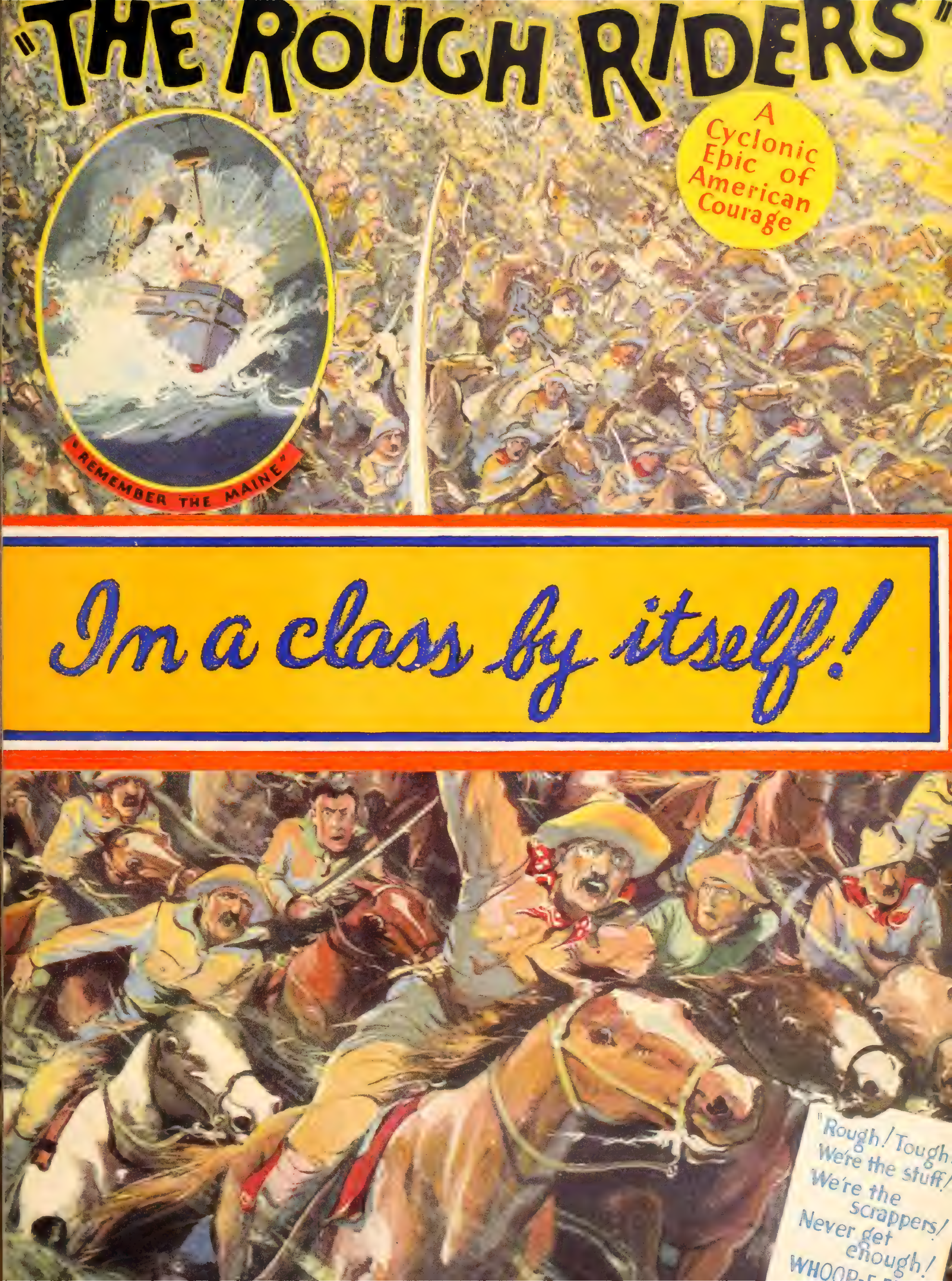
The high hat comedian swings back to smooth, swift love-and-laughter style in this production. He's the alert lad who fools the wise guys and wins the girl. We're saving a surprise supporting cast and director.

A Paramount Picture

Following "Get Off the Earth" and "Be Yourself", TWO MORE GRIFFITH COMEDY SPECIALS are coming to you in 1926-7. Each will be better than the one before — that's a guaranteed promise!

"THE ROUGH RIDERS"

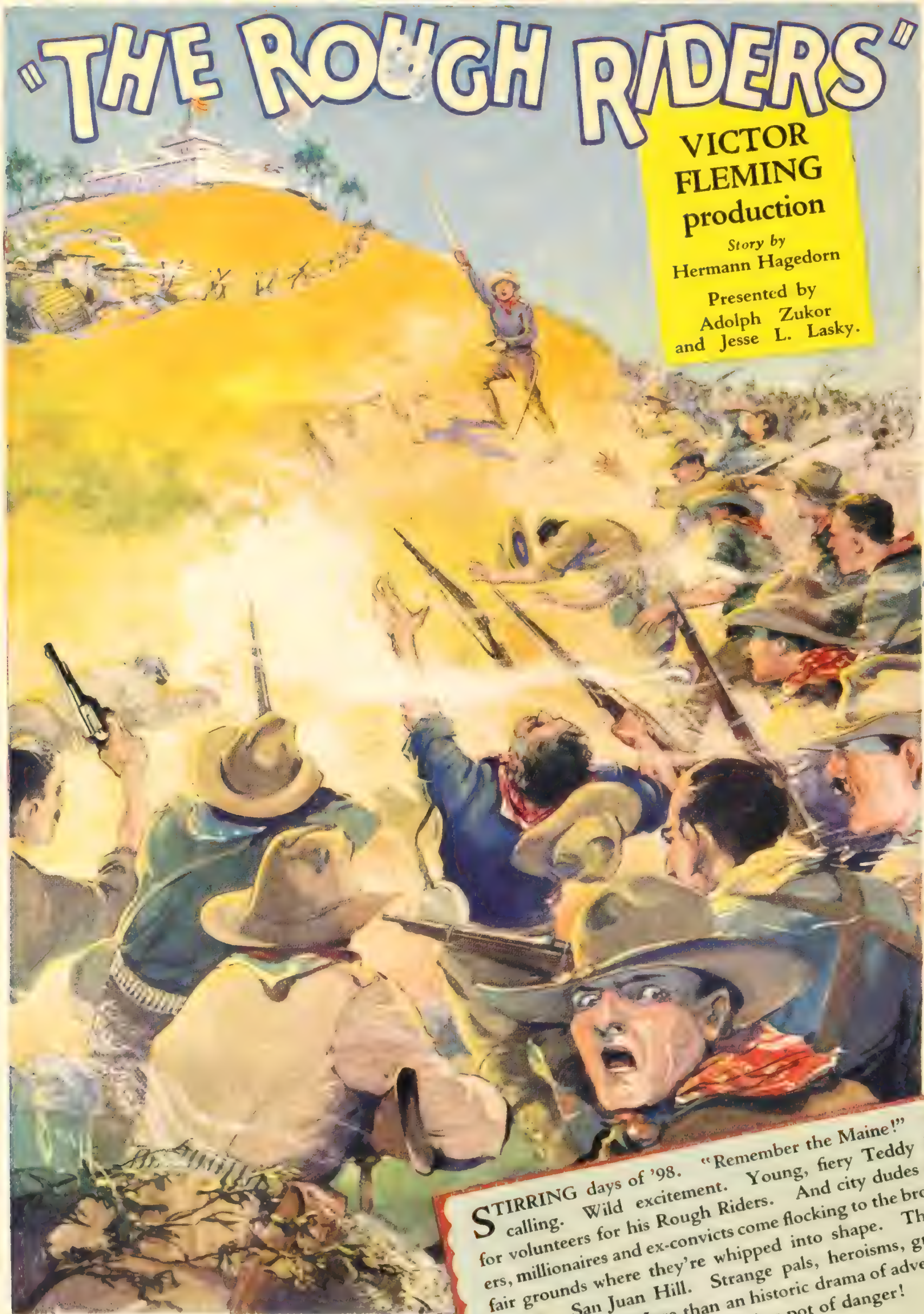
A Cyclonic Epic of American Courage


"REMEMBER THE MAINE"

In a class by itself!

"Rough! Tough
We're the stuff!
We're the
scrappers!
Never get
enough!
WHOOP-

"There'll be a hot time in the old town tonight!"



"THE ROUGH RIDERS"

VICTOR
FLEMING
production

Story by
Hermann Hagedorn

Presented by
Adolph Zukor
and Jesse L. Lasky.

Twist his tail,
you pink lily!"

"Good bye,
Dolly Gray"

Greeting the
Rough Riders

STIRRING days of '98. "Remember the Maine!" Pillaged Cuba calling. Wild excitement. Young, fiery Teddy Roosevelt calls for volunteers for his Rough Riders. And city dudes and cowpunchers, millionaires and ex-convicts come flocking to the broad San Antonio fair grounds where they're whipped into shape. Then Cuba. Skirmishes. San Juan Hill. Strange pals, heroisms, grit, fun and daredevil courage! More than an historic drama of adventure—an epic of men made brothers in the melting pot of danger!

A Paramount Picture

Off for Cuba! No transports
so they seized the ships!

The lovely orchid Lady of the Screen

FLORENCE VIDOR

in

"LOVE—THE MAGICIAN"

From "The Great Illusion" by
Ernest Vajda

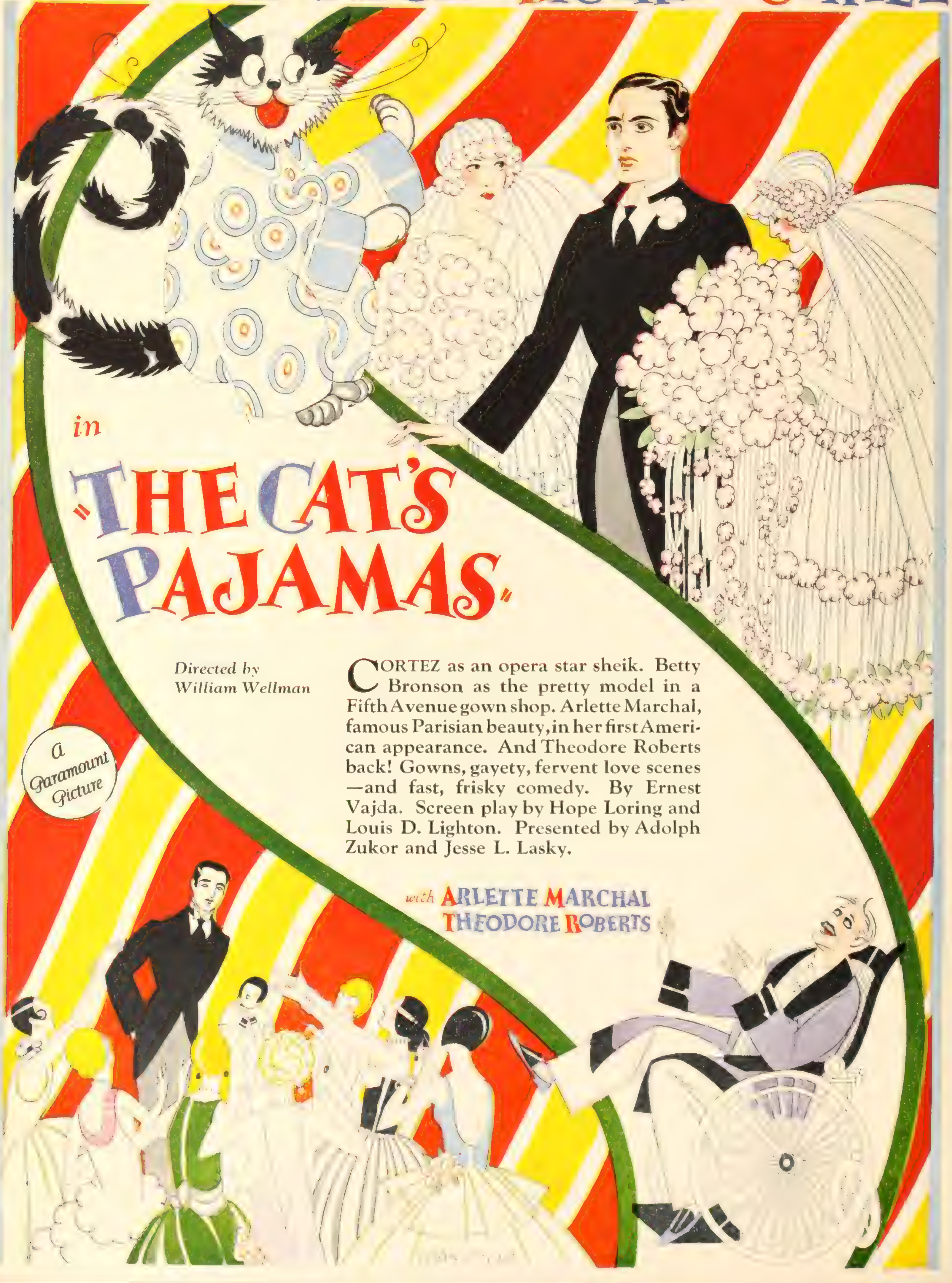
Directed by William Wellman

MISS Vidor reveals new charms in her first starring picture, in which she learns that women cannot toy with the magic of love.

A Paramount Picture

ANOTHER VIDOR
PICTURE TO COME

BETTY BRONSON · RICARDO CORTEZ



in

"THE CAT'S PAJAMAS"

Directed by
William Wellman

CORTEZ as an opera star sheik. Betty Bronson as the pretty model in a Fifth Avenue gown shop. Arlette Marchal, famous Parisian beauty, in her first American appearance. And Theodore Roberts back! Gowns, gayety, fervent love scenes—and fast, frisky comedy. By Ernest Vajda. Screen play by Hope Loring and Louis D. Lighton. Presented by Adolph Zukor and Jesse L. Lasky.

with ARLETTE MARCHAL
THEODORE ROBERTS

A Paramount Picture

RICHARD DIX

If you want to know who's the fastest stepping comedy-drama male star on the screen today—check your box office reports, ask exhibitors, ask the public, glance at the letters from readers in the fan magazines, and there's only one answer: RICHARD DIX! Now come the Greater Dix Star Specials!

"The Quarterback"

AMERICANS pay Red Grange ten times as much as we do President Coolidge. Richard Dix in "The Quarterback" will show you why!

The true inside story of American colleges—sports, fun, fraternities, dances, co-eds—will be revealed. Dix plays the son of poor parents who through grit and athletic powers becomes king of the campus. On the eve of the big football game, he is accused of professionalism.

A Paramount Picture

Story by Wells Root

Presented by Adolph Zukor
and Jesse L. Lasky

Adolph Zukor and Jesse L. Lasky present

RICHARD DIX

IN

"Paradise for Two"

(*tentative*)

RICHARD in a rip-roaring comedy-romance about a handsome, husky young lad who glimpses a charming but unknown girl, falls in love at first sight and then braves a host of breathtaking and hilarious adventures in order to be alone with her. At last in a lovers' paradise—*but wait till you see the picture!*

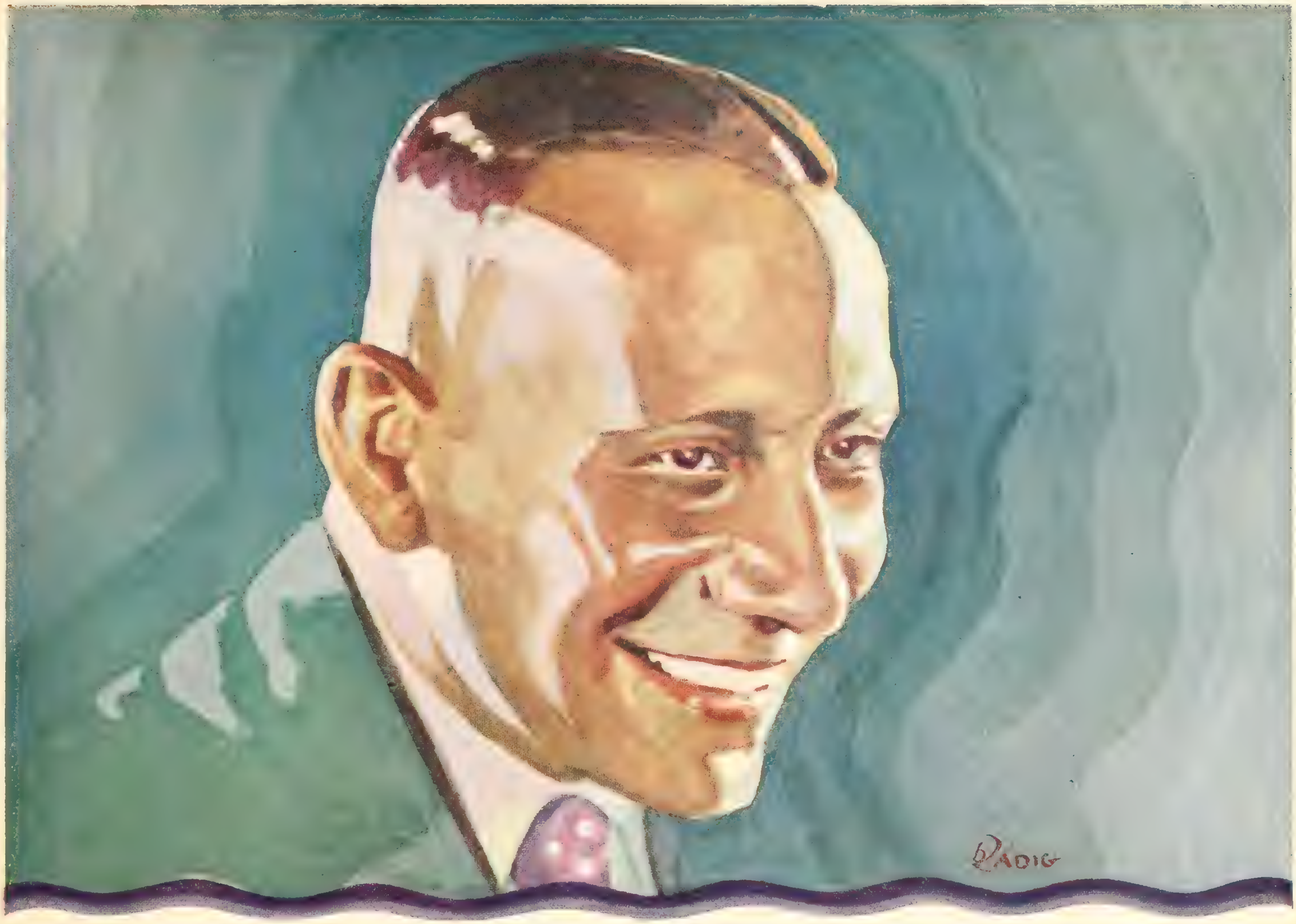
A Paramount Picture

FOLLOWING "The Quarterback" and "Paradise for Two", Richard Dix will be starred in TWO OTHER BIG COMEDY-DRAMA STAR SPECIALS during the 1926-7 Season.

I promise you my best

Richard Dix

IT
WILL
RING
'ROUND
THE
WORLD



ERICH von STROHEIM

Now A Paramount Producer

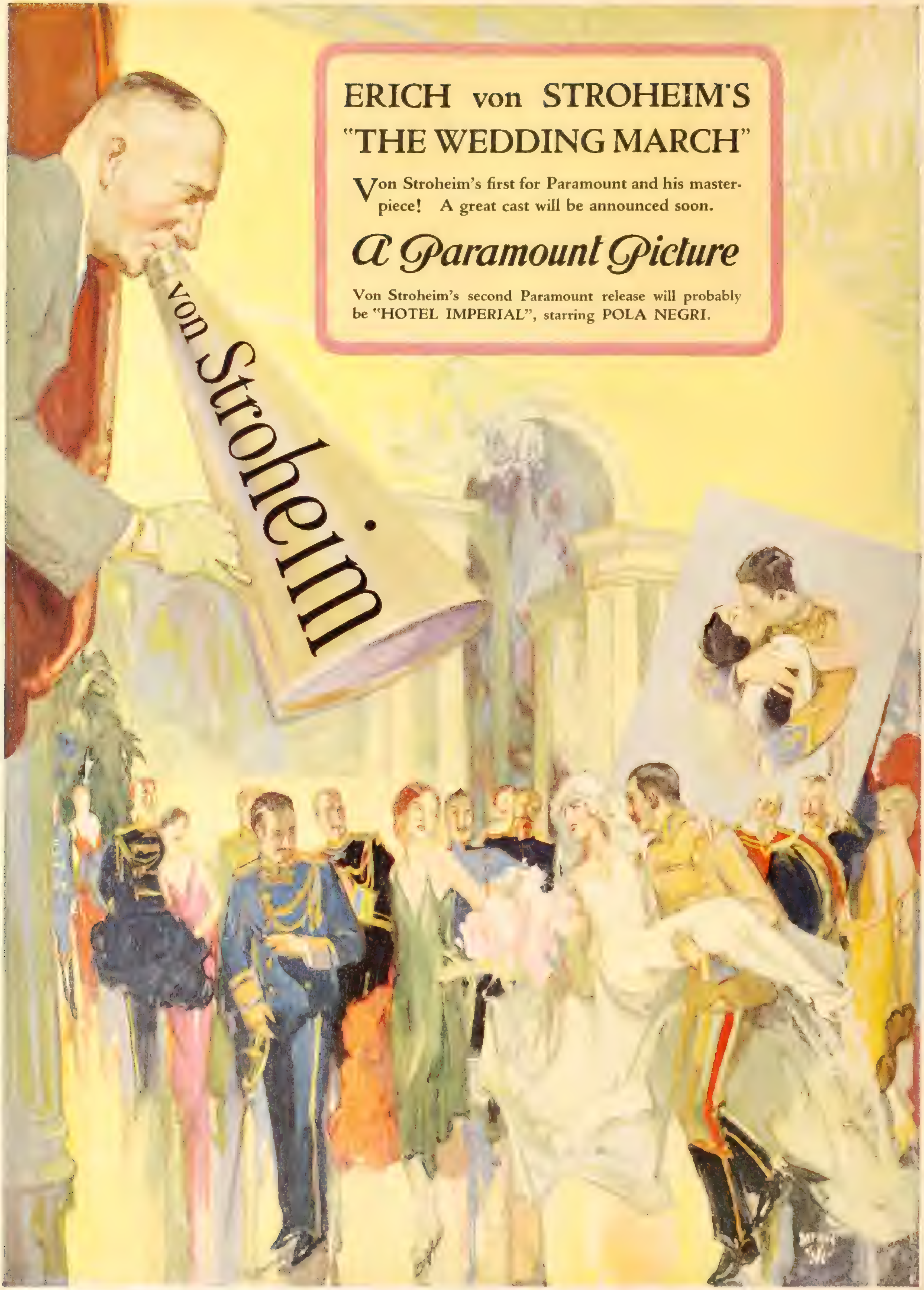
PARAMOUNT is proud to announce a distributing alliance with one of the real producing geniuses of the screen—Erich von Stroheim.

It has been truthfully said of von Stroheim that he "possesses that which a few poets, a few painters, and a few musicians—most of them dead—have possessed,—the divine spark, the flaming core of supreme genius."

Just as Shakespeare was the master box-office producer of his day—von Stroheim makes masterpieces that make money!

VON STROHEIM'S first Paramount release is "THE WEDDING MARCH." It is the picture he has always longed to make. His own story—and he will both direct it and star in it.

It is a riotous, color-splashed romance of Vienna, of the parade grounds and the dueling fields, the music halls, boudoirs and boulevards. The love story of a prince and a beautiful nobody in the midst of the gayest, most charming and most heart-breaking aristocracy in the history of the world.



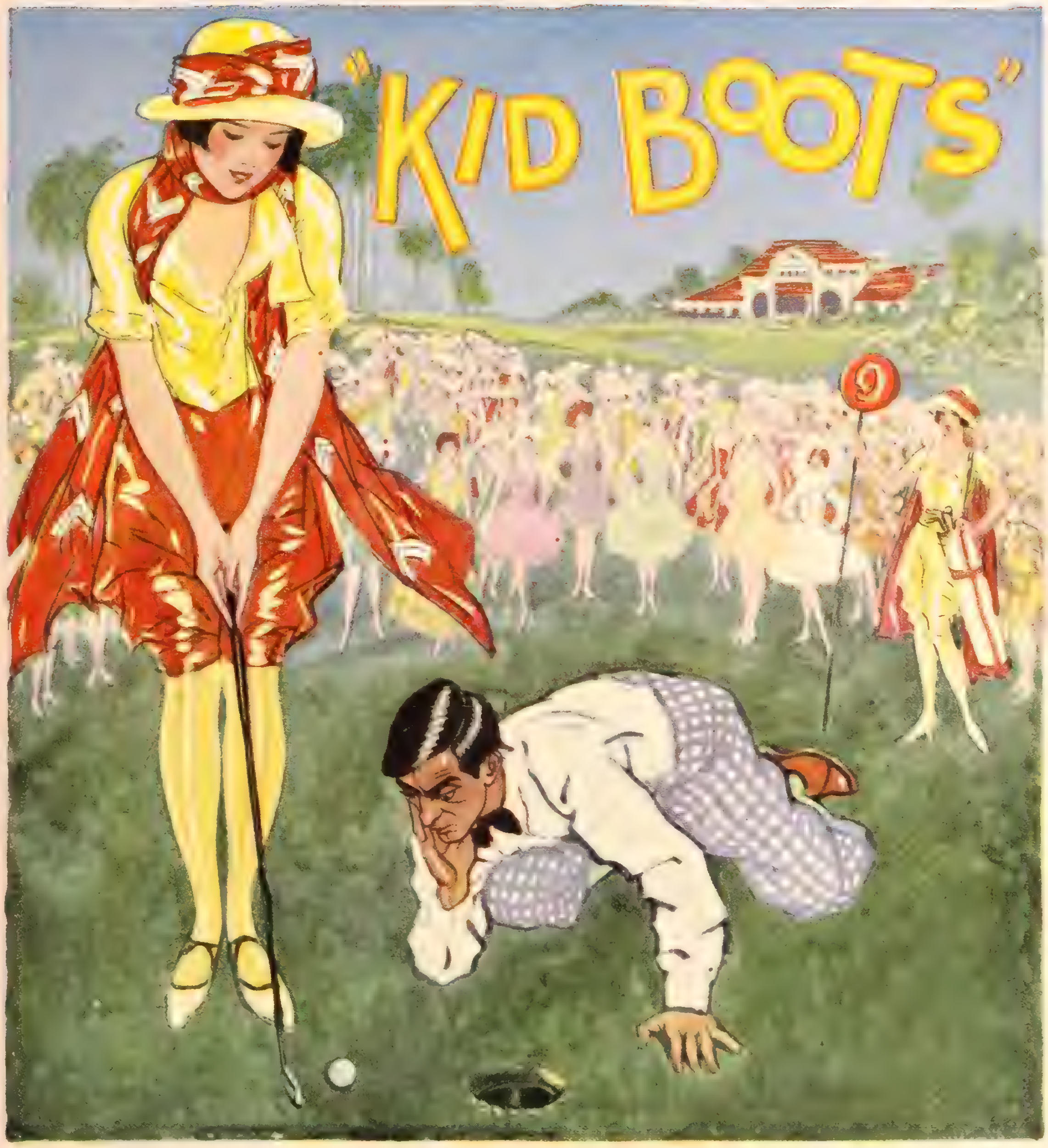
ERICH von STROHEIM'S
"THE WEDDING MARCH"

Von Stroheim's first for Paramount and his masterpiece! A great cast will be announced soon.

A Paramount Picture

Von Stroheim's second Paramount release will probably be "HOTEL IMPERIAL", starring POLA NEGRI.

FLORENZ ZIEGFELD'S



Starring EDDIE CANTOR

An Edward Sutherland Production

ZIEGFELD girls! Ziegfeld magnificence of gowns and settings! Ziegfeld personally supervising a de luxe picturization of his greatest musical comedy success, "Kid Boots"! The show that captured Broadway, Chicago and every big city in America! With Eddie Cantor, star of the stage play, bringing his talents and popularity to the screen. Directed by Edward Sutherland, who made "Behind the Front".

Story by William Anthony McGuire. Music by Tierney and McCarthy, composers of "Irene".

A Paramount Picture

*Cantor—the
Cyclone of
Comedy!*

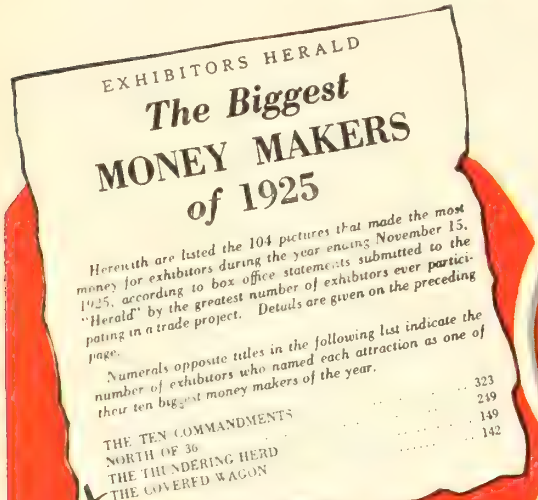
*Bevies of
Ziegfeld
Beauties!*

*Sweet ones!
Neat ones!*

*Girls!
Golf!
Gayety!*

*Oceans of
lovely
love
Pirates!*

NOW THIS CLASSIC OF ALL TIMES IS AVAILABLE AGAIN!



EXHIBITORS HERALD

The Biggest MONEY MAKERS of 1925

Herewith are listed the 104 pictures that made the most money for exhibitors during the year ending November 15, 1925, according to box office statements submitted to the "Herald" by the greatest number of exhibitors ever participating in a trade project. Details are given on the preceding page.

Numerals opposite titles in the following list indicate the number of exhibitors who named each attraction as one of their ten biggest money makers of the year.

THE TEN COMMANDMENTS	323
NORTH OF 36	249
THE THUNDERING HERD	149
✓ THE COVERED WAGON	142

"THE COVERED WAGON"

Adolph Zukor and Jesse L. Lasky

present

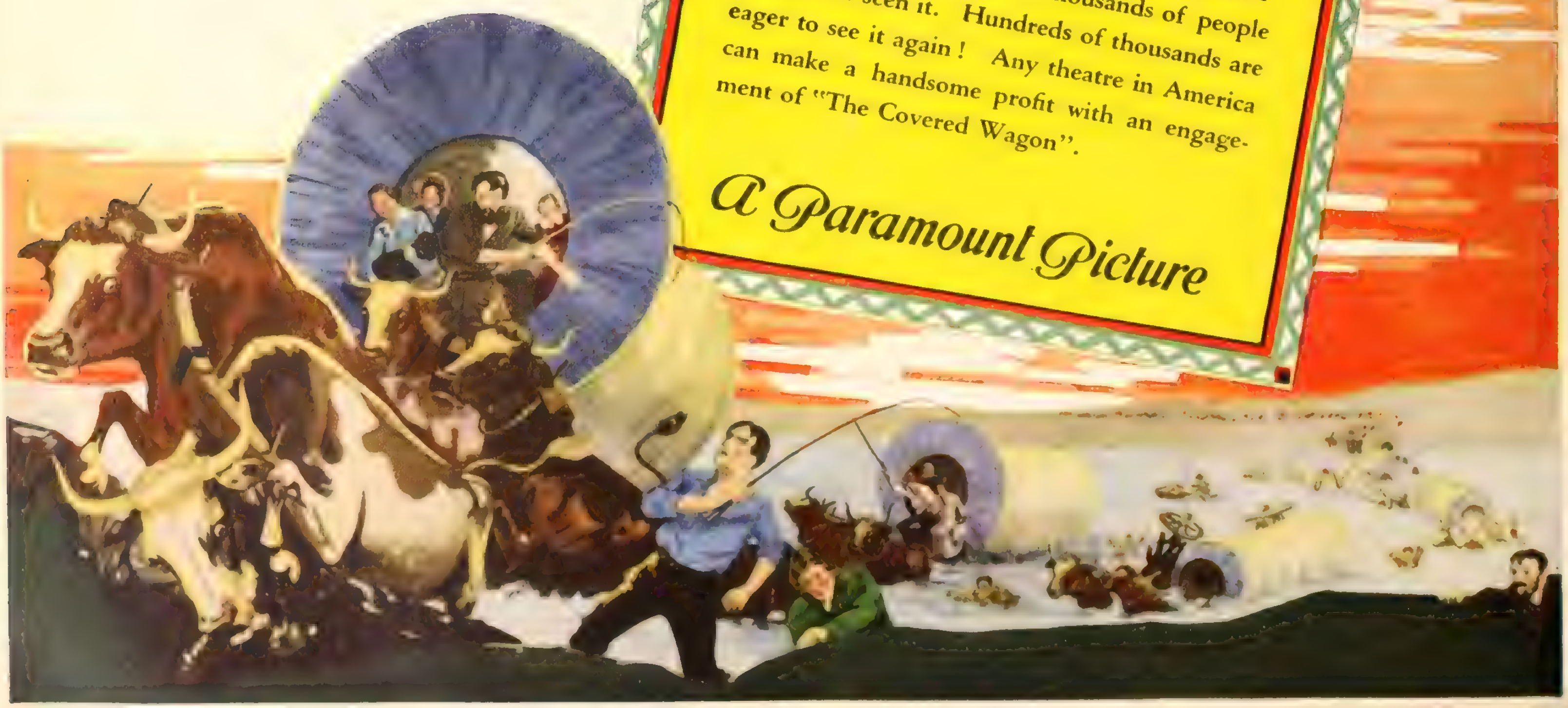
James Cruze's

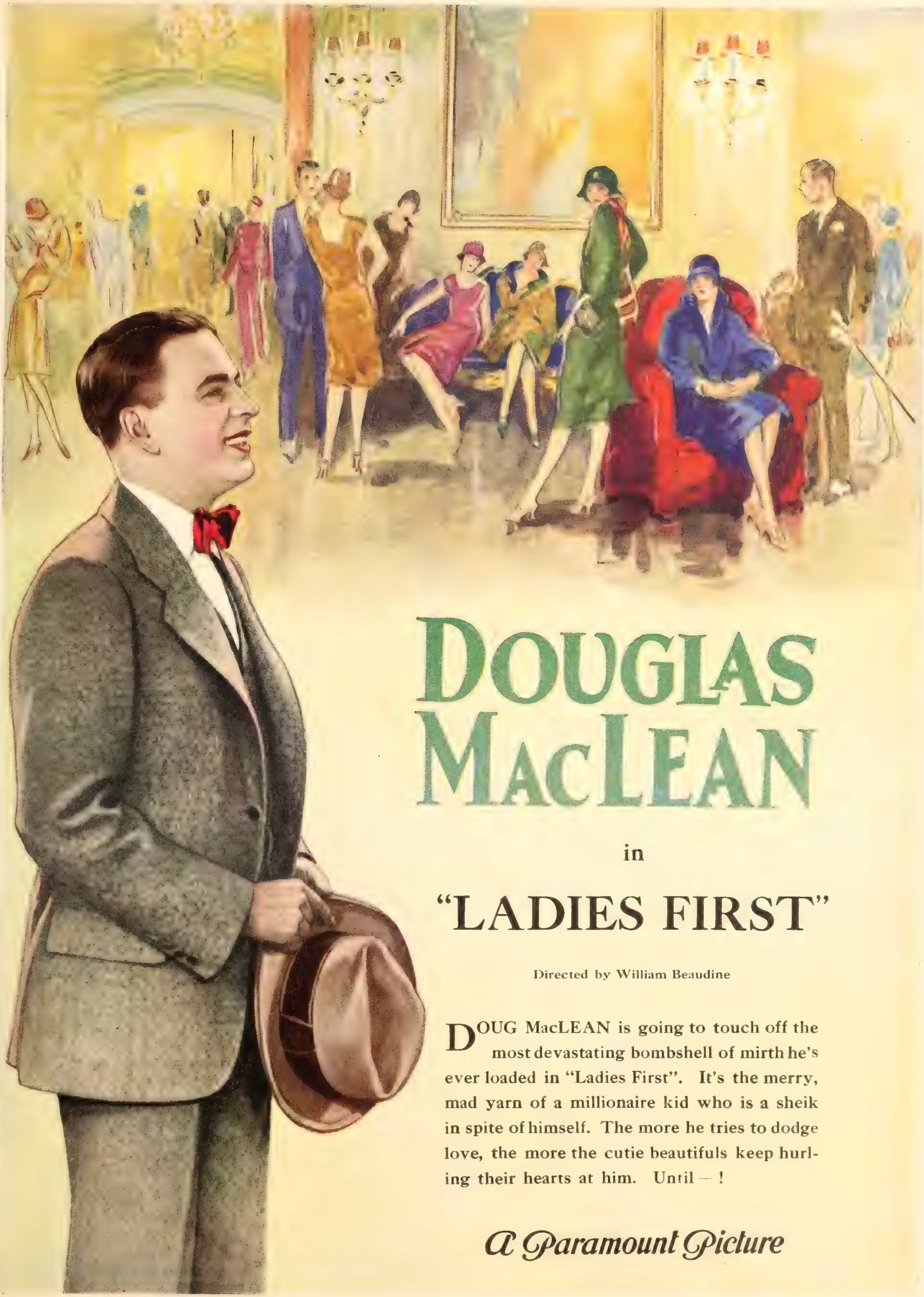
IMMORTAL PRODUCTION

From the novel by Emerson Hough
Screen Play by Jack Cunningham

FOR the past nine months "The Covered Wagon" has been withdrawn from circulation. Now Paramount makes this classic available to exhibitors again. Thousands of people have never seen it. Hundreds of thousands are eager to see it again! Any theatre in America can make a handsome profit with an engagement of "The Covered Wagon".

A Paramount Picture





DOUGLAS MacLEAN

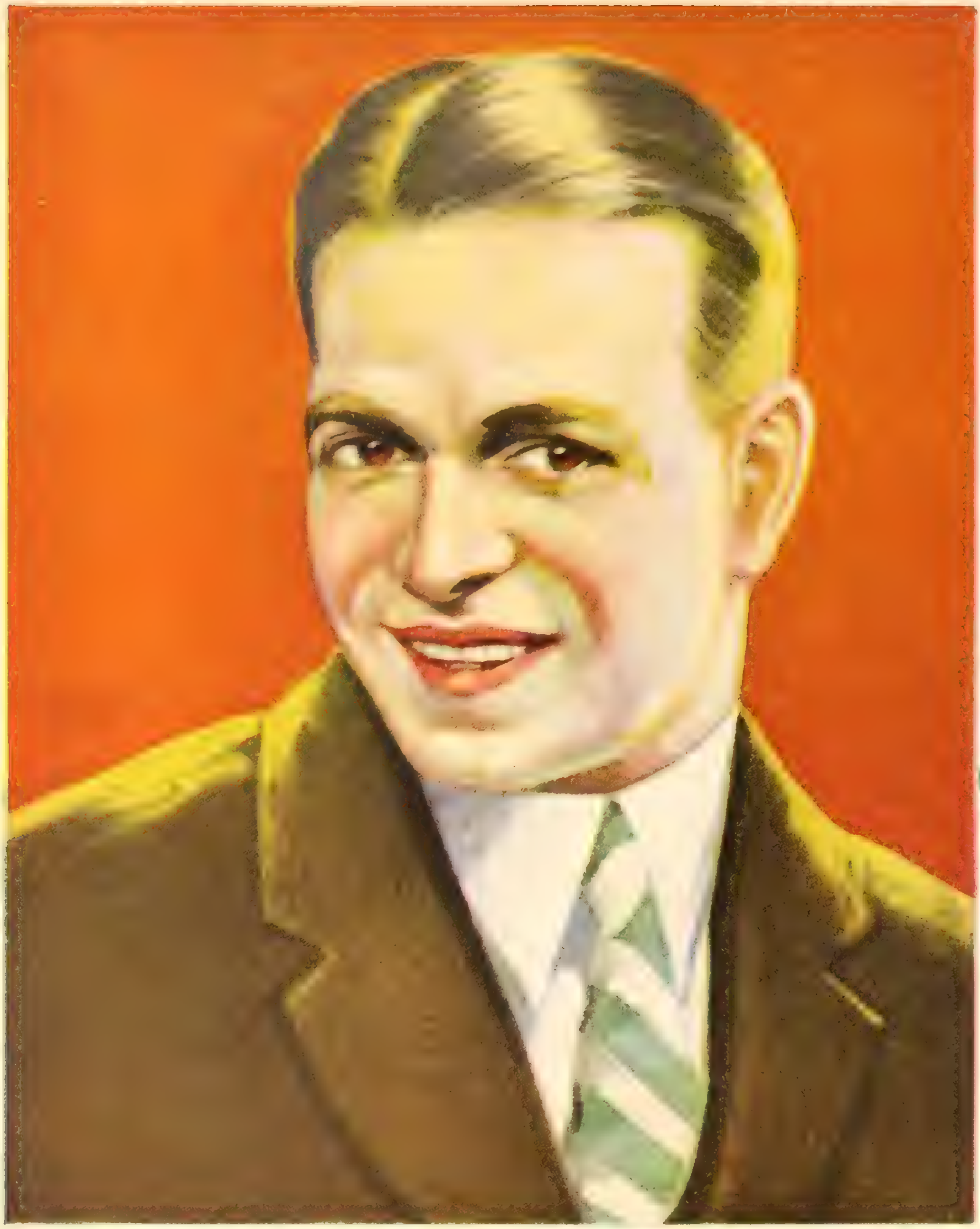
in

"LADIES FIRST"

Directed by William Beaudine

DOUG MacLEAN is going to touch off the most devastating bombshell of mirth he's ever loaded in "Ladies First". It's the merry, mad yarn of a millionaire kid who is a sheik in spite of himself. The more he tries to dodge love, the more the cutie beautifuls keep hurling their hearts at him. Until — !

A Paramount Picture



DOUGLAS MACLEAN

in

"LET IT RAIN"

(tentative title)

DOUG will roll the clouds away and the crowds your way when he comes to you in this merry mix-up that asks why a pretty girl is like an umbrella. Answer: Because the minute you leave her, some guy comes along and tries to steal her! It's one of 1927's leading comedy bets!

It's Laughing Lightning!

A Paramount Picture

W.C. FIELDS

in

"SO'S YOUR OLD MAN!"

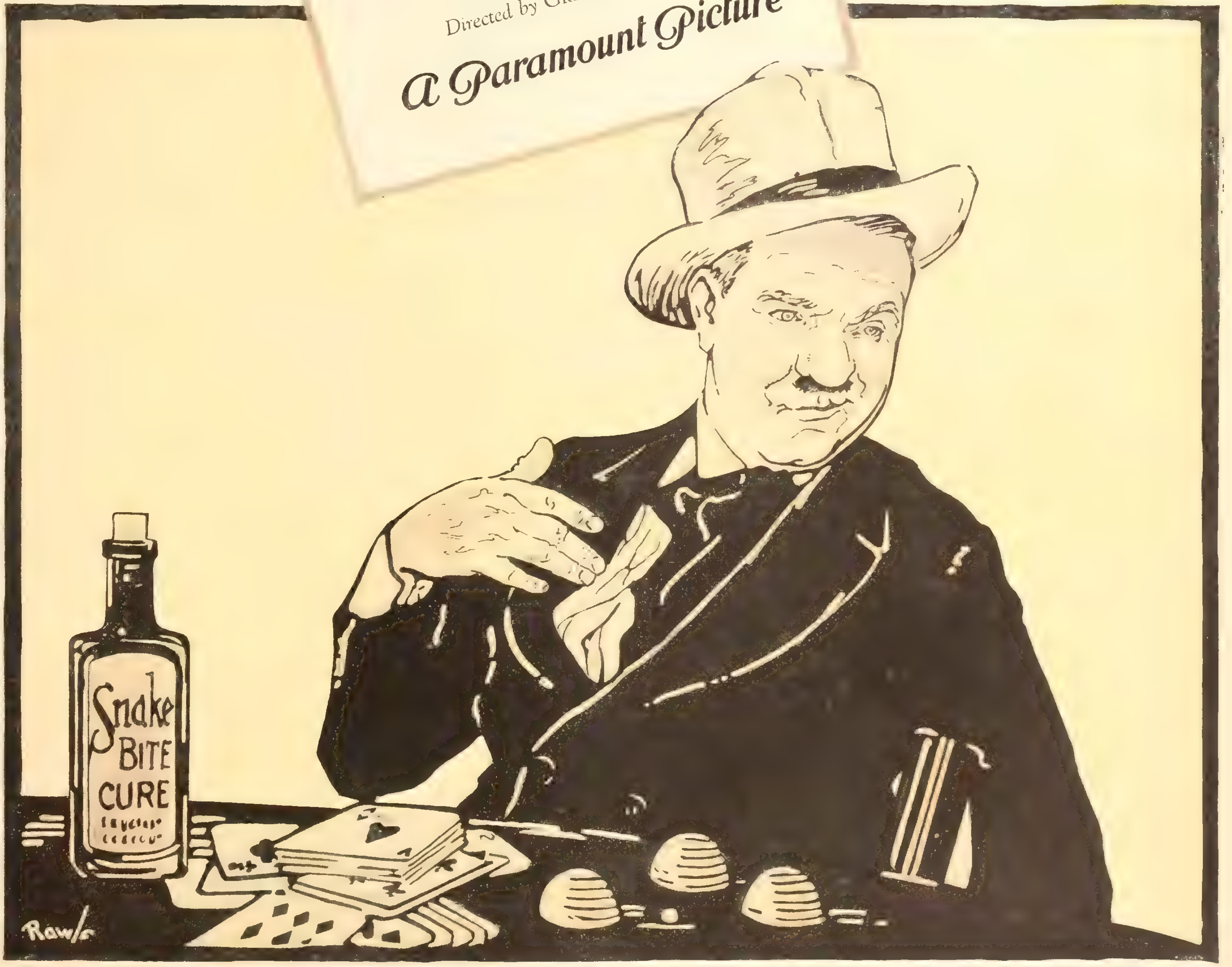
THE public raved over W. C. Fields in "Sally of the Sawdust," "That Royle Girl" and "It's the Old Army Game."

In "So's Your Old Man!" and what a comedy title!—his rare pantomimic talents touch the highest peaks they've reached so far. This big comedy special is based upon the rollicking tale that appeared first in the Red Book Magazine under the title of "Mr. Bisbee's Princess," was printed as a short novel and then won the O. Henry Prize for the Greatest American Story of 1925.

Story by JULIAN STREET

Directed by GREGORY LACAVA

A Paramount Picture



W. C. FIELDS

in

a special comedy production based upon the funniest screen story in years —

"THE WILD MAN OF BORNEO"

By Herman Mankewicz

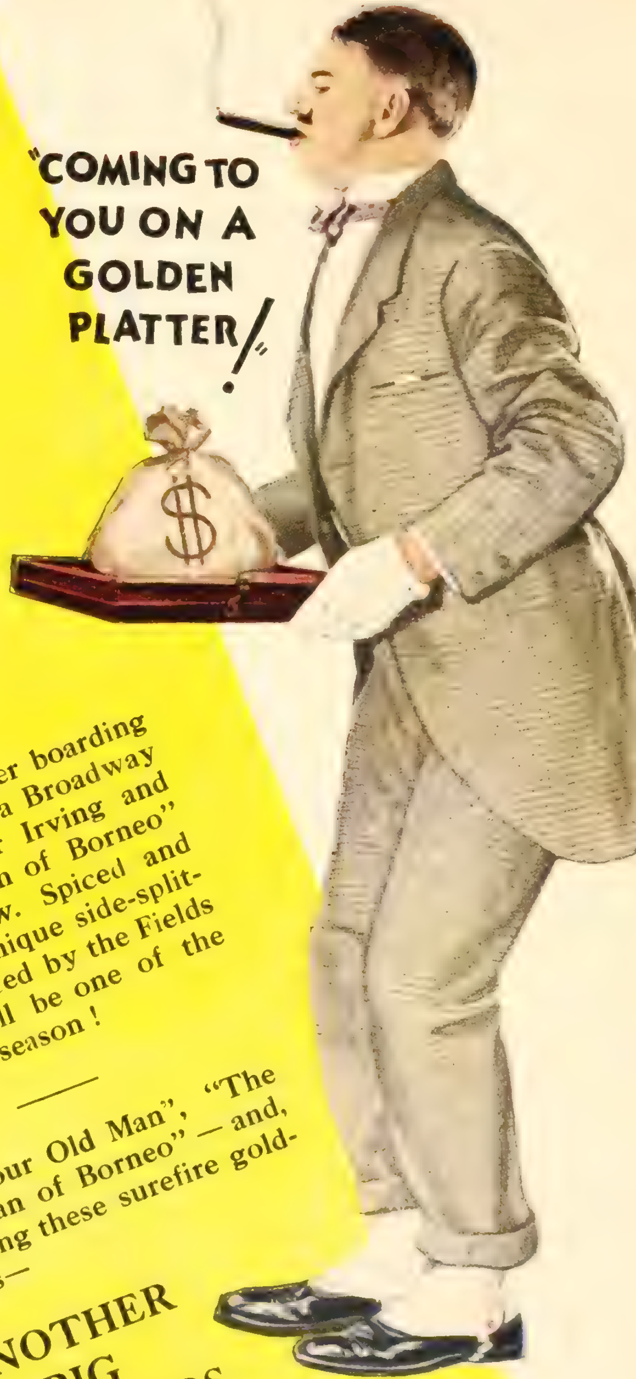
THE rollicking tale of a dapper boarding house Romeo who posed as a Broadway stage star greater than Booth or Irving and who was really the "Wild Man of Borneo" in a cheap Bowery side show. Spiced and jazzed up with Fields' own unique side-splitting gags and lavishly produced by the Fields special comedy unit, this will be one of the irresistible offerings of the season!

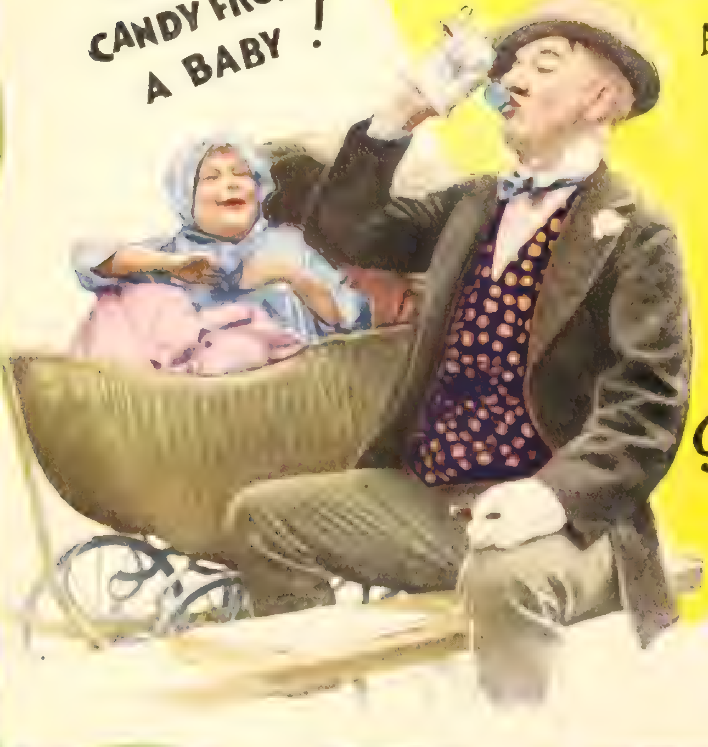
"So's Your Old Man", "The Wild Man of Borneo" — and, following these surefire gold-getters—

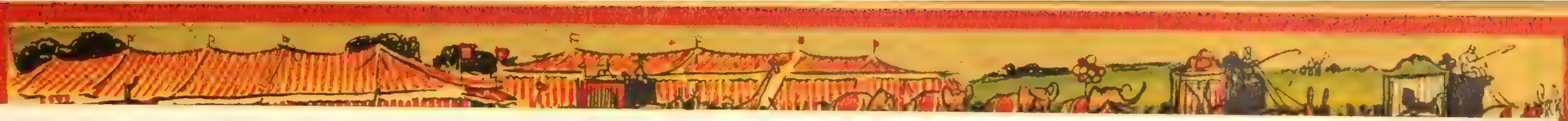
ANOTHER BIG W. C. FIELDS SPECIAL

is coming in Paramount's Birthday Group of 75 all-big pictures

Paramount Pictures


"COMING TO YOU ON A GOLDEN PLATTER!


SELLING FIELDS TO THE PUBLIC IS LIKE TAKING CANDY FROM A BABY!



IT'S COMING!
IT'S COMING!
IT'S COMING!

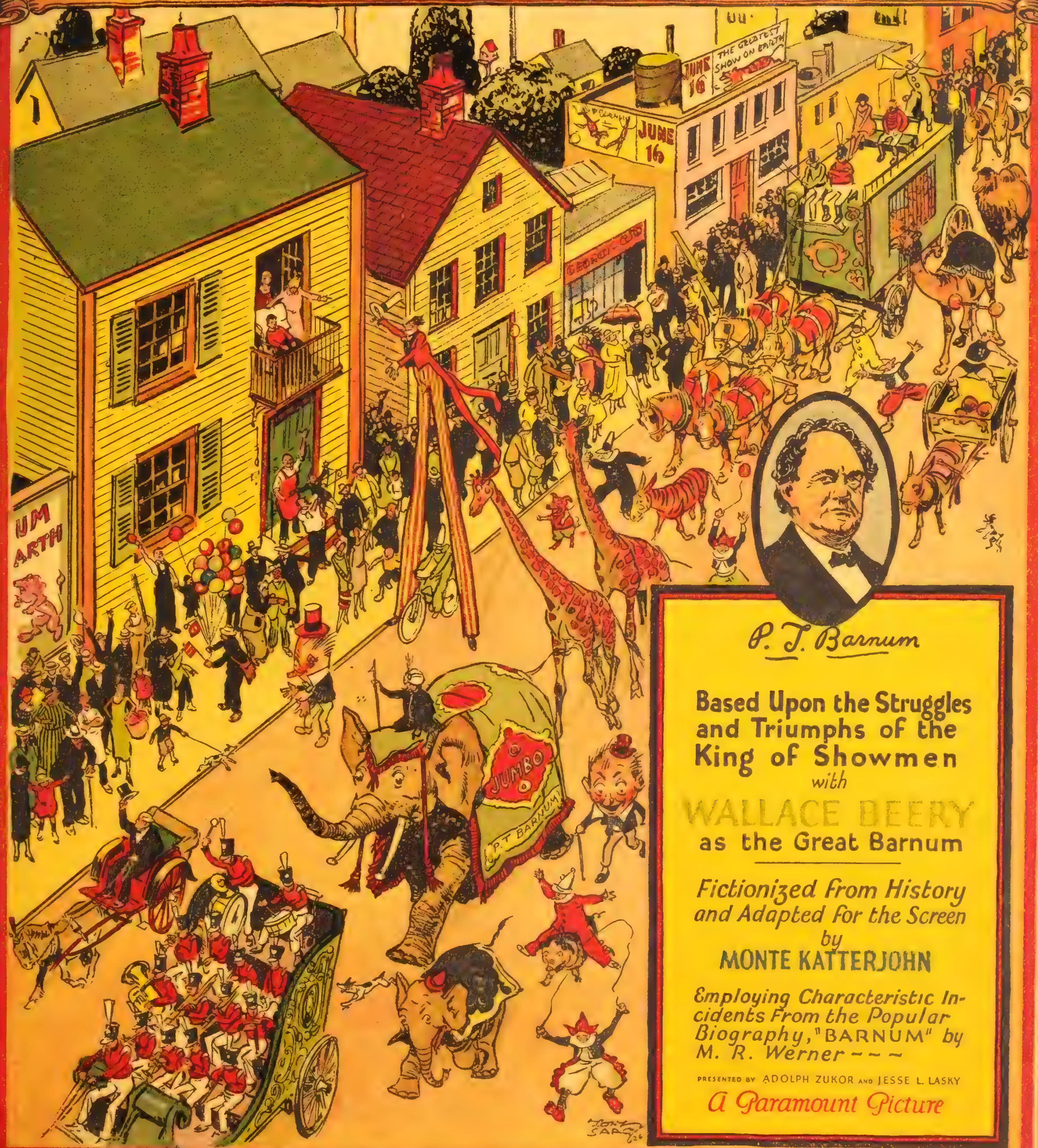
"I predict that "THE GREATEST SHOW ON EARTH" will become the outstanding motion picture attraction of all time"

Jesse L. Lasky

ROAD SHOW!
ROAD SHOW!
ROAD SHOW!

"THE GREATEST SHOW ON EARTH"

An Epochal Romance of American Life


THE GREATEST SHOW ON EARTH
JUNE 16
JUNE 16
UM
ARTH
JUMBO
P. T. BARNUM
TONY SARG 26

P. T. Barnum

Based Upon the Struggles and Triumphs of the King of Showmen

with

WALLACE BEERY

as the Great Barnum

Fictionized from History and Adapted for the Screen

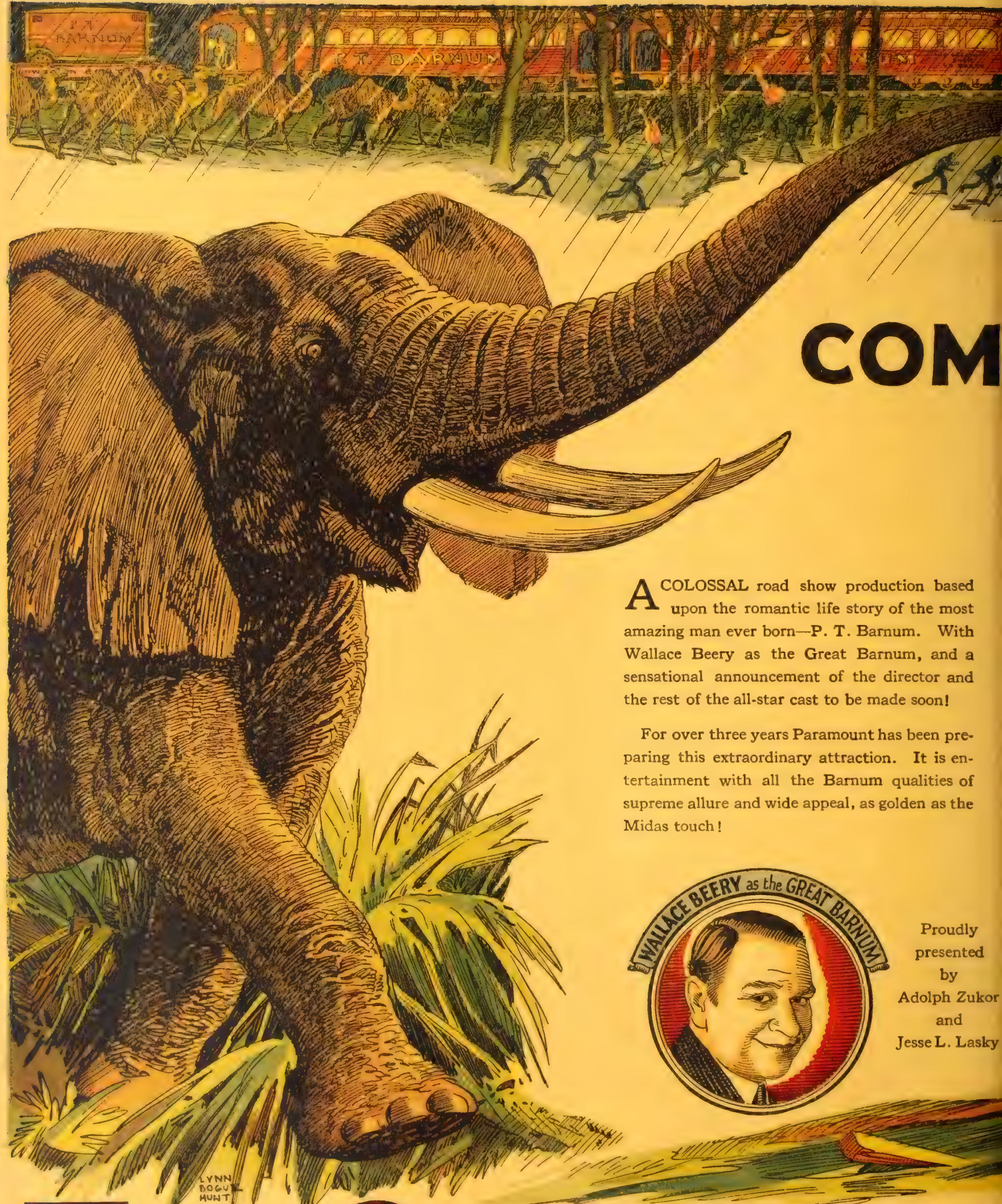
by

MONTE KATTERJOHN

Employing Characteristic Incidents From the Popular Biography, "BARNUM" by M. R. Werner---

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

A Paramount Picture


P. T. BARNUM
P. T. BARNUM
LYNN BOGUE HUNT
WALLACE BEERY as the GREAT BARNUM

COM

A COLOSSAL road show production based upon the romantic life story of the most amazing man ever born—P. T. Barnum. With Wallace Beery as the Great Barnum, and a sensational announcement of the director and the rest of the all-star cast to be made soon!

For over three years Paramount has been preparing this extraordinary attraction. It is entertainment with all the Barnum qualities of supreme allure and wide appeal, as golden as the Midas touch!

Proudly
presented
by
Adolph Zukor
and
Jesse L. Lasky

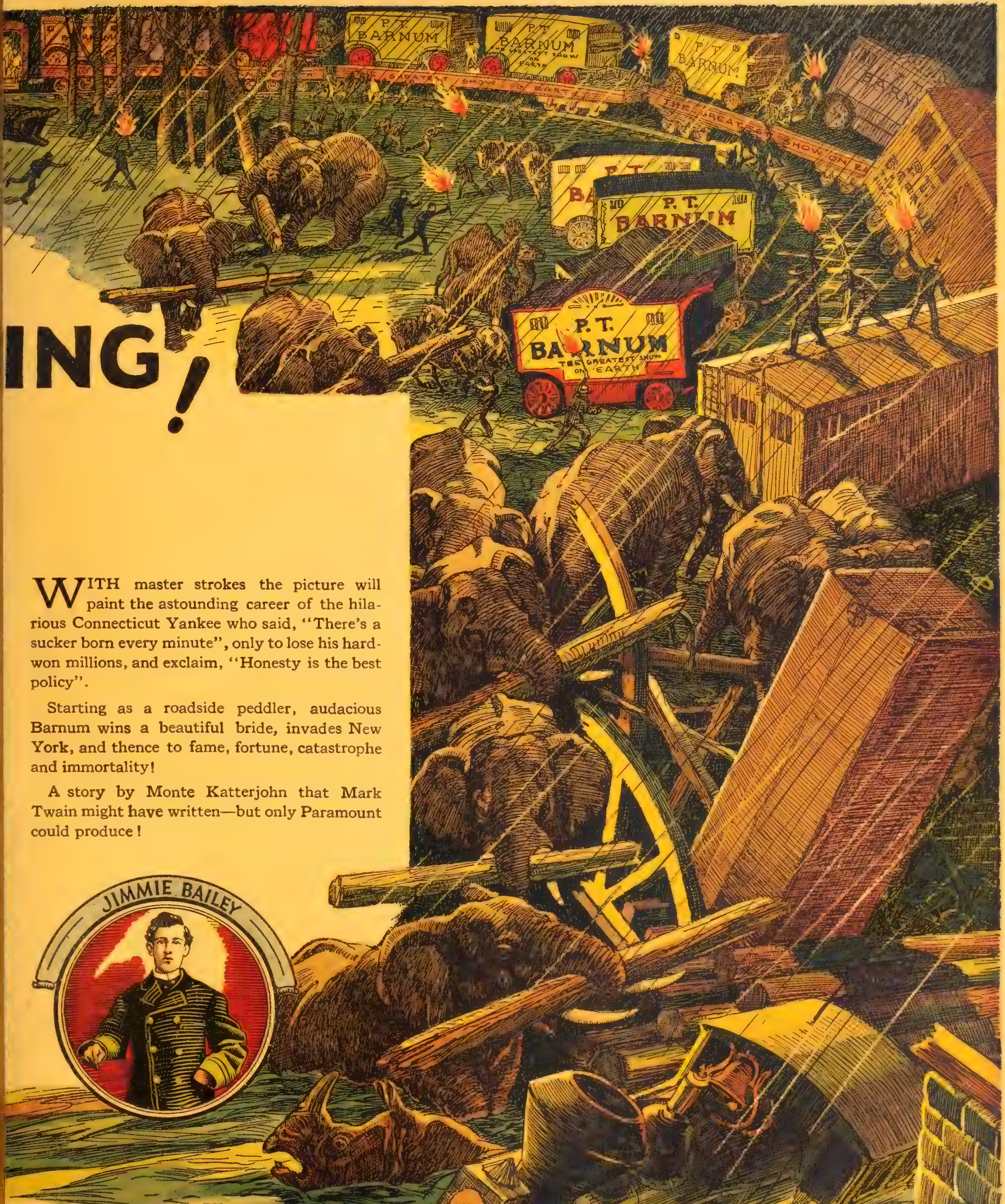
"THE GREATEST

ING,!

WITH master strokes the picture will paint the astounding career of the hilarious Connecticut Yankee who said, "There's a sucker born every minute", only to lose his hard-won millions, and exclaim, "Honesty is the best policy".

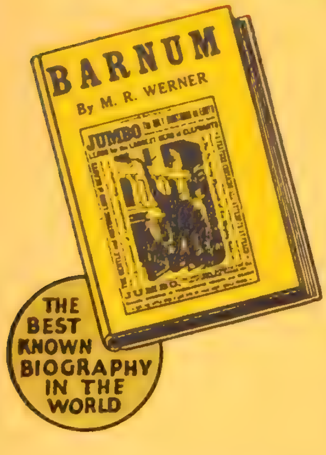
Starting as a roadside peddler, audacious Barnum wins a beautiful bride, invades New York, and thence to fame, fortune, catastrophe and immortality!

A story by Monte Katterjohn that Mark Twain might have written—but only Paramount could produce!


P.T. BARNUM
P.T. BARNUM THE GREATEST SHOW ON EARTH
THE GREATEST SHOW ON EARTH
P.T. BARNUM THE GREATEST SHOW ON EARTH
JIMMIE BAILEY

SHOW ON EARTH”

"THE GREATEST SHOW ON EARTH"

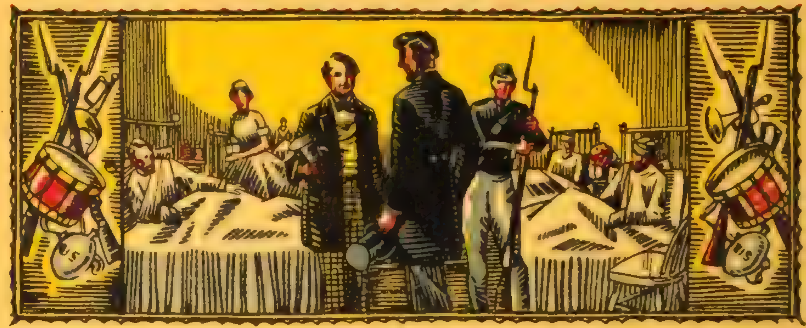

BARNUM
By M. R. WERNER
JUMBO
THE BEST KNOWN BIOGRAPHY IN THE WORLD

P. T. BARNUM is more than a part of the social history of the United States. He is the world's caricature of the typical American—a truly legendary hero of shirt-sleeve manners.

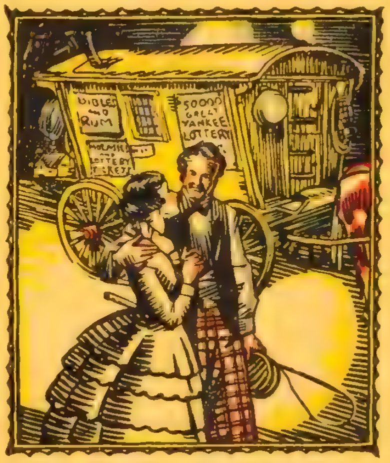
Barnum wrote seven editions of his own auto-biography and sold them by the millions. Recently M. R. Werner compiled a new biography of the master showman's astonishing career. It not only proved a best seller, but was published day by day in more than a hundred newspapers. It leaped into popularity in Great Britain, France and Germany also.

Every incident in Barnum's life is fascinating picture material. For years this veritable storehouse of tears and laughter awaited the hand of a master scenarist. Jesse L. Lasky was the first to recognize its value as exceptional entertainment. Under his guidance, Monte Katterjohn devoted three years to creating the finished fabric for "The Greatest Show on Earth". Now Wallace Beery is to play Barnum in a production which Paramount confidently expects will prove the greatest road show attraction of all times!

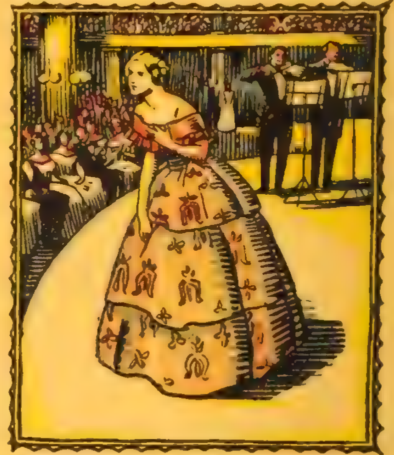
A Paramount Picture



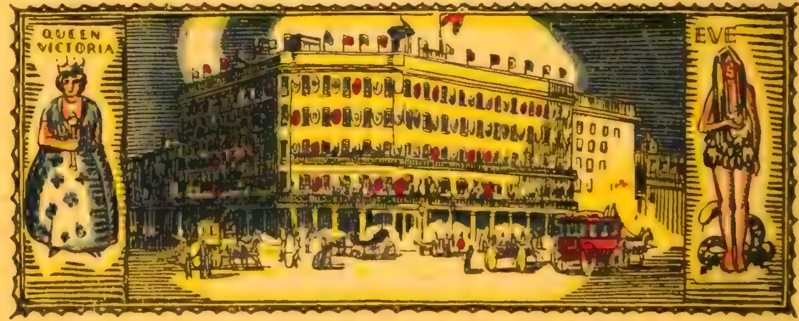
LINCOLN (to Barnum) "YOU CAN FOOL SOME OF THE PEOPLE ALL OF THE TIME, AND ALL OF THE PEOPLE SOME OF THE TIME, BUT YOU CAN NOT FOOL ALL OF THE PEOPLE ALL OF THE TIME"


OIDLES AND RUM
50000 GALLY YANKEE LOTTERY
LOTTERY TICKETS

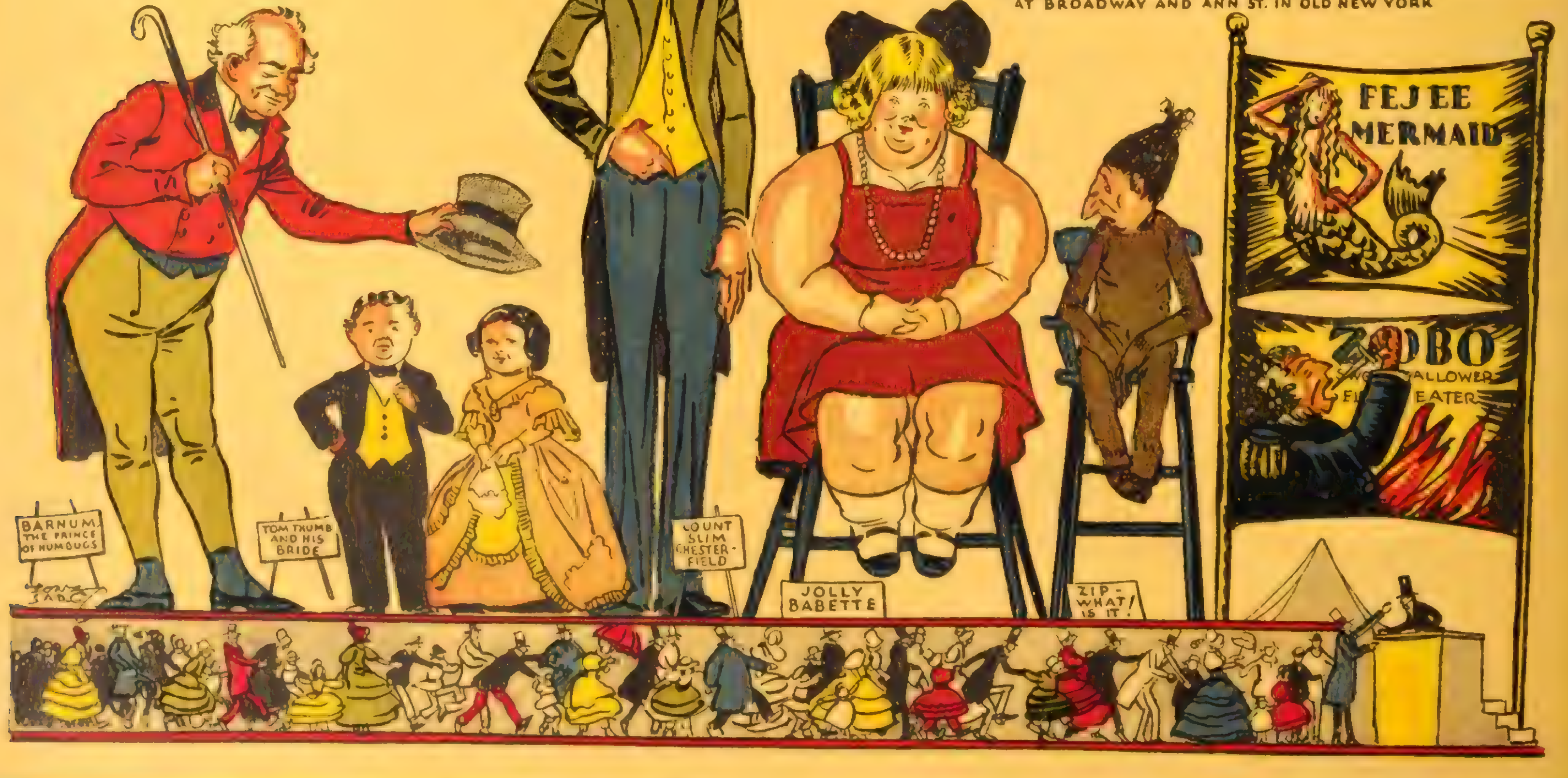
YOUNG BARNUM LEAVING FOR NEW YORK AND FAME, BIDS HIS SWEETHEART GOOD-BYE



UNDER BARNUM'S MANAGEMENT JENNY LIND TRIUMPHS AT CASTLE GARDEN


QUEEN VICTORIA
EVE

BARNUM'S FAMOUS AMERICAN MUSEUM AT BROADWAY AND ANN ST. IN OLD NEW YORK


FEJEE MERMAID
ALLOWER
EATER
BARNUM. THE PRINCE OF HUMBUGS
TOM THUMB AND HIS BRIDE
COUNT SLIM CHESTER-FIELD
JOLLY BABETTE
ZIP - WHAT! IS IT!

ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

"THE LADY OF THE HAREM"

THE ultimate limit in box office beauty, gorgeousness and tingling romance. Produced from the sensational stage success of New York, London and Paris—"Hassan"—by James Elroy Flecker. Screen play by James T. O'Donohoe.

A
RAOUL WALSH
PRODUCTION

with
ERNEST TORRENCE
GRETA NISSEN
WILLIAM COLLIER JR.
LOUISE FAZENDA
A Paramount Picture

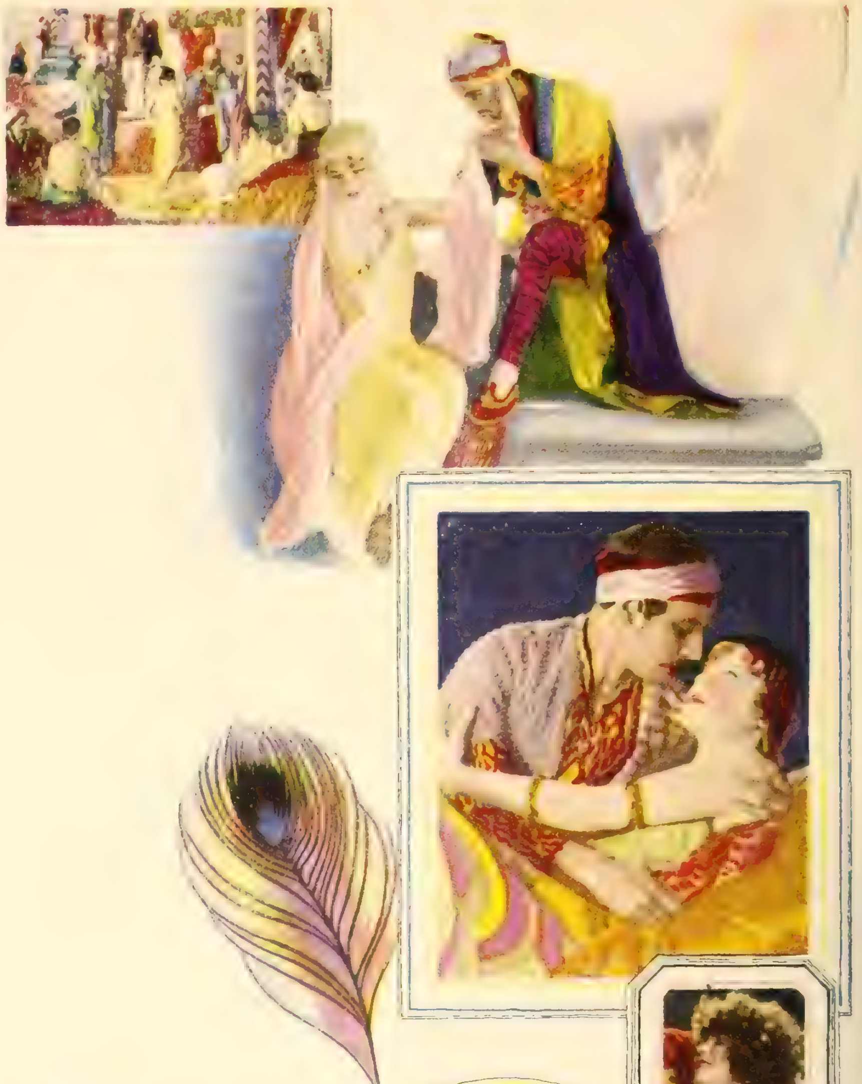
A Hint of the Beauties of "THE LADY OF THE HAREM"

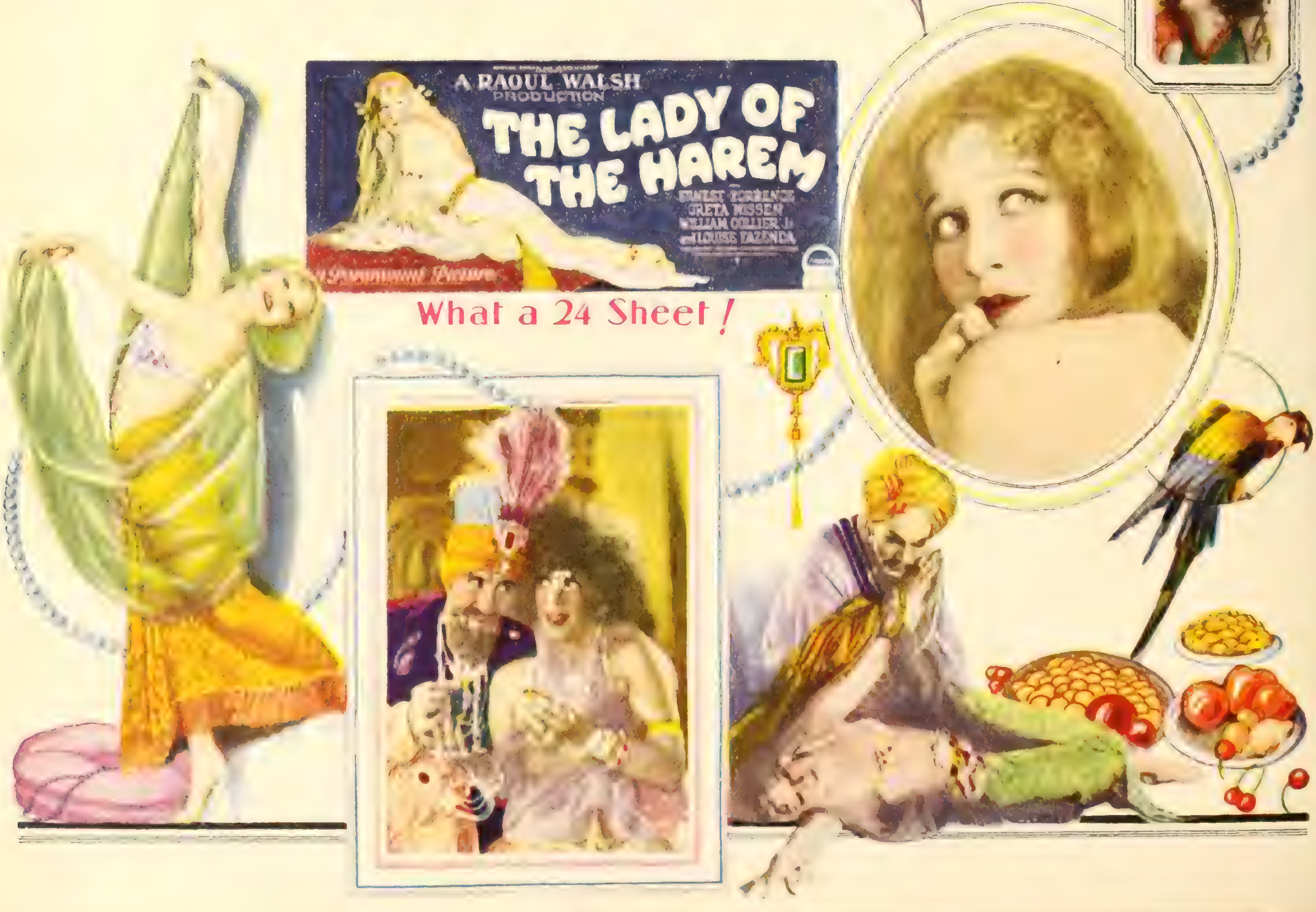
THIS page gives but a faint glimpse of the sweeping lavishness, the golden magic and the romantic mystery of "The Lady of the Harem."

Imagine Greta Nissen as a beautiful blonde fascinator. And William Collier, Jr., as her handsome lover, fighting his way into the Sultan's forbidden seraglio, whither that wily ruler has borne the fair Greta captive.

Imagine the lovers' meeting — scenes of ardent romance while the fate of death and disgrace hangs dagger-like over the tempestuous kisses. Imagine Ernest Torrence as an adorable rogue, led a merry dance by frisky Louise Fazenda.

Imagine Oriental settings towering more magnificently than anything ever seen upon the screen before. And, amid this glittering investiture, a drama of warm love and cruel hate, of greed and daring, of flashing action and gusty humor, of brave men and lovely ladies, unfolding to a colossal climax!




A RAOUL WALSH PRODUCTION
THE LADY OF THE HAREM
ERNEST TORRENCE
GRETA NISSEN
WILLIAM COLLIER Jr.
and LOUISE FAZENDA
a Paramount Picture

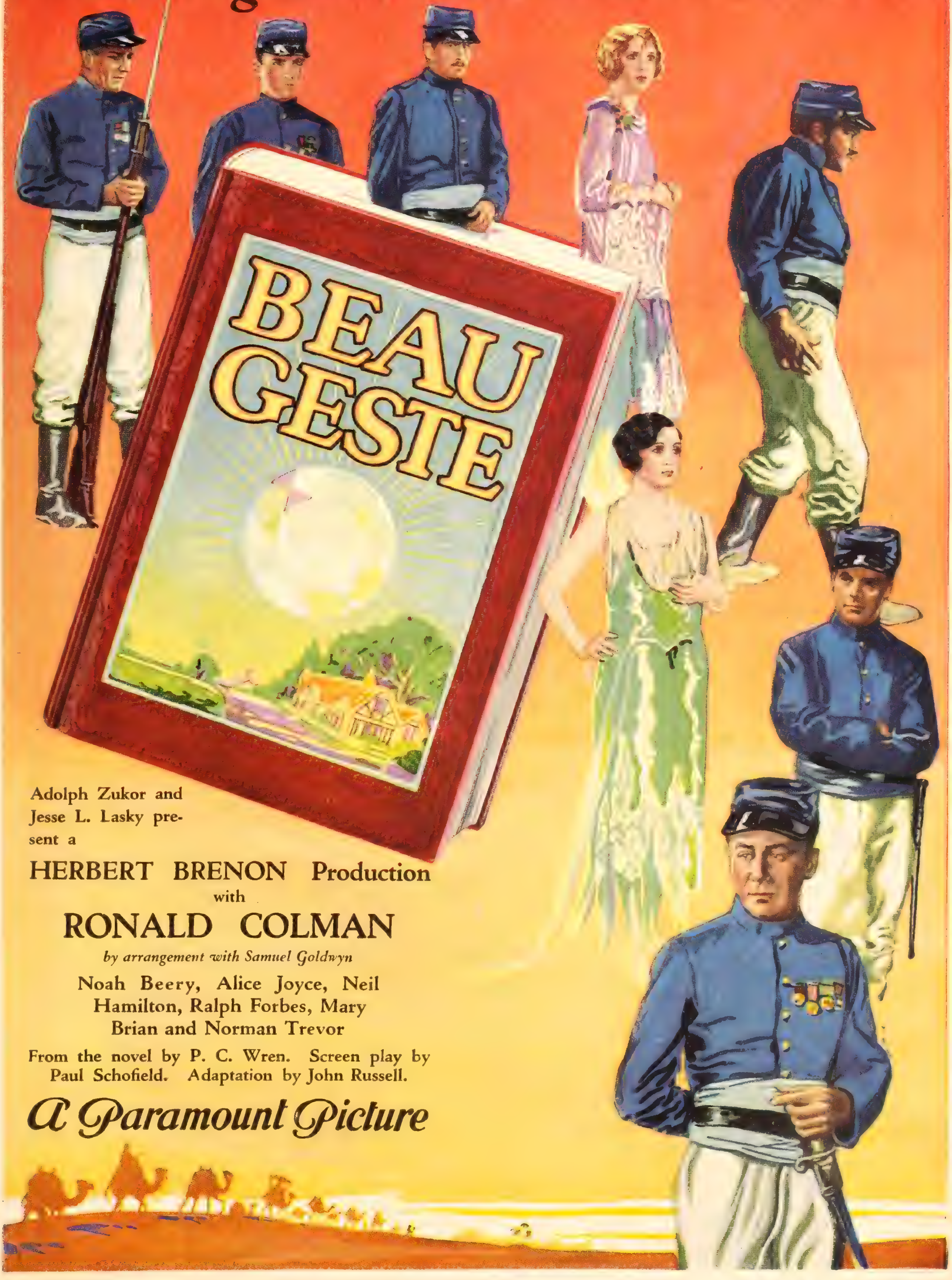
What a 24 Sheet!

Best Selling Adventure Romance in 50 Years!

It has swept the country like wildfire!
ROAD SHOW CALIBRE
BE
GES

A Hint of the Beauties of "THE LADY OF THE HAREM"

Best Selling Adventure Romance in 50 Years!



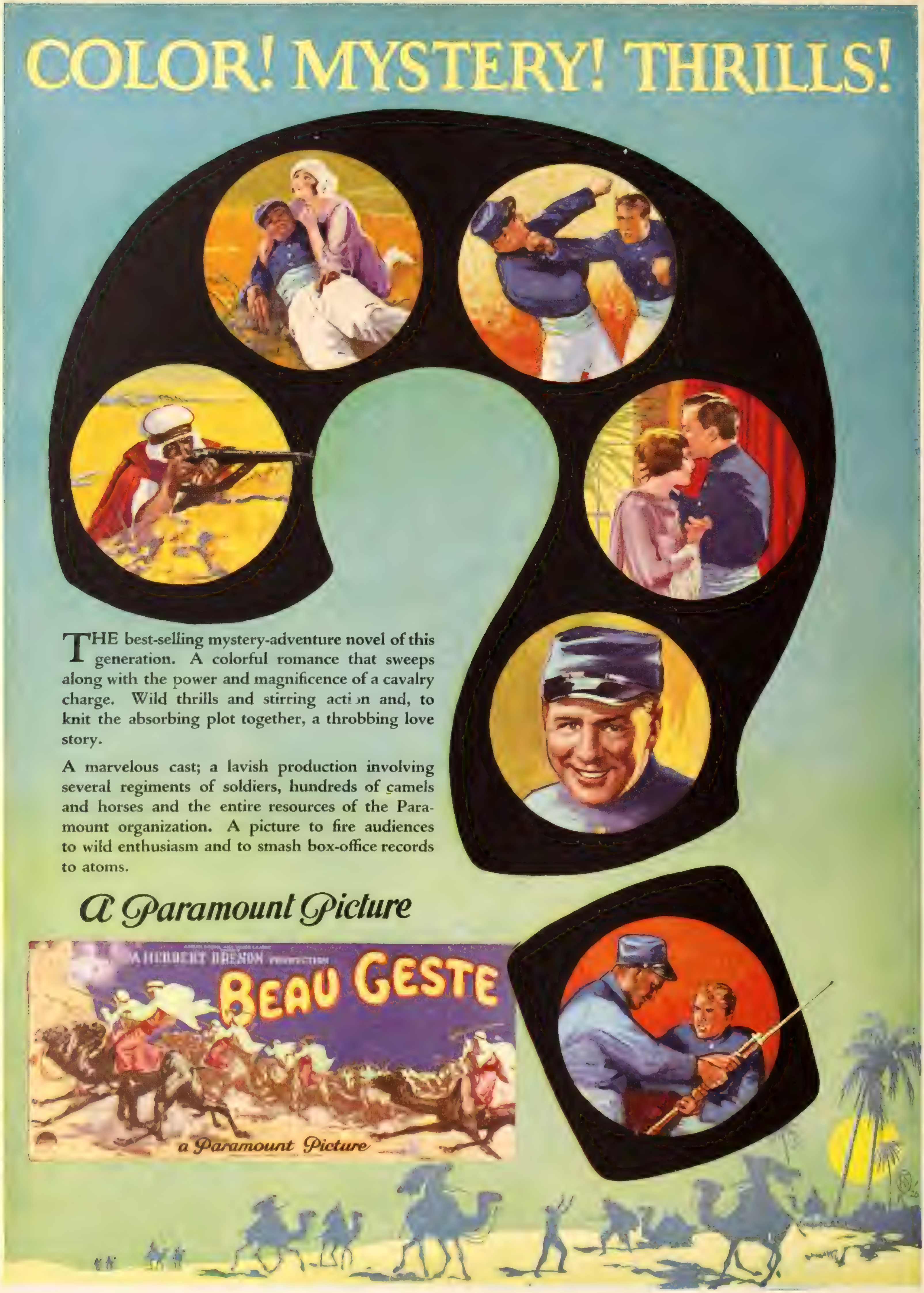
Adolph Zukor and
Jesse L. Lasky present a

HERBERT BRENON Production
with
RONALD COLMAN
by arrangement with Samuel Goldwyn

Noah Beery, Alice Joyce, Neil
Hamilton, Ralph Forbes, Mary
Brian and Norman Trevor

From the novel by P. C. Wren. Screen play by
Paul Schofield. Adaptation by John Russell.

A Paramount Picture



COLOR! MYSTERY! THRILLS!

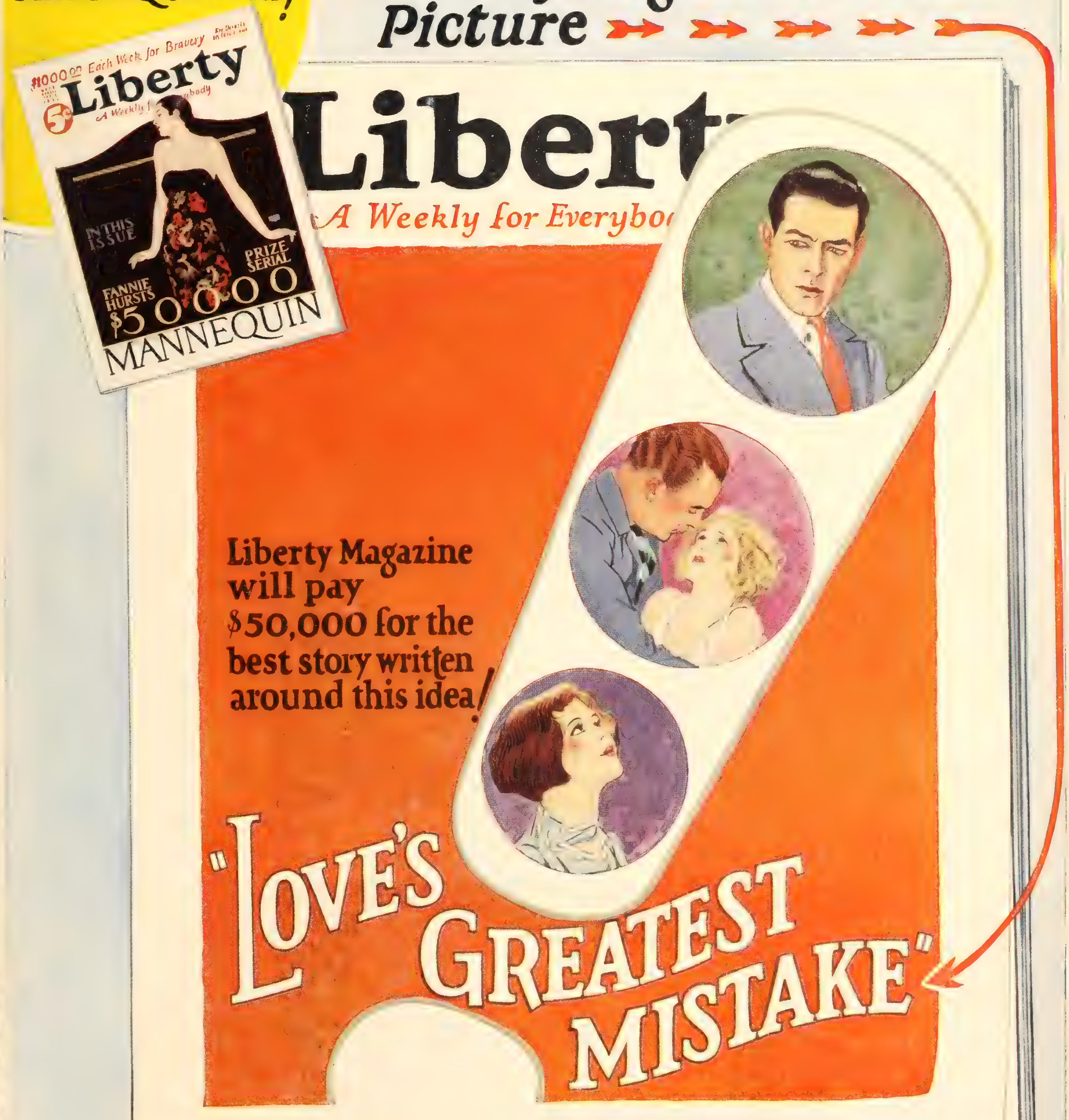
THE best-selling mystery-adventure novel of this generation. A colorful romance that sweeps along with the power and magnificence of a cavalry charge. Wild thrills and stirring action and, to knit the absorbing plot together, a throbbing love story.

A marvelous cast; a lavish production involving several regiments of soldiers, hundreds of camels and horses and the entire resources of the Paramount organization. A picture to fire audiences to wild enthusiasm and to smash box-office records to atoms.

A Paramount Picture

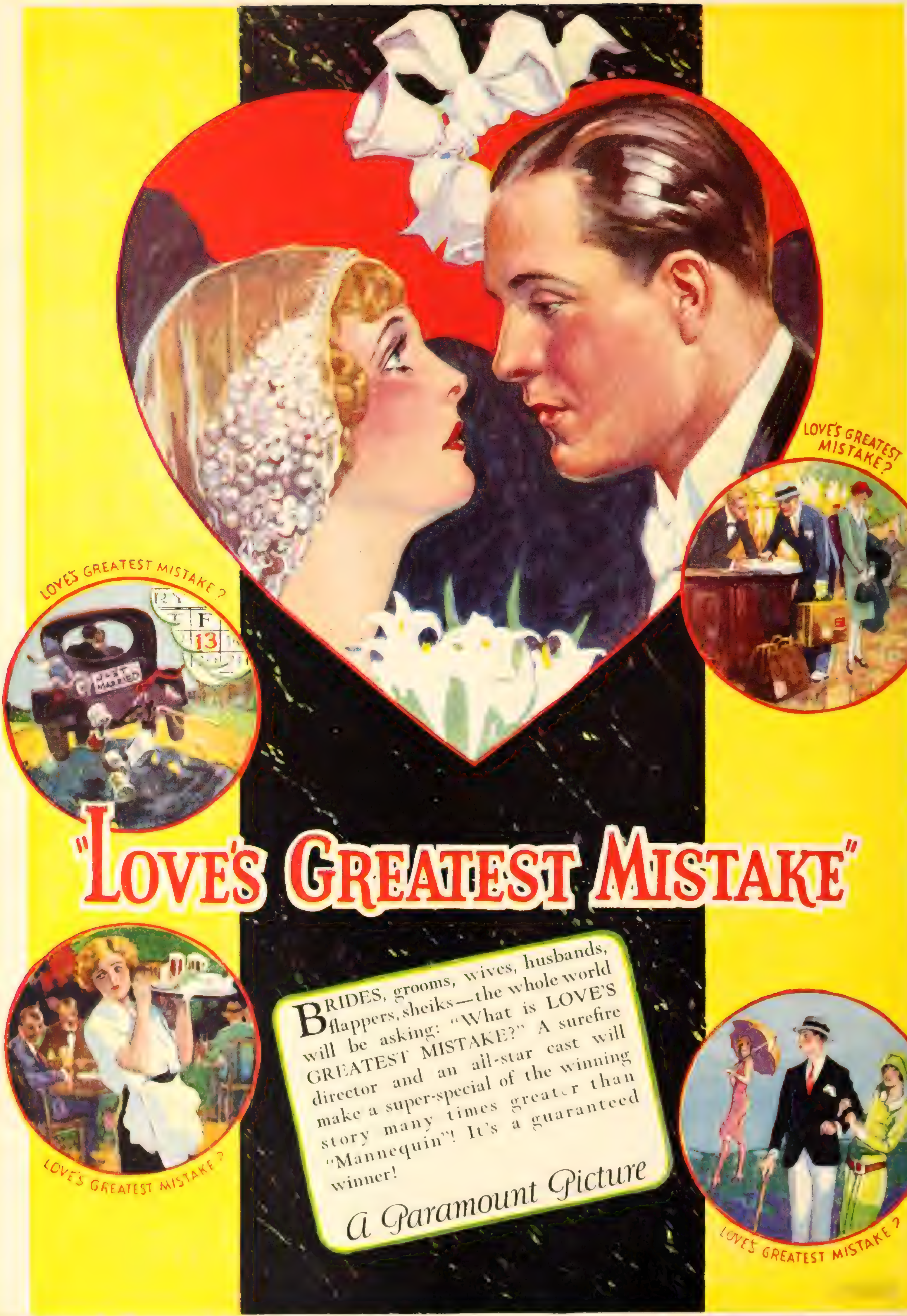
YOU KNOW WHAT A SUCCESS "MANNEQUIN" WAS!

Here is an even greater Liberty Magazine Prize Picture


$1000.00 Each Week for Bravery
Liberty
5¢
A Weekly for Everybody
IN THIS ISSUE
PRIZE SERIAL
FANNIE HURST'S
$50000
MANNEQUIN
Liberty
A Weekly for Everybo
Liberty Magazine will pay $50,000 for the best story written around this idea!
"LOVE'S GREATEST MISTAKE"

SENSATIONAL as the success of "Mannequin" has been, the new 1927 Liberty Magazine $50,000 Prize Contest Picture—"LOVE'S GREATEST MISTAKE"—has it beaten on every count!

A GREAT box office title backed by an avalanche of publicity and $100,000 worth of paid advertising. Produced with the finest cast imaginable! And a big director!

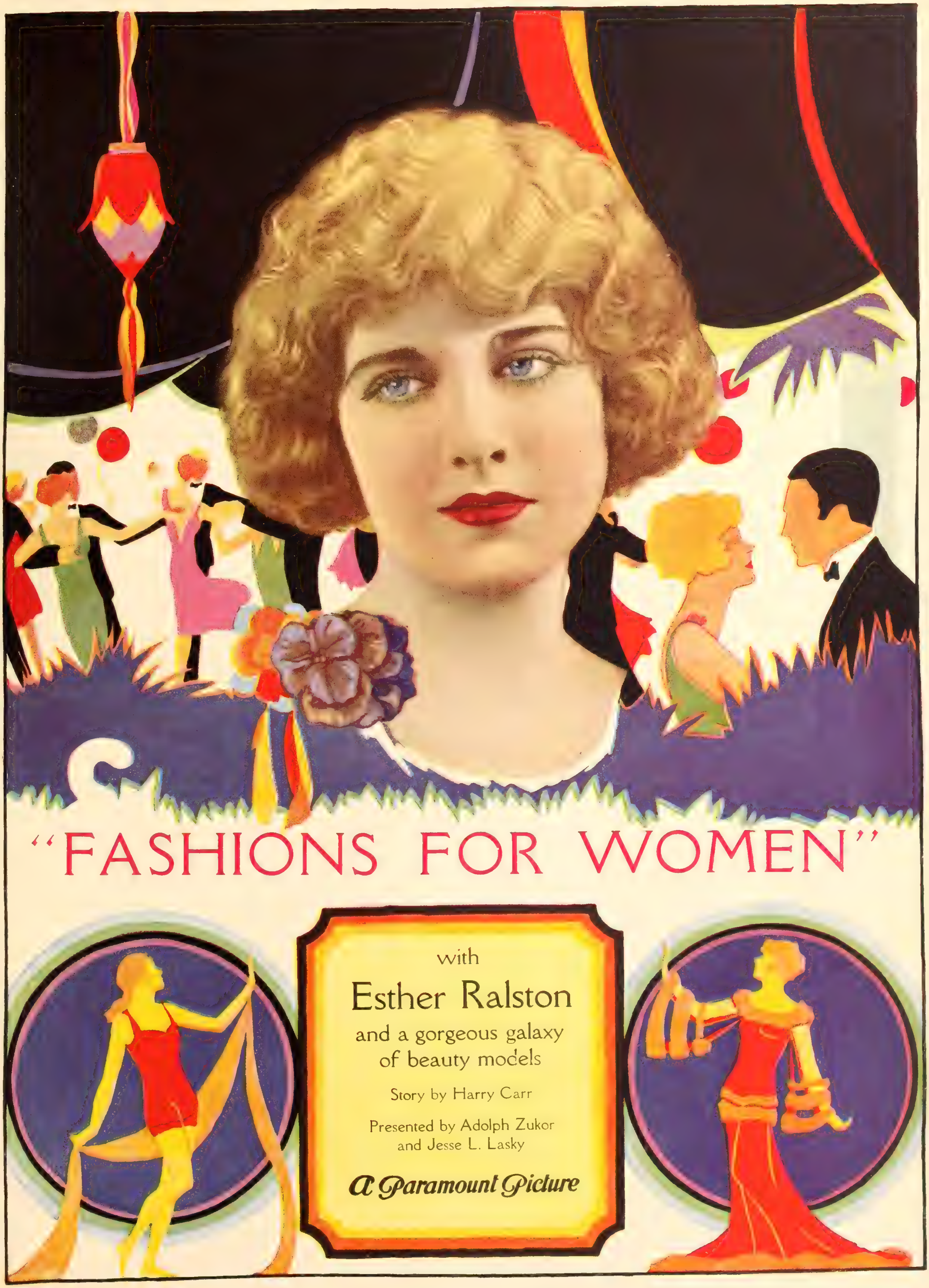

LOVE'S GREATEST MISTAKE?
F
13
JUST MARRIED
LOVE'S GREATEST MISTAKE?
LOVE'S GREATEST MISTAKE?
LOVE'S GREATEST MISTAKE?

"LOVE'S GREATEST MISTAKE"

BRIDES, grooms, wives, husbands, flappers, sheiks—the whole world will be asking: "What is LOVE'S GREATEST MISTAKE?" A surefire director and an all-star cast will make a super-special of the winning story many times greater than "Mannequin"! It's a guaranteed winner!

A Paramount Picture

THE DAZZLING GOWN AND GIRL REVUE OF 1927!



"FASHIONS FOR WOMEN"

with

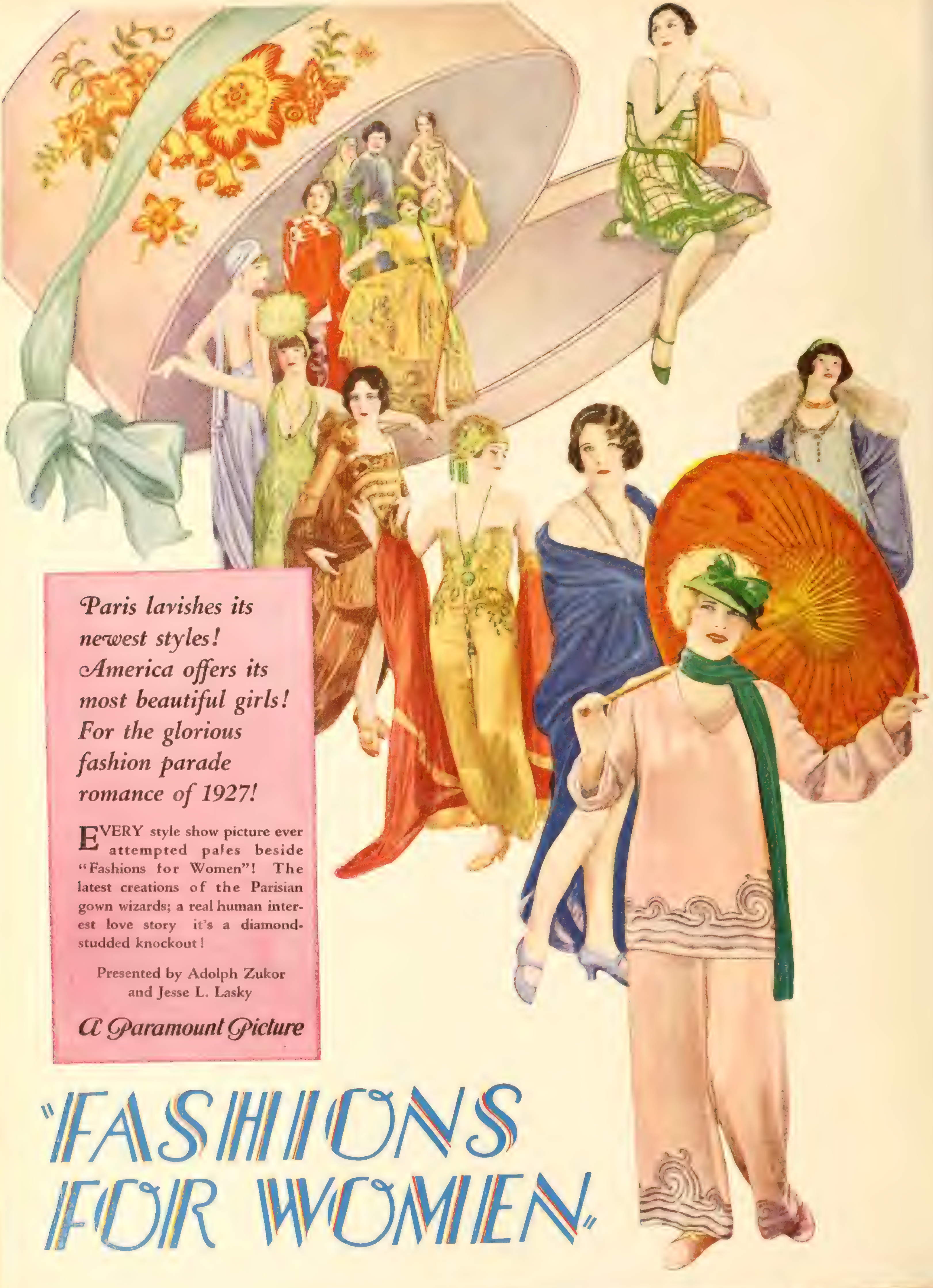
Esther Ralston

and a gorgeous galaxy
of beauty models

Story by Harry Carr

Presented by Adolph Zukor
and Jesse L. Lasky

A Paramount Picture



Paris lavishes its newest styles! America offers its most beautiful girls! For the glorious fashion parade romance of 1927!

EVERY style show picture ever attempted pales beside "Fashions for Women"! The latest creations of the Parisian gown wizards; a real human interest love story it's a diamond-studded knockout!

Presented by Adolph Zukor
and Jesse L. Lasky

A Paramount Picture

"FASHIONS FOR WOMEN"

The Box Office Girl,

BRITISH NATIONAL PICTURES, LTD PRESENT

Dorothy Gish

(COURTESY OF INSPIRATION PICTURES ~ *INC.*)

IN

"NELL GWYN"

BY MARJORIE BOWEN
SCENARIO AND DIRECTION BY HERBERT WILCOX

A PICTURE already acclaimed universally as one of the love masterpieces of all times. Hailed by trade press and showmen everywhere as a box office attraction of the very high class. With Dorothy Gish more beautiful, more fascinating, more appealing than you could possibly dream!

A Paramount Picture

BRITISH NATIONAL PICTURES, LTD. PRESENT

Dorothy Gish

(COURTESY OF INSPIRATION PICTURES, INC..)

in "NELL GWYN"

BY
MARJORIE BOWEN

SCENARIO AND DIRECTION
BY HERBERT WILCOX

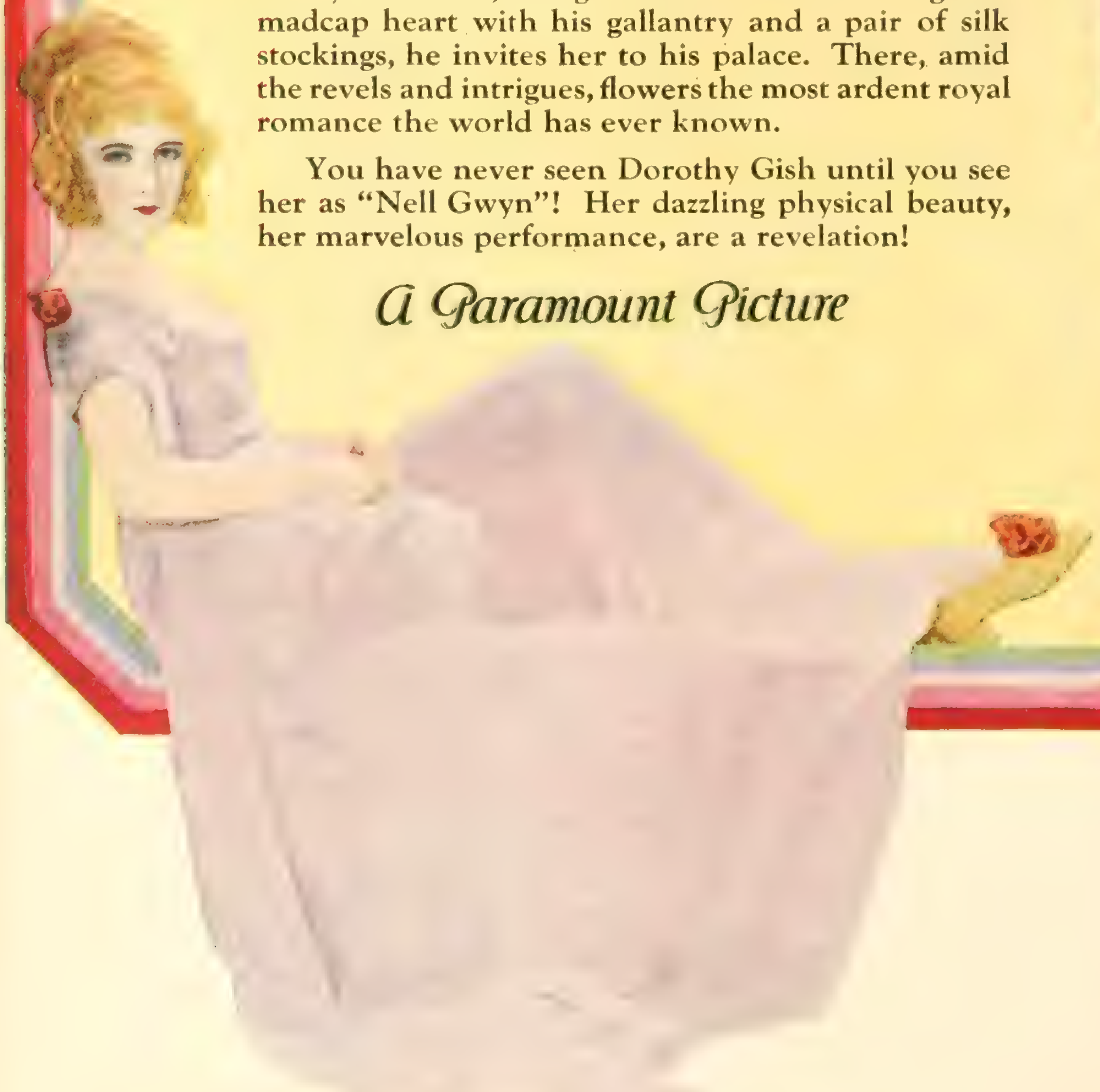
The Love Story of the Famous Actress Who Vamped a King

"SWEET NELL OF OLD DRURY"—pretty, enticing, warm-blooded, reckless, generous and adorable! Now the intimate details of her life and love are revealed in a sumptuous entertainment.

You see her selling oranges outside Drury Lane Theatre in the rain when her charms, ill concealed by her rags, meet the roving, amorous eye of that merry monarch, King Charles II. Ensnaring her madcap heart with his gallantry and a pair of silk stockings, he invites her to his palace. There, amid the revels and intrigues, flowers the most ardent royal romance the world has ever known.

You have never seen Dorothy Gish until you see her as "Nell Gwyn"! Her dazzling physical beauty, her marvelous performance, are a revelation!

A Paramount Picture



REAL!–and outthrilling any melodrama ever made!

THE astounding camera chronicle of the hair-raising adventures of two young American daredevils amid wild beasts and men in unexplored jungles of Indo-China.

Presented by Adolph Zukor and Jesse L. Lasky

"Hazards of the Jungle"

RECORDED BY MERIAN COOPER
AND ERNEST SCHOEDSACK

A Paramount Picture

YOU will see gigantic herds of elephants stampede through native villages and demolish them. You will see tigers leaping red-throated into the camera lens; amazing views of the world's rarest forms of life; nerve-tingling escapes! AN ENTHRALLING VISTA OF THINGS UNDREAMED OF BEFORE!

SPECIAL ANNOUNCEMENT EXTRAORDINARY!

Now a *Paramount Producer:*

Marshall Neilan

A Marshall Neilan
Special Production
with a Cast
of Big Names
in a story by a famous author
Coming in October

A Paramount Picture

A Marshall Neilan
Special Production
starring
BETTY BRONSON
and a Big Cast
Coming in December

A Paramount Picture

SPECIAL ANNOUNCEMENTS

NEGRI-VON STROHEIM These two colorful personalities are to be united in a great special production called "Hotel Imperial," from a sensational new stage play by Lajos Biro. It is a big, flashing love-melodrama with the principal scenes laid near a hotel on the Russian border in war time.

HAROLD LLOYD In addition to the production from this king of comedy stars in the list of the first six months' releases of the 15th Birthday Group, a second Harold Lloyd production is planned for distribution by Paramount in the second six months of the 1926-7 season. This will be produced by the Harold Lloyd Corporation.

R U R An elaborate production by James Cruze of the highly successful stage play by Karel Capek will be released by Paramount in 1926-7. This is one of the most astounding novelty melodramas ever written. It fascinated hundreds of audiences and was the talk of New York during its year's run on Broadway.

WE'RE IN THE NAVY NOW A great comedy production directed by Edward Sutherland and featuring Wallace Beery, Raymond Hatton and Mary Brian and doing for the Navy what "Behind the Front" did for the Army. Bound to be a smashing success. At present set for release in December.

GREAT ROAD SHOWS

OLD IRONSIDES James Cruze epic production centering around exploits of U. S. S. Constitution is already being filmed and results obtained thus far exceed Paramount's greatest expectations.

GREATEST SHOW ON EARTH A welcome and momentous announcement regarding the director of this road show production will be made very soon. With Wallace Beery playing the leading role of the prince of humbugs, P. T. Barnum, and surrounded by a marvelous cast, this is a sure-fire, pre-guaranteed success.

Watch for further news of the utmost importance soon about

Paramount Pictures

Paramount Pictures 1926-7

Summary of Productions Announced in these Pages

Production	*Director*	*For the Box Office*
PADLOCKED	Allan Dwan	Lois Moran, Louise Dresser, Noah Beery, Helen Jerome Eddy, Allan Simpson Rex Beach Cosmopolitan Magazine story and novel. Startling expose of today's morals.
ALOMA OF THE SOUTH SEAS	Maurice Tourneur	Gilda Gray, Warner Baxter Percy Marmont, William Powell, Julanne Johnston. Big stage hit. Gilda doing her stuff in tropical love setting!
FINE MANNERS	Frank Tuttle	Gloria Swanson. Supported by Eugene O'Brien. A chorus girl's adventures in society. Gowns!
THE SHOW-OFF	Malcolm St. Clair	Ford Sterling, Louise Brooks, and more big names coming. Great Broadway comedy success.
BEAU GESTE	Herbert Brenon	Ronald Colman, Noah Beery, Alice Joyce, Neil Hamilton, Ralph Forbes Mary Brian. Best selling novel. Spectacular super-production of the greatest mystery romance in 20 years.
LADIES FIRST	William Beaudine	Douglas MacLean. Fast, clean comedy
FASCINATING YOUTH	Sam Wood	Sparkling comedy romance novelty featuring Paramount Junior Stars. By Byron Morgan.
SORROWS OF SATAN	D. W. Griffith	Adolphe Menjou, Ricardo Cortez, Carol Dempster, Lya De Putti. Road show calibre production of Marie Corelli's immortal classic
PROSPERITY*	To come	Thomas Meighan. (In place of "The Society Doctor") Strong drama of man who tried to high hat New York
GET OFF THE EARTH	Clarence Badger	Raymond Griffith. Amazing comedy novelty on lavish scale
MANTRAP	Allan Dwan	Clara Bow, Percy Marmont, Ernest Torrence. Sinclair Lewis' new Collier's Weekly serial and novel of the wilds and a wild woman.
NELL GWYN	Herbert Wilcox	Dorothy Gish. Super-special production of famous story of a King's sweetheart. Already a proven triumph!
THE COLLEGE FLIRT	Erle Kenton	Bebe Daniels Bebe as the fair co-ed in a special comedy production.
THE CAT'S PAJAMAS	William Wellman	Ricardo Cortez, Betty Bronson, Arlette Marchal. Theodore Roberts. Fast romance with great title.
GLORIFYING THE AMERICAN GIRL	Frank Tuttle	Esther Ralston, Clara Bow, Louise Brooks, Fay Lamphier. Ziegfeld personal supervision. Love and beauty extravaganza.
HAROLD LLOYD PRODUCTION *(Title Coming)*	To come	Harold Lloyd — 'nuf sed!
THE QUARTERBACK	To come	Richard Dix. Fast stepping star as college football hero.
CONFESSION*	To come	Pola Negri. Brilliant emotional drama.
THE ROUGH RIDERS	Victor Fleming	Spectacular drama of love and heroism in the stirring days of '98
LADY OF THE HAREM	Raoul Walsh	Ernest Torrence, Greta Nissen, William Collier, Jr., Louise Fazenda. Sumptuous love drama
SO'S YOUR OLD MAN*	To come	W C Fields Sensational new comedy star in typical offering
SPECIAL PRODUCTION *(Title Being Set)*	Marshall Neilan	Big all-star cast in strong story by famous author
THE MYSTERIOUS RIDER	To come	Zane Grey Outdoor thriller as only Paramount can make them
THE WEDDING MARCH	Erich von Stroheim	Von Stroheim heads cast also Throbbing colorful love story of "Merry Widow" type
VARIETY	E. A. Dupont	Emil Jannings, Lya De Putti Strong love-melodrama
THE ACE OF CADS	Malcolm St. Clair	Adolphe Menjou By Michael Arlen Perfect box office combination of star, director and author.

**Tentative*

Summary of Pictures Announced
(*Continued*)

Production	*Director*	*For the Box Office*
FASHIONS FOR WOMEN	Herbert Brenon	Esther Ralston and cast of beauty models. Dazzling style show romance.
LOVE—THE MAGICIAN	William Wellman	Florence Vidor. Starring debut Love story of a lady with magic eyes
LOVE 'EM AND LEAVE 'EM	Frank Tuttle	Esther Ralston Starring debut in popular Broadway stage comedy hit. (In place of "Ladies of the Avenue")
DANGEROUS FREEDOM*	To come	Betty Bronson Star special with strong cast and story.
WE'RE IN THE NAVY NOW	To come	Wallace Beery, Raymond Hatton in the "Behind the Front" of the Navy!
THE COVERED WAGON	James Cruze	Road show classic of all times.
LOOIE THE 14TH	To come	Ford Sterling and Ziegfeld beauties in comedy special. Supervised by Ziegfeld.
KID BOOTS	Edward Sutherland	Eddie Cantor and Ziegfeld beauties Supervised by Ziegfeld. Made by "Behind the Front" director.
CAPTAIN SAZARAC*	To come	Thomas Meighan Swashbuckling melodrama, with big special director to be announced.
NEW YORK	Herbert Brenon	All-star cast. By Sinclair Lewis. Epic romance of the titan city.
STRANDED IN PARIS	To come	Bebe Daniels. Comedy special with Bebe as American girl in Paris setting.
SPECIAL PRODUCTION (*Title Being Set*)	Frank Lloyd	Director of "The Sea Hawk" makes Paramount debut with mighty special.
BE YOURSELF*	To come	Raymond Griffith. Special comedy production with the high hat hit as a very modern young man.
METROPOLIS	Fritz Lang	Amazing super-drama reaching new heights of novelty.
SPECIAL PRODUCTION (*Title Being Set*)	Marshall Neilan	Betty Bronson as star with big supporting cast. Ideal combination of star and director.
R. U. R.*	James Cruze	Road show calibre melodrama based upon a brand new idea!
THE WOMAN THOU ART*	To come	Pola Negri. Pola as Barbary Coast dancer in fiery love story.
RIDERS OF THE DAWN	To come	Zane Grey Outdoor action-melodrama.
PARADISE FOR TWO	To come	Richard Dix. Romantic action-comedy in a "Sinners in Heaven" setting.
THE WILD MAN OF BORNEO	To come	W. C. Fields. (In place of "Are You a Mason") Fields showing what makes wild men wild.
LOVE'S GREATEST MISTAKE	To come	Liberty Magazine $50 000 Prize Contest special. Same gigantic advertising as "Mannequin" got.
THE HEAD WAITER*	To come	Adolphe Menjou. Well dressed, clever love comedy of Menjou type.
HOTEL IMPERIAL	Erich von Stroheim	Pola Negri as star opposite Von Stroheim in flashy, colorful classic — the fans have been clamering for it!
CASEY AT THE BAT	Edward Sutherland	Wallace Beery, Raymond Hatton, Mary Brian. The "Behind the Front" team in a baseball comedy riot.
THE THIEF OF DREAMS	To come	Emil Jannings, Ricardo Cortez, Betty Bronson. Saturday Evening Post story. American production.
MOON OF ISRAEL	Michael Courtice	Spectacular melodrama by Sir H. Rider Haggard.
HAZARDS OF THE JUNGLE	Merian Cooper Ernest Schoedsack	Smashing entertainment of new type.
DESERT BOUND	To come	Zane Grey De luxe outdoor thriller
FORLORN RIVER	To come	Zane Grey. His latest novel, now running in The Country Gentleman.

**Tentative*

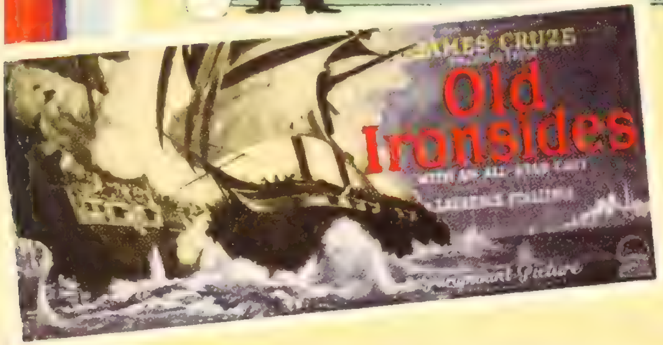
With Many More to be Announced Soon!

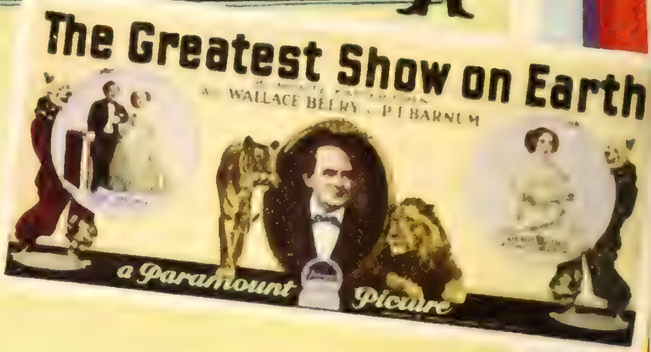
GREAT ADVERTISING AIDS FOR GREAT PICTURES!

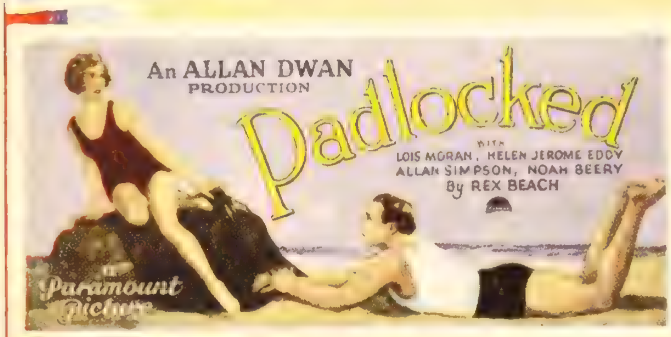
JUST a glimpse of the high-powered theatre-packing advertising aids Paramount's ad sales department is preparing for you on the 15th Birthday Group.

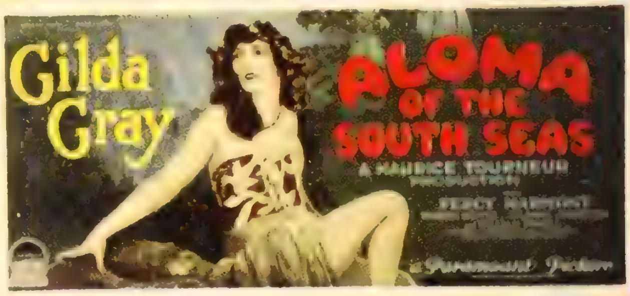
Below are the herald covers of "Aloma of the South Seas", "Old Ironsides", "The Rough Riders" and "Lady of the Harem". And examine those super-showmen 24-sheets!

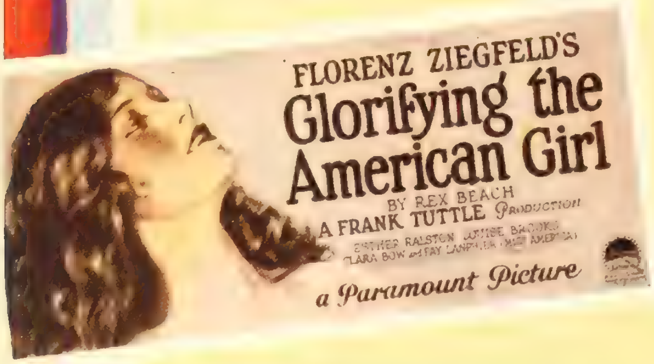
"If it's worth running, it's worth advertising"—that's the slogan of every exhibitor worthy of the name.

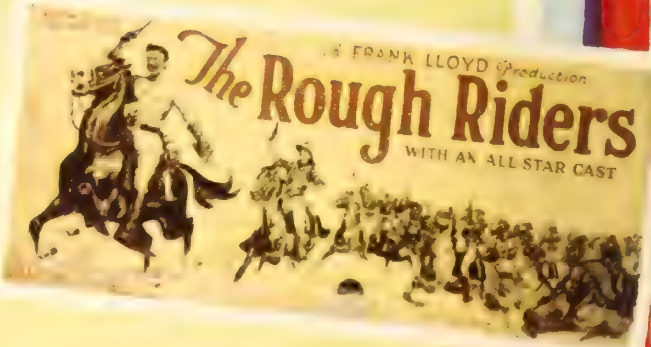

JAMES CRUZE
Old Ironsides
WITH AN ALL STAR CAST
a Paramount Picture

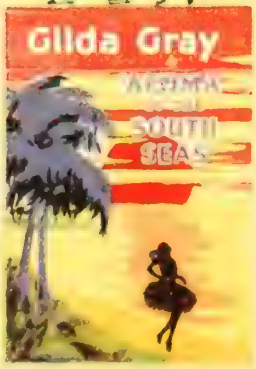

The Greatest Show on Earth
WALLACE BEERY · P. T. BARNUM
a Paramount Picture

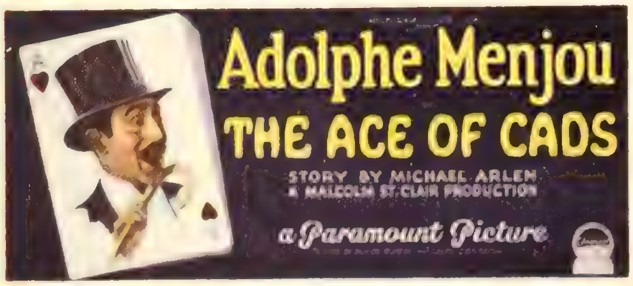

An ALLAN DWAN PRODUCTION
Padlocked
WITH LOIS MORAN, HELEN JEROME EDDY, ALLAN SIMPSON, NOAH BEERY
By REX BEACH
a Paramount Picture

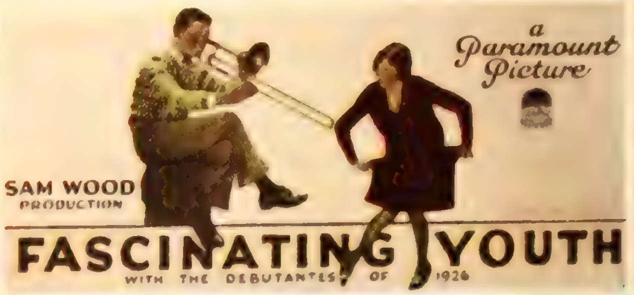

Gilda Gray
ALOMA OF THE SOUTH SEAS
A MAURICE TOURNEUR PRODUCTION
PERCY MARMONT
a Paramount Picture

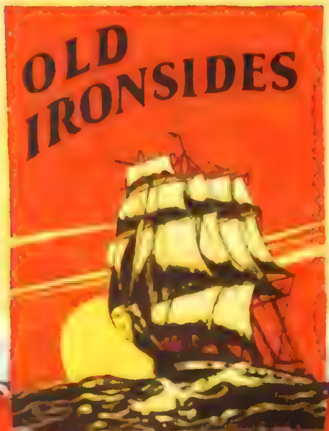

FLORENZ ZIEGFELD'S
Glorifying the American Girl
BY REX BEACH
A FRANK TUTTLE PRODUCTION
ESTHER RALSTON, LOUISE BROOKS, CLARA BOW and FAY LANPHIER (MISS AMERICA)
a Paramount Picture

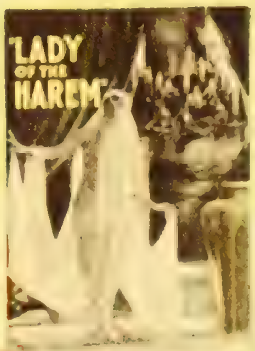

A FRANK LLOYD Production
The Rough Riders
WITH AN ALL STAR CAST

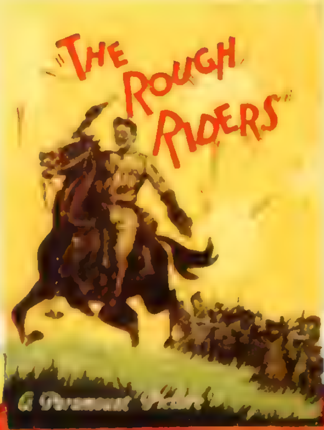

Gilda Gray
ALOMA OF THE SOUTH SEAS


Adolphe Menjou
THE ACE OF CADS
STORY BY MICHAEL ARLEN
A MALCOLM ST. CLAIR PRODUCTION
a Paramount Picture


a Paramount Picture
SAM WOOD PRODUCTION
FASCINATING YOUTH
WITH THE DEBUTANTES OF 1926


OLD IRONSIDES


LADY OF THE HAREM


"THE ROUGH RIDERS"
a Paramount Picture

Paramount's National Advertising Record *is one of more than Ten Years' Leadership*

The more clearly an exhibitor understands the impression that a national advertising campaign such as Paramount's makes, the more anxious he is to ride with it.

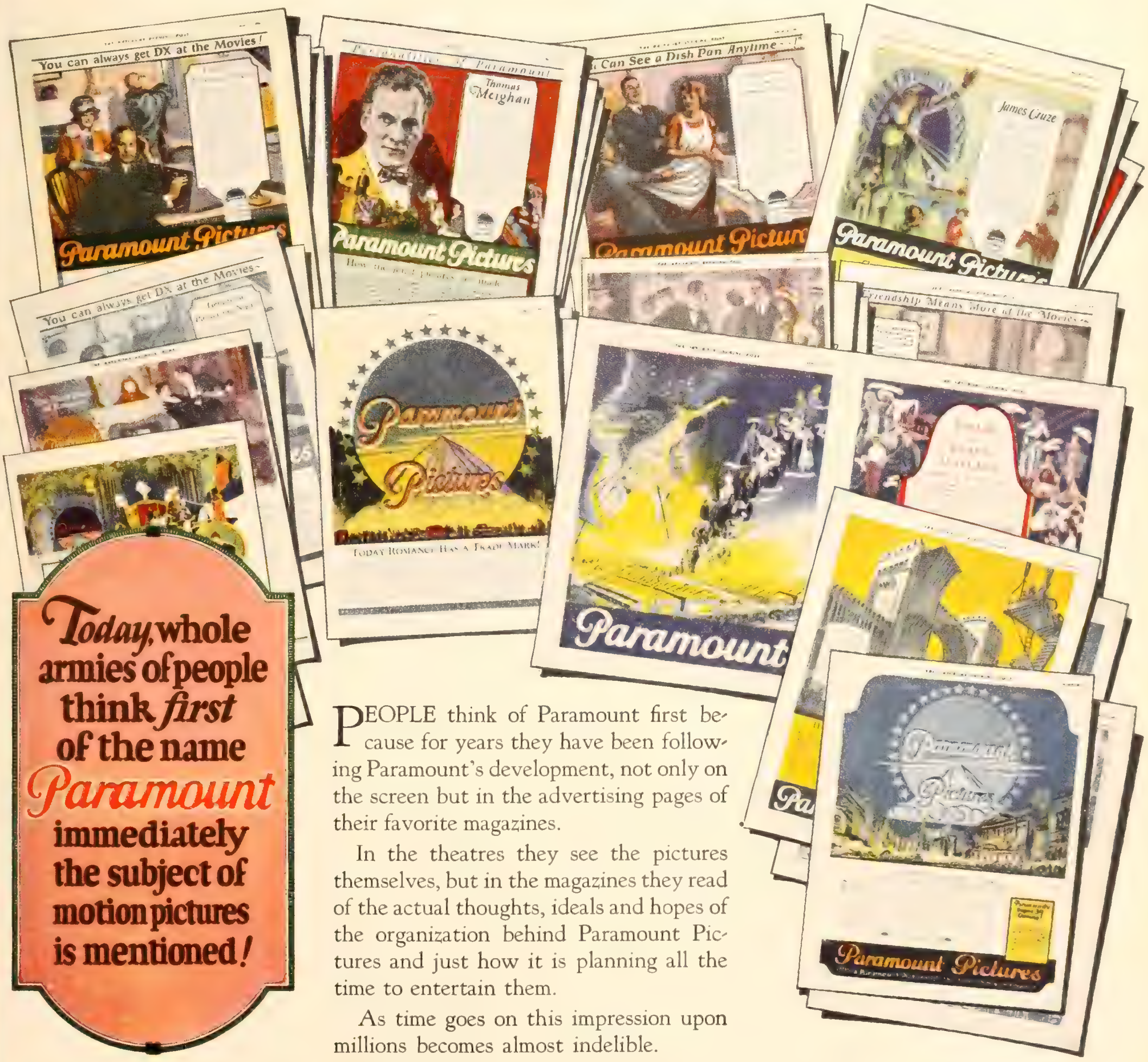
Within a short distance of his theatre are the homes of great numbers of patrons and prospective patrons.

On the library table are a couple of recent copies of the Saturday Evening Post or Liberty or The Ladies' Home Journal or other magazines containing Paramount advertising pages.

Looking at such interesting advertisements as these, millions of people have developed very friendly impressions of Paramount Pictures and the theatres that show them.

Rich or poor, they are of course mainly occupied with their own affairs and when they sit down to these magazines, whether they read editorial pages or advertising pages, they are subconsciously trying to find out what all that world is up to which is outside their own daily round.

Paramount Pictures tell them what it's up to in the most exciting and delightful of entertainments—and that is the message of the national advertising to the millions all the time.


You can always get DX at the Movies!
Thomas Meighan
Paramount Pictures
Can See a Dish Pan Anytime
Paramount Pictures
James Cruze
Paramount Pictures
You can always get DX at the Movies
Friendship Means More at the Movies
Paramount Pictures
Today Romance Has a Trade Mark!
Paramount
Paramount Pictures

Today, whole armies of people think *first* of the name Paramount immediately the subject of motion pictures is mentioned!

PEOPLE think of Paramount first because for years they have been following Paramount's development, not only on the screen but in the advertising pages of their favorite magazines.

In the theatres they see the pictures themselves, but in the magazines they read of the actual thoughts, ideals and hopes of the organization behind Paramount Pictures and just how it is planning all the time to entertain them.

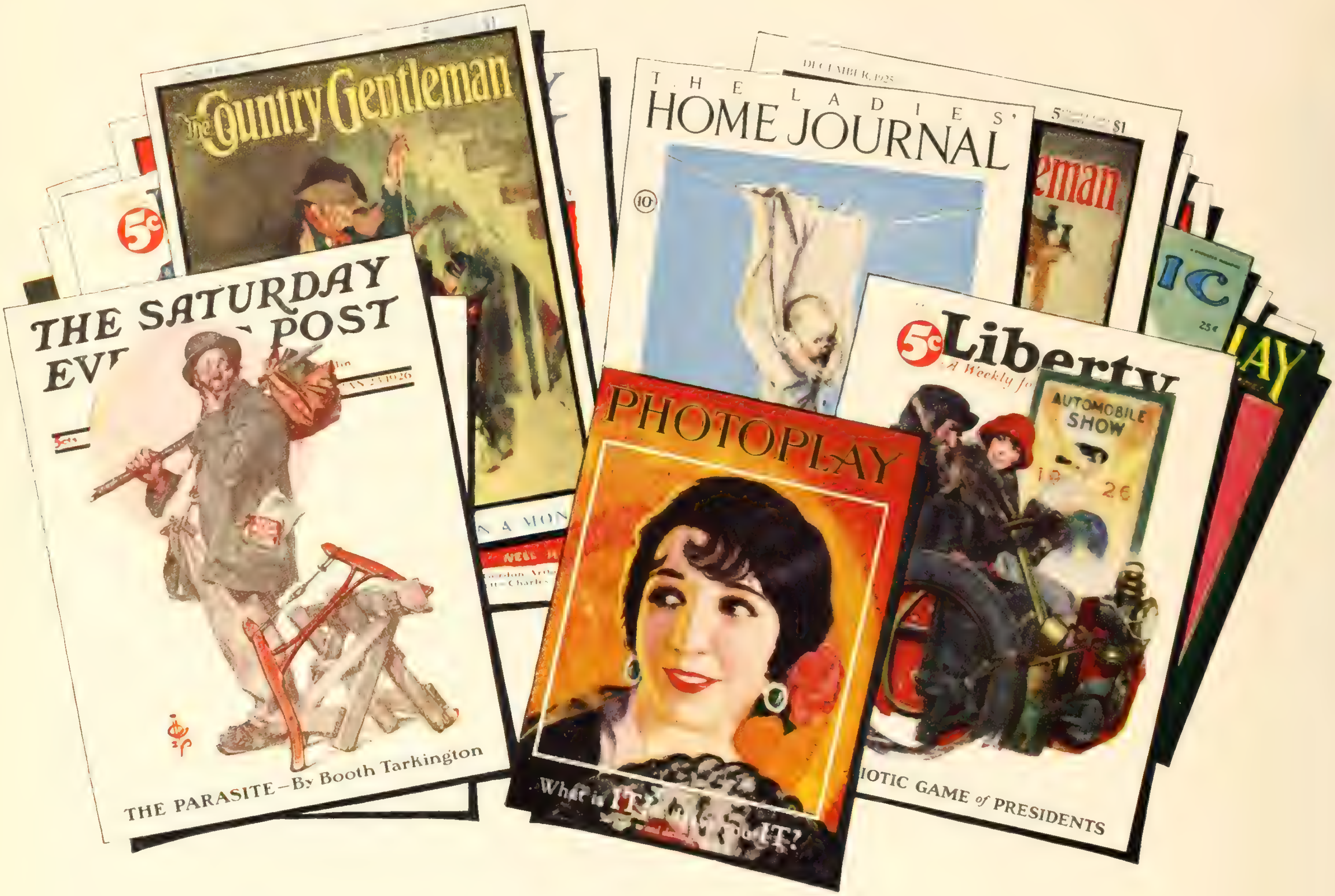
As time goes on this impression upon millions becomes almost indelible.

Nobody can tell them any different!

And nobody is going to tell them any different, in 1926, and that is the definition of Paramount's leadership.

Turn the page for the schedule of Paramount Leadership in 1926

PARAMOUNT'S ADVERTISING LEADERSHIP



During 1925 Paramount increased its leadership in national advertising, not only by a development and continuance of the regular schedule but by the addition of a farm paper advertising campaign in 24 farm papers. *In 1926 the same successful formula is being repeated on a still larger scale.*

There will be a tremendous wallop in the great nationally distributed popular magazines such as the Saturday Evening Post, the Ladies' Home Journal and Liberty.

Still another campaign in all the leading fan publications and still another in 31 farm papers reaching better than 5 out of every 6 farm homes.

Here is a list of all the publications that will carry the Paramount message and an indication of the tremendous number of families that they reach.

No exhibitor worthy of the name of "business man" can fail to grasp the great value of all this advertising scattered right through the very territory which provides him with bread and butter, whether he is located in large city or small town.

Saturday Evening Post — more than 2,600,000 families. These families do not get the Saturday Evening Post as an ornament for the living room. They read it, cover to cover, advertisements and all. Every time you show a Paramount Picture and say so, The Saturday Evening Post is working for you among the great number of possible patrons in your section that you are not getting now but can in this way.

The Ladies' Home Journal — circulation more than 2,508,297 families. In this great number of homes The Ladies' Home Journal is accepted as the final authority on many of the most vital problems of life—rearing babies, education of children, conduct of the home, ethics, morals and culture, and the selection of clean, wholesome and beneficial entertainment.

Liberty — circulation 1,150,233 and going up. Liberty is one of the most sensational successes that ever happened in the magazine field. It is edited in a way that attracts a very large proportion of movie fans. Liberty ran the very successful motion-picture story prize-competition which resulted in "Mannequin." Liberty is planning another competition right now.

Country Gentleman — circulation 1,300,000 farm homes. Country Gentleman is the most successful farm magazine in the world. It heads Paramount's farm paper advertising campaign. It was recently changed from a weekly to a monthly, which turned out to be a very successful move. It is the Saturday Evening Post of the farm field and it reaches the leaders in agricultural thought and habit.

Photoplay — circulation 536,715. Photoplay is the leading fan magazine. Its circulation represents the group of people numbering several millions who are willing to pay 25c a month solely to read about the movies. Fans such as these are the back-bone of every theatre's prosperity.

IS MORE IN EVIDENCE EVERY YEAR!

Motion Picture Classic
Screenland
Fur Piece-Free
The Screen's Handsome New Sheiks
Picture-Play Magazine
Jan. 1926
25 cents
Motion Picture

Motion Picture Magazine	342,664
Motion Picture Classic	168,833
Screenland	150,000
Picture Play Magazine	138,186

Farmer's Wife — circulation 776,644 farm homes. The Farmer's Wife is the only magazine edited exclusively for farm women. Its success is based upon its practical help through suggestions that improve both home and community life. Motion Pictures are urged as an essential part of this improvement.

Successful Farming — circulation 855,254 farm homes. You can judge of Successful Farming's influence when you learn that it is used as a text book in 35,000 rural schools. Editorial influence in this publication is strongly behind better pictures and better theatres.

Other important farm papers on the schedule covering individual states or sections are:—

PROGRESSIVE FARMER	*Covering in the South and Southwest*	453,603
SOUTHERN AGRICULTURIST		453,098
SOUTHERN RURALIST		414,187
PRAIRIE FARMER		173,582
OKLAHOMA FARMER STOCKMAN		160,107
IOWA HOMESTEAD		153,702
MISSOURI RURALIST		152,079
THE FARMER		142,870
INDIANA FARMER'S GUIDE		140,621
FARM & RANCH		137,534
AMERICAN AGRICULTURIST		136,625
OHIO FARMER		122,809
KANSAS FARMER & MAIL & BREEZE		122,549
HOARD'S DAIRYMAN		109,728
NEBRASKA FARMER		104,253
PENNSYLVANIA FARMER		98,113
WISCONSIN FARMER		96,799
MICHIGAN FARMER		88,718
WALLACE'S FARMER		85,738
DAKOTA FARMER		71,203
WISCONSIN AGRICULTURIST		57,491
WASHINGTON FARMER		50,479
WESTERN FARM LIFE		50,454
PACIFIC RURAL PRESS		42,717
CALIFORNIA CULTIVATOR		36,721
OREGON FARMER		33,551
IDAHO FARM		30,915
UTAH FARM		24,351

The Farm Papers have a total circulation ot 6,676,495.

The entire number of farm homes in the U. S. A. is 6,428,365, with a population of 31,614,260 people.

The National Magazines have a total circulation of 7,594,925.

Successful Farming
The Farmer's Wife
Prairie Farmer
January 9 1926
Southern Agriculturist
The Farmer
The Missouri Ruralist
Southern Ruralist
The Indiana Farmer's Guide
Idaho Farmer
Oregon Farmer
The Wisconsin Farmer
The Ohio Farmer
The Progressive Farmer

Cash in on these accumulated advertising values

Reap the Paramount Harvest of '26

Simple interest is good but compound interest is better. The great snowball of compound public interest in Paramount's activities has been steadily rolling up since 1916.

Paramount has figured for years that as a leader of the industry it was Paramount's job to start new millions of people regularly attending motion picture theatres, regardless of what pictures they saw there, and so put the industry on a plane comparable with that of other great staple industries. Paramount has sold the romance of the screen to America and will keep selling it.

Today other concerns are following along the advertising trail that Paramount has blazed, but the public's impressions of Paramount are already deep set in a veritable tradition of successful entertainment

People know that Paramount blazed the trail and people are following that trail permanently and persistently to box-offices of exhibitors who are wise enough to bank on the *long known best* and let others experiment with the occasional values that occur elsewhere.

Paramount's advertising carries on its broad back numerous campaigns within the main campaign—*campaigns on current pictures.*

Look at the Paramount advertising pages and you will see that many pages sell current Paramount Pictures by name. *But don't forget that Paramount patrons by the millions are sold on something deeper and stronger than the passing values of any given production, however good it may be.*

They are sold on the entertainment ideals behind Paramount.

They are sold on the institution behind Paramount.

They are sold on the exhibitor and the theatre that shows Paramount. They know that the brand name "Paramount" has all the force of a guarantee.

They look for it because it means something, because it means good entertainment, and they don't look on it just as an advertising phrase.

Can they find plenty of Paramount Pictures this year at your theatre? If not, they will find them somewhere else.

YOU ARE ENTITLED TO ALL THE PARAMOUNT PATRONS IN YOUR SECTION

[Go after them! Get them!]

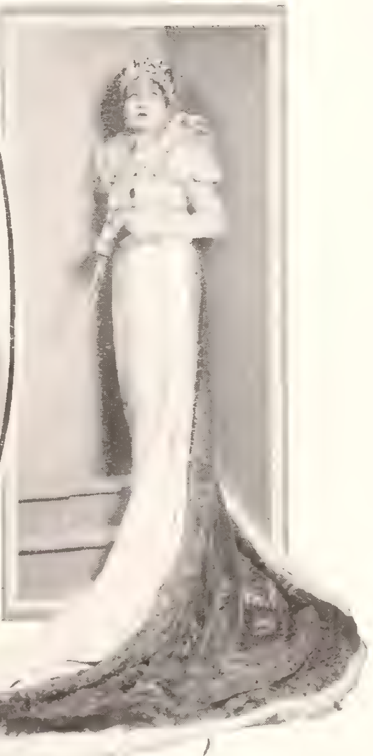
Announce the big pictures described in the foregoing pages by brand name as *Paramount Pictures* in all your local advertising, and you will have the biggest year you ever had!

The Gordon Press, Inc., N. Y. C.

Paramount Pictures

as "The Humming Bird"

IN THE 15TH BIRTHDAY GROUP "Fine Manners"



as "Madame Sans-Gene"

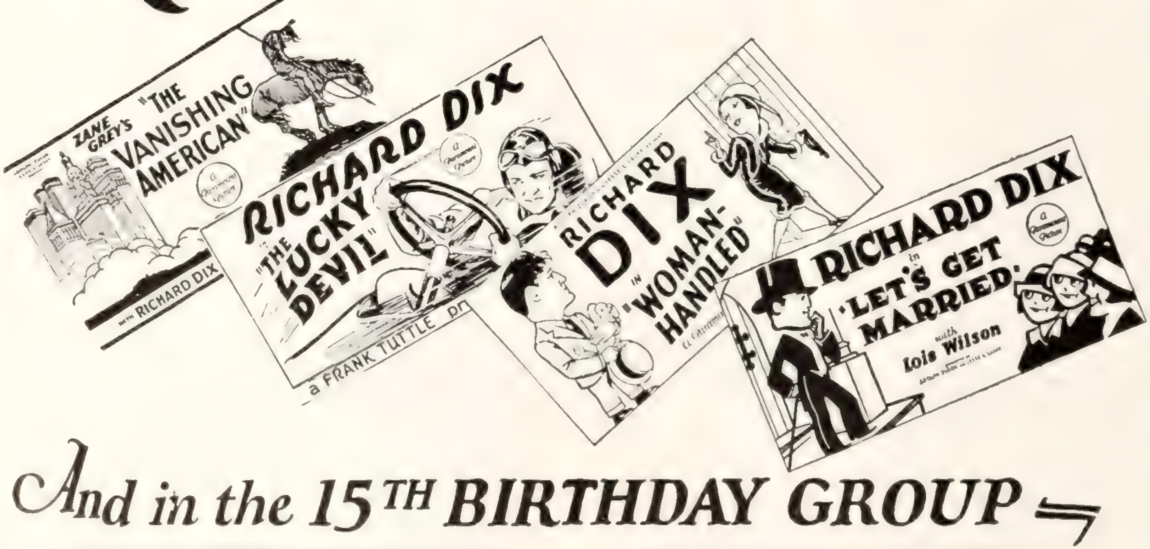
as JENNIE HAGEN in "Stage Struck"

JOAN NAPIER in "The Untamed Lady"

Gloria Swanson

Paramount Pictures

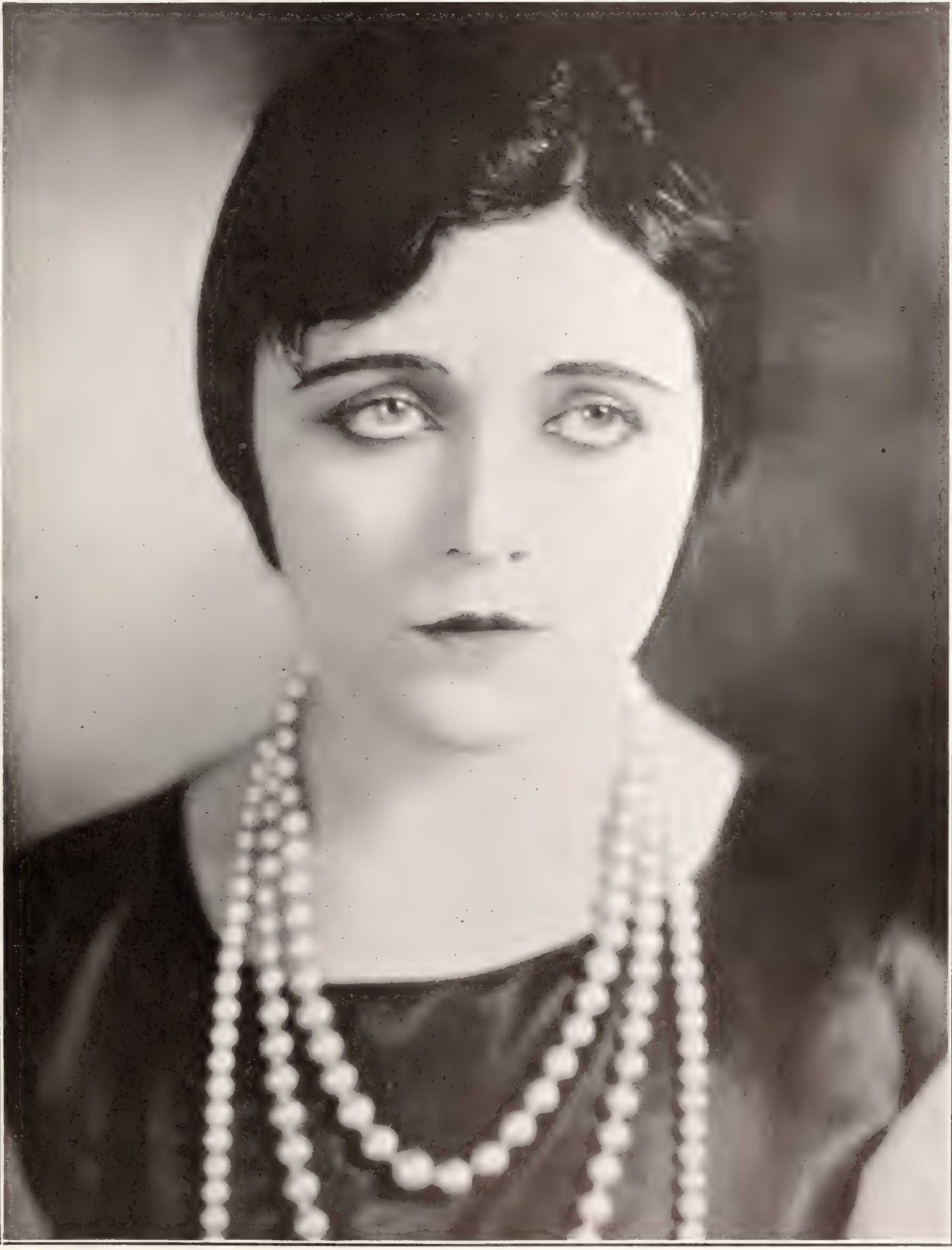
RICHARD DIX


ZANE GREY'S "THE VANISHING AMERICAN"
with RICHARD DIX
RICHARD DIX in "THE LUCKY DEVIL"
a FRANK TUTTLE pro
RICHARD DIX in "WOMAN-HANDLED"
RICHARD DIX in "LET'S GET MARRIED"
with Lois Wilson

And in the ***15TH BIRTHDAY GROUP*** —

"The Quarterback"

"Paradise for Two"



POLA NEGRI

◆ Paramount Pictures ◆

HAROLD LLOYD

Paramount Pictures

W.C. FIELDS

"THAT ROYLE GIRL"
"SALLY OF THE SAWDUST"
"IT'S THE OLD ARMY GAME"

Starring in
"SO'S YOUR OLD MAN"
"THE WILD MAN OF BORNEO"
for Paramount's 15th Birthday Group

◆ Paramount Pictures ◆

LOIS WILSON

in

"Let's Get Married"
"The Vanishing American"
"Irish Luck"
"Bluebeard's Seven Wives"

In Paramount's 15th Birthday Group
"NEW YORK"

WARNER BAXTER

Paramount

The Runaway	Mannequin
Miss Brewster's Millions	A Son of His Father

Paramount Pictures

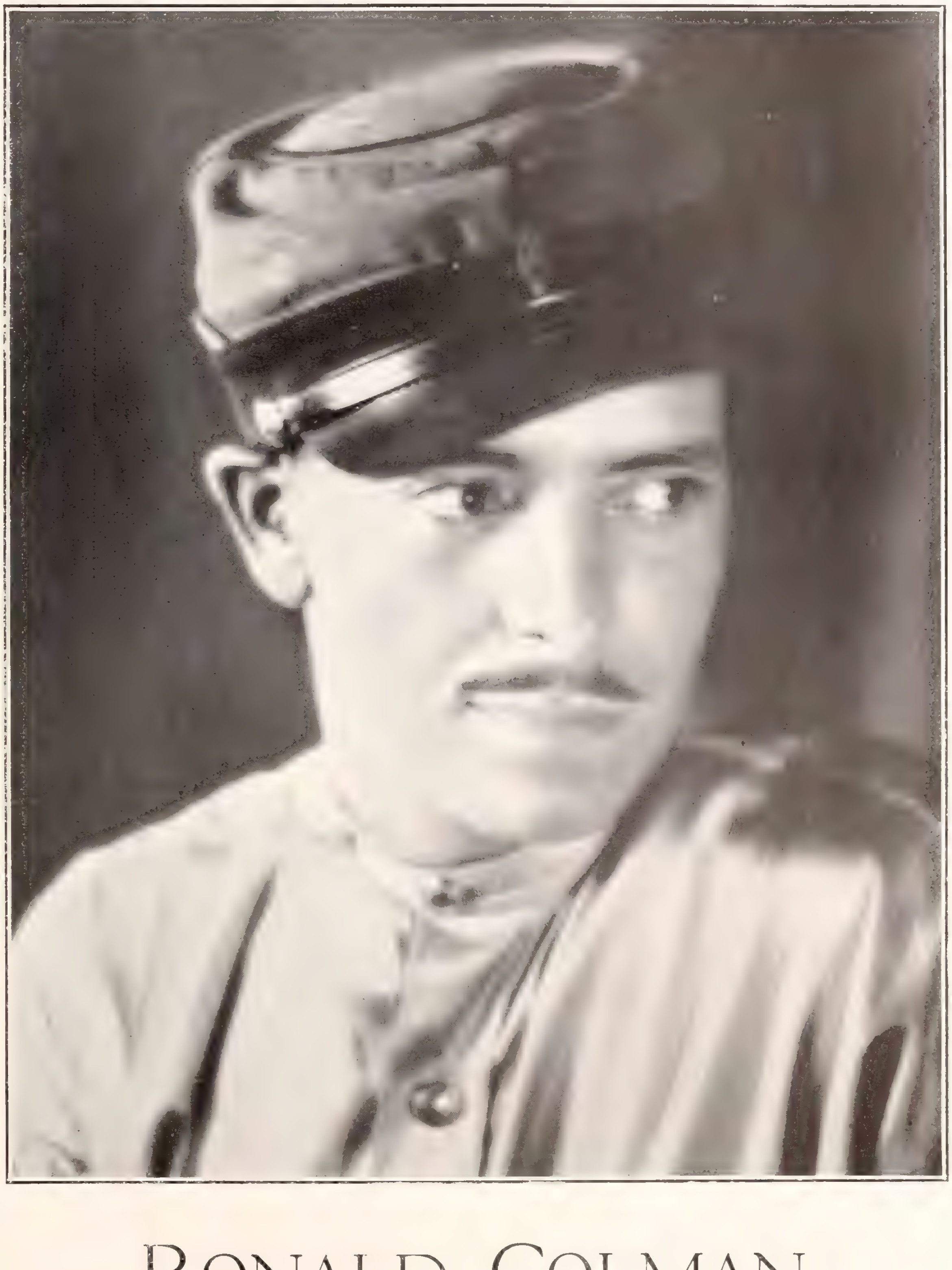
LOUISE DRESSER

"THE BLIND GODDESS"
A Victor Fleming Production

"PADLOCKED"
An Allan Dwan Production

FOR FAMOUS PLAYERS-LASKY CORPORATION

Paramount Pictures



RONALD COLMAN

as

Beau Geste

Paramount Pictures

NEIL HAMILTON

Beau Geste	New Brooms
The Splendid Crime	Desert Gold

FAMOUS PLAYERS-LASKY CORPORATION

Paramount Pictures

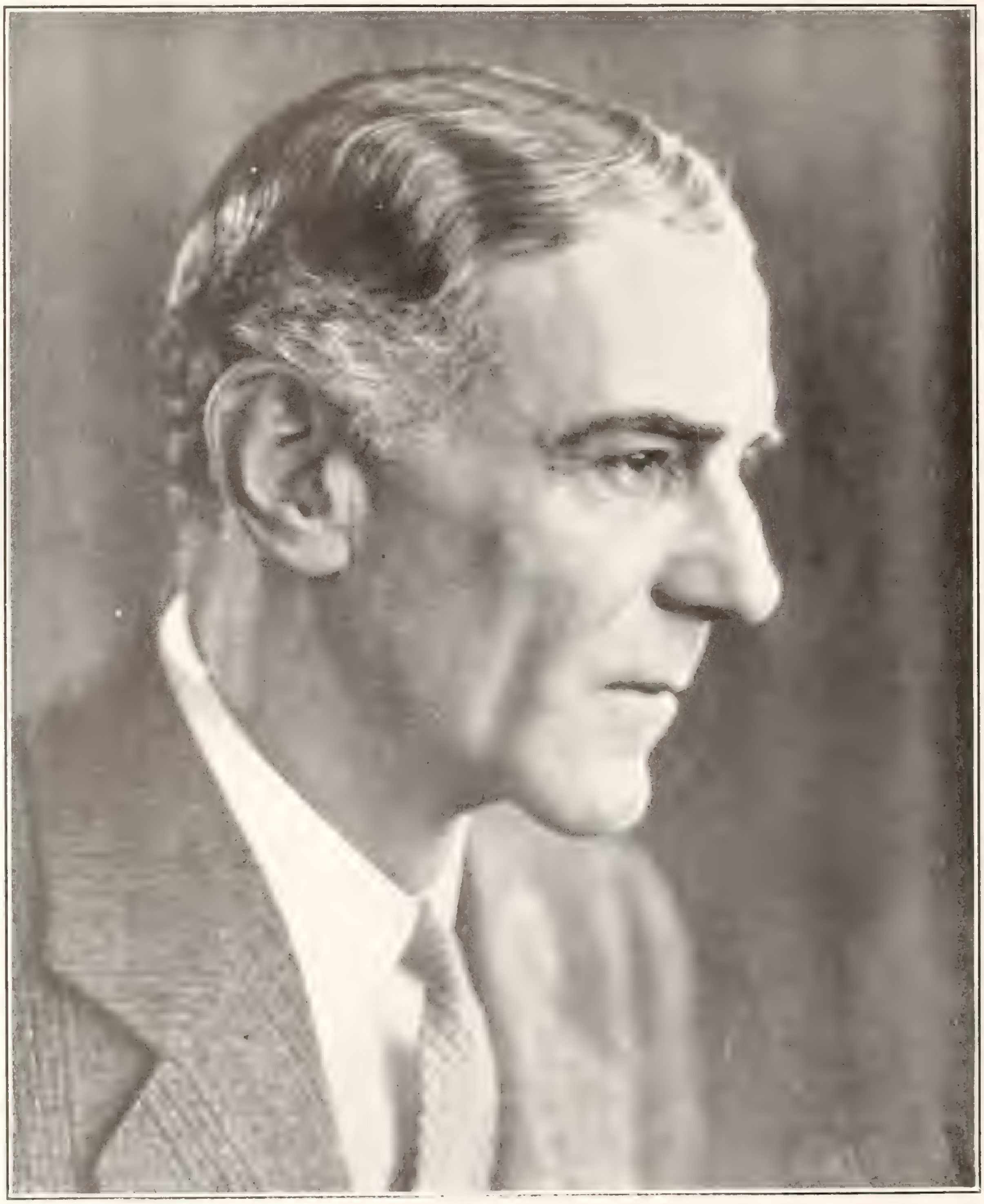
ARLETTE MARCHAL

The Cat's Pajamas

Born To The West

FAMOUS PLAYERS-LASKY CORPORATION

◇ Paramount Pictures ◇

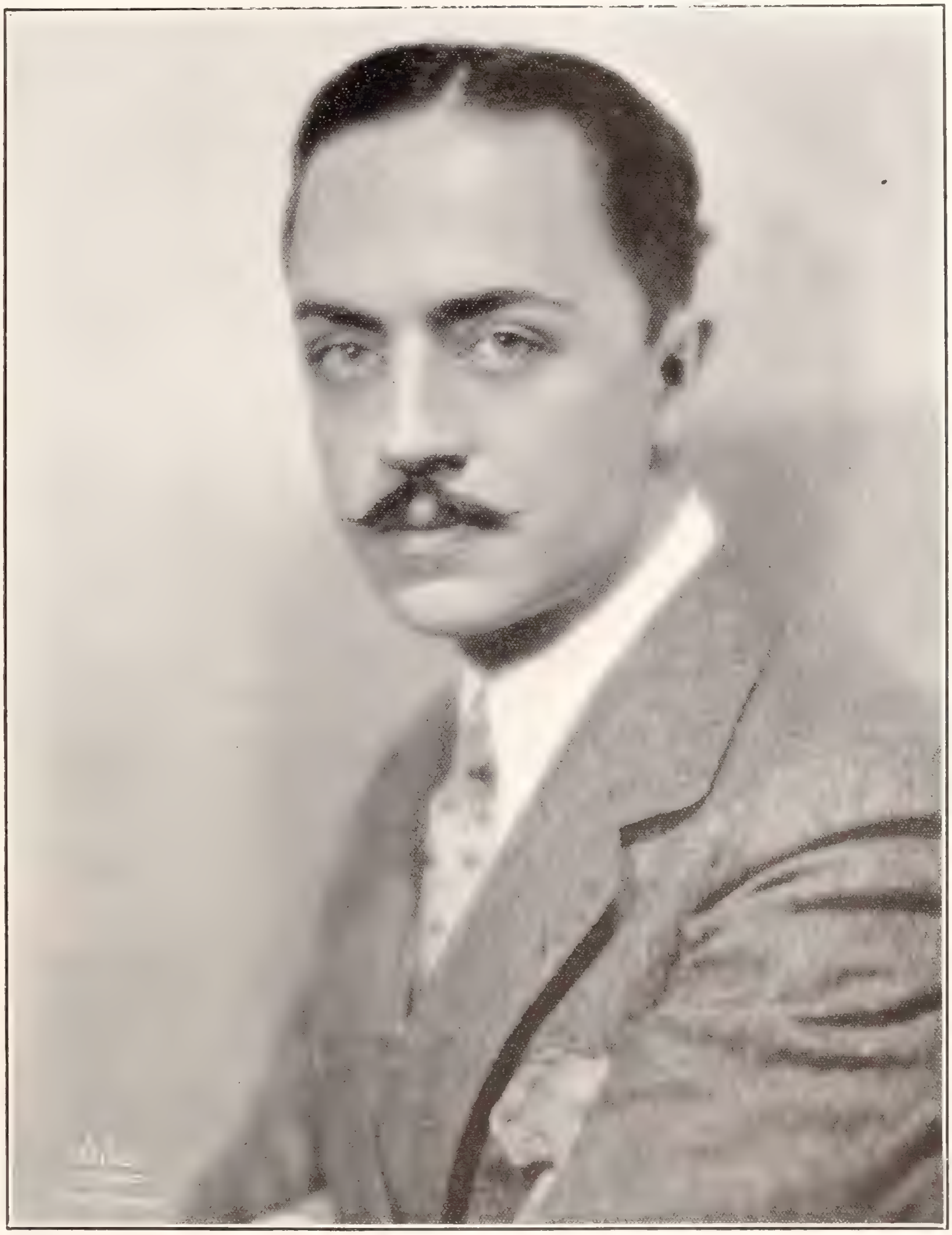


NORMAN TREVOR

Beau Geste	The Song and Dance Man
Dancing Mothers	Wages of Virtue

FAMOUS PLAYERS-LASKY CORPORATION

◆ Paramount Pictures ◆



WILLIAM POWELL

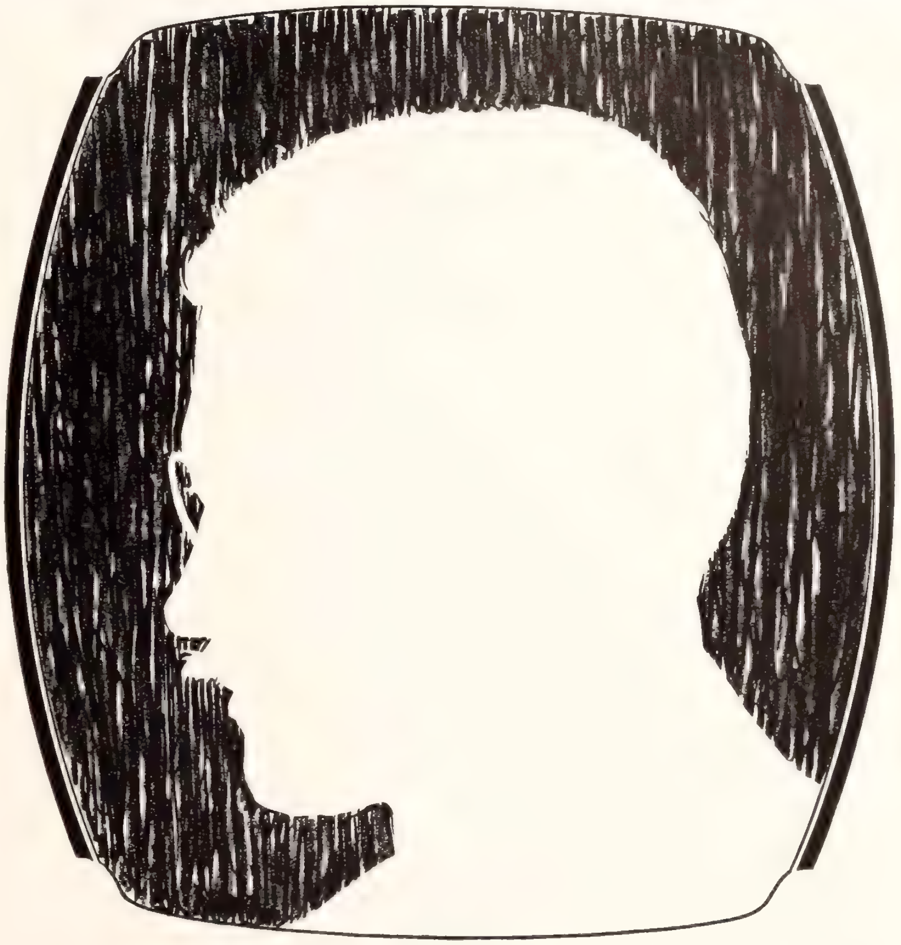
Beau Geste		Desert Gold
The Runaway	Too Many Kisses	Sea Horses

FAMOUS PLAYERS-LASKY CORPORATION

Paramount Pictures

Hoover Art Co L.A.

◆ Paramount Pictures ◆



FRANK TUTTLE
PRODUCTIONS

GLORIA SWANSON
in
The Untamed Lady

BEBE DANIELS
in
Lovers in Quarantine

THE AMERICAN VENUS

IN PREPARATION
EDDIE CANTOR
in
Kid Boots

Paramount Pictures

1926

MARSHALL NEILAN

Now making

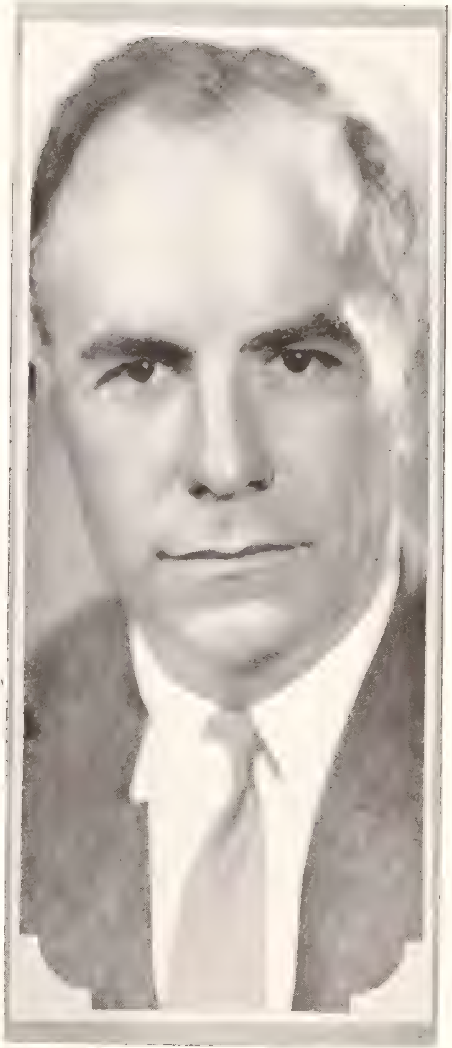
"DIPLOMACY"

for

Paramount

At

MARSHALL NEILAN STUDIOS
1845 Glendale Blvd.
LOS ANGELES CALIFORNIA



Gregory La Cava

Director of

"WOMANHANDLED"
"LET'S GET MARRIED"
"TAKE A CHANCE"

In preparation for 15th Birthday Group

W·C·FIELDS *in*

"SO'S YOUR OLD MAN"

◊ *Paramount Pictures* ◊

Clarence Badger

PRODUCTIONS

"PATHS TO PARADISE"
"HANDS UP"
"MISS BREWSTER'S MILLIONS"
"THE RAINMAKER"

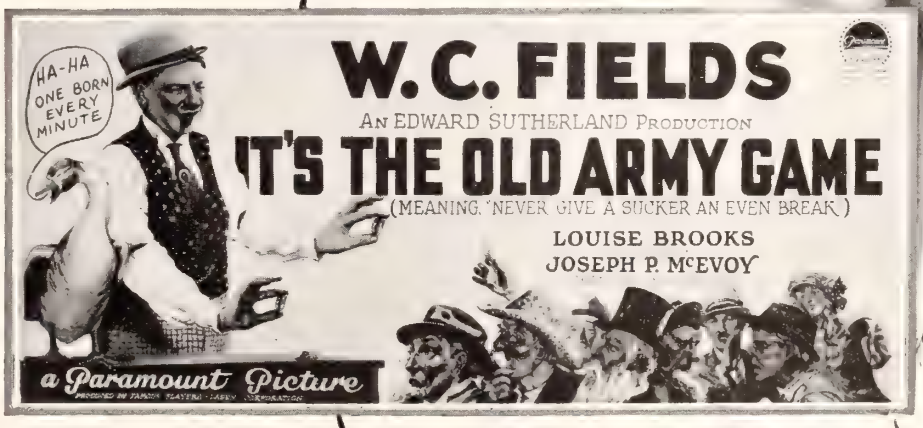
In preparation for
15th Birthday Group
RAYMOND GRIFFITH
in
"Get Off the Earth"

Management HARRY L. KERR

Paramount Pictures

Edward Sutherland

Director of


HA-HA ONE BORN EVERY MINUTE

W. C. FIELDS

An EDWARD SUTHERLAND Production

IT'S THE OLD ARMY GAME

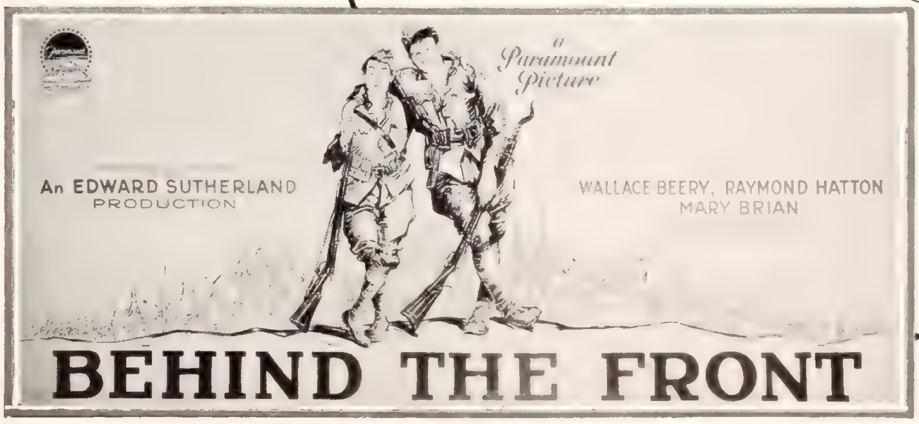
(MEANING, "NEVER GIVE A SUCKER AN EVEN BREAK")

LOUISE BROOKS
JOSEPH P. McEVOY

a Paramount Picture

PRODUCED BY FAMOUS PLAYERS-LASKY CORPORATION

"Coming Through"
"Wild Wild Susan"
"A Regular Fellow"



a Paramount Picture

An EDWARD SUTHERLAND PRODUCTION

WALLACE BEERY, RAYMOND HATTON
MARY BRIAN

BEHIND THE FRONT

Paramount Pictures

LEWIS MILESTONE

Director of

THOMAS MEIGHAN

in

"The New Klondike"

Recent releases:

"SEVEN SINNERS"
"THE CAVE MAN"

SAM TAYLOR

Director of

For Heaven's Sake for Harold Lloyd

Now signed to direct
A SAM TAYLOR PRODUCTION
for
Metro-Goldwyn-Mayer

Paramount Pictures

Irvin Willat

Billie Dove

directed a few of the good old Box Office winners for Paramount
"The Heritage of the Desert"
"Wanderer of the Wasteland"
"North of '36"
"The Ancient Highway"
"The Enchanted Hill"

Paramount Pictures

with Douglas Fairbanks in
"The BLACK PIRATE"
Featured in:
"Wanderer of the Wasteland"
"Light of Western Stars"
"The Air Mail"
"Wild Horse Mesa"
"The Ancient Highway"
all for PARAMOUNT

WILLIAM LEBARON

ASSOCIATE PRODUCER
EASTERN STUDIO

Famous Players-Lasky Corporation

◆ Paramount Pictures ◆

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WALTER WOODS

Adapter and Supervisor
of
The James Cruze Productions

Now in the making
"OLD IRONSIDES"

◆ *Paramount Pictures* ◆

TOM J. GERAGHTY

Supervising Editor

Famous Players — Lasky
Eastern Studio

THOMAS MEIGHAN

in

"Irish Luck"

and

"The New Klondike"

W. C. FIELDS

in

"It's the Old Army Game"

and

"So's Your Old Man"

Paramount Pictures

"THE GREATEST SHOW ON EARTH"

by *Monte Katterjohn*

In the Ten Best
of 1923

"The Green Goddess"

* * *

In the Ten Best
of 1924

"Monsieur Beaucaire"
"The Humming Bird"

* * *

Other Recent Releases
"Disraeli"
"A Society Scandal"
"Ruling Passion"
"A Sainted Devil"
"Madame Sans Gene"
"Sally of the Sawdust"
"Stage Struck"

FORREST HALSEY
SCREEN PLAYS

Current Productions

D. W. Griffith's
"The Sorrows of Satan"

Bebe Daniels
IN
"The Palm Beach Girl"

To be followed by

"New York"

◇ Paramount Pictures ◇

ERNEST VAJDA

Creator of International
Stage Successes

—"Fata Morgana"	Theatre Guild Production
—"The Harem"	David Belasco Production
—"Grounds for Divorce"	Frohman Production
—"The Little Angel"	Pemberton Production

NOW WRITING EXCLUSIVELY FOR
FAMOUS PLAYERS-LASKY CORPORATION

Stories Completed

"The Crown of Lies"	Pola Negri
"The Cat's Pajamas"	Betty Bronson Ricardo Cortez Theodore Roberts Arlette Marchal
"Love—The Magician"	Florence Vidor

In Preparation: A Betty Bronson Story

Paramount Pictures

PIERRE COLLINGS

SCREEN WRITER

in association with

MALCOLM ST. CLAIR

Recent Paramount Releases:

"THE GRAND DUCHESS AND THE WAITER"
Menjou - Vidor

"A WOMAN OF THE WORLD"
Starring Pola Negri

"A SOCIAL CELEBRITY"
Starring Adolphe Menjou

Coming:

POLA NEGRI
in "Good and Naughty"

- and in the 15th Birthday Group:

FORD STERLING
in "The Show Off"

"THE ACE OF CADS"
Starring Adolphe Menjou

◆ *Paramount Pictures* ◆

Hope Loring – Louis D. Lighton

SCREEN PLAYS
for FAMOUS PLAYERS-LASKY CORP.
AT WEST COAST STUDIOS

Just a few Box-office Smashes

"THE CROWN OF LIES"

"THE BLIND GODDESS"

"THE CAT'S PAJAMAS"

"THE RAINMAKER"

–all for Paramount

MARY PICKFORD *in*
"Little Annie Rooney"

"FIG LEAVES"

"PIGS" *(Adaptation)*

–scores of others in the past

Now in Europe resting and observing ~Back to work July 1st Starting joyously on new Paramount contract

Paramount Pictures

In The Ten
Best of 1925

"North of 36"

JAMES SHELLEY HAMILTON

ADAPTATION AND CONTINUITY OF

The Ancient Highway
The Enchanted Hill
Sea Horses
Padlocked

Now with

Allan Dwan Productions

FAMOUS PLAYERS-LASKY CORPORATION

Paramount Posters

by

THE MORGAN LITHOGRAPH CO.

Cleveland New York

Associated has its feet ON THE GROUND! Are Yours?

Of course, they are.

Certainly we can all get over-sold on an idea—now and then.

But you can't keep the theater doors open fifty-two weeks in the year without knowing where your bread and butter comes from.

And it comes from—

Selling ENTERTAINMENT at a box-office PROFIT !

That's Associated's creed for the coming season.

Associated is going to release a minimum of eighty pictures in the next season.

We could tell you that they are going to be eighty deluxe, certified, gilt-edged, gold-medal, blue ribbon, diamond-studded productions.

Finding a label would be easy.

But it would also be bunk.

We have our feet on the ground. Our eighty pictures are to be divided into definite classes for definite reasons.

One group will be called WHIZ-BANG action pictures. Westerns, stunt thrillers, all-around fast-moving sure-fire send 'em-away-happy pictures.

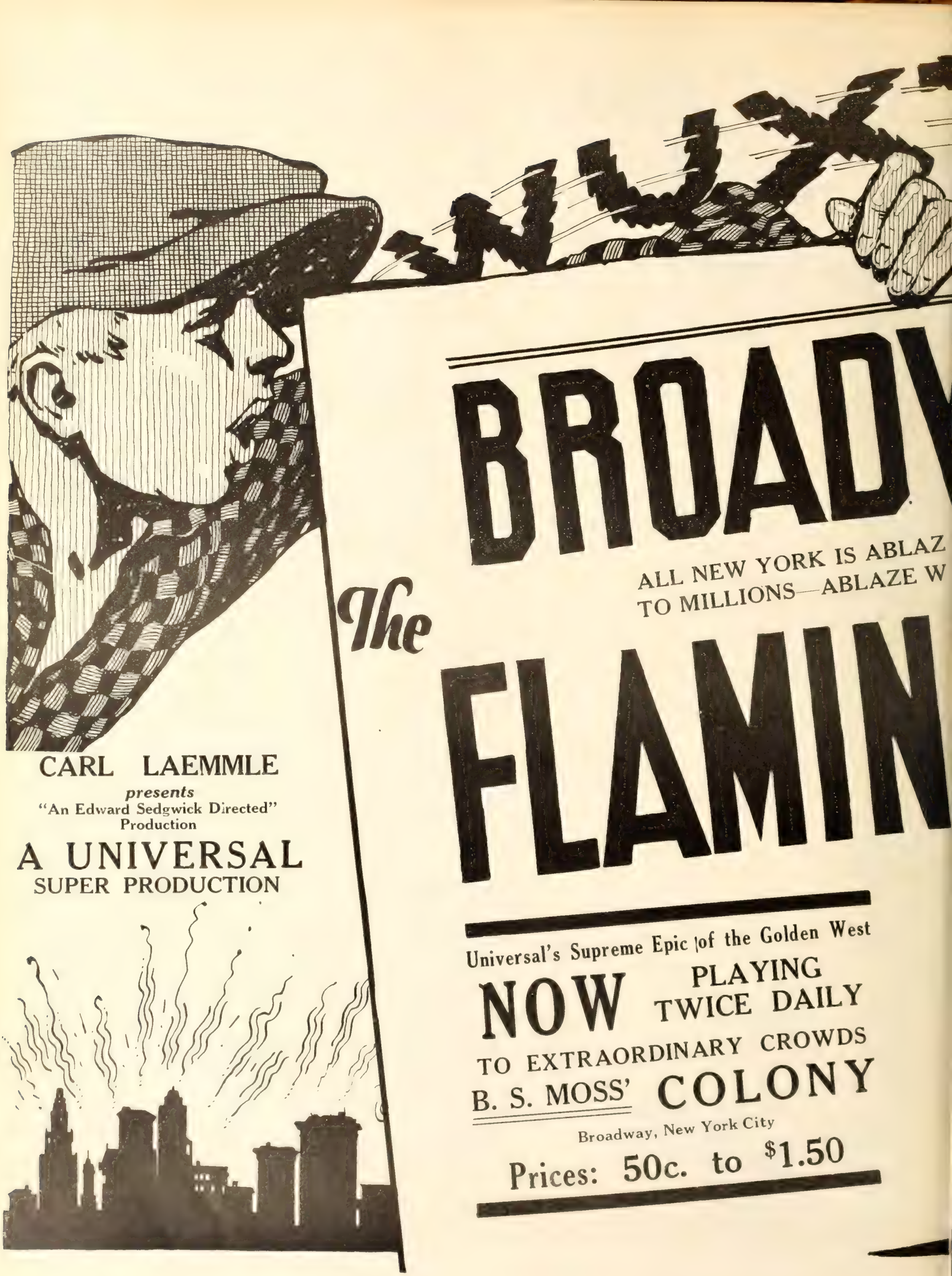
Then there'll be ENTERTAINMENT pictures. Honestly made, capably produced, human interest dramas and comedy dramas—with prominent stars, well known directors, tried players. Pictures we'll stack up against any distributor trying to sell you imitation "Big Parades" at bargain counter rentals.

And the balance will be SPECIALS. But more about them in later talks.

The general idea is—our feet are on the ground. Yours can be. You can buy all of our pictures or any of the groups—and know that you are going to be able to keep on—

Selling ENTERTAINMENT at a box-office PROFIT !
That's your business—and ours!

ASSOCIATED EXHIBITORS, Inc.
Oscar A. Price, Pres.



BROAD

ALL NEW YORK IS ABLAZ
TO MILLIONS—ABLAZE W

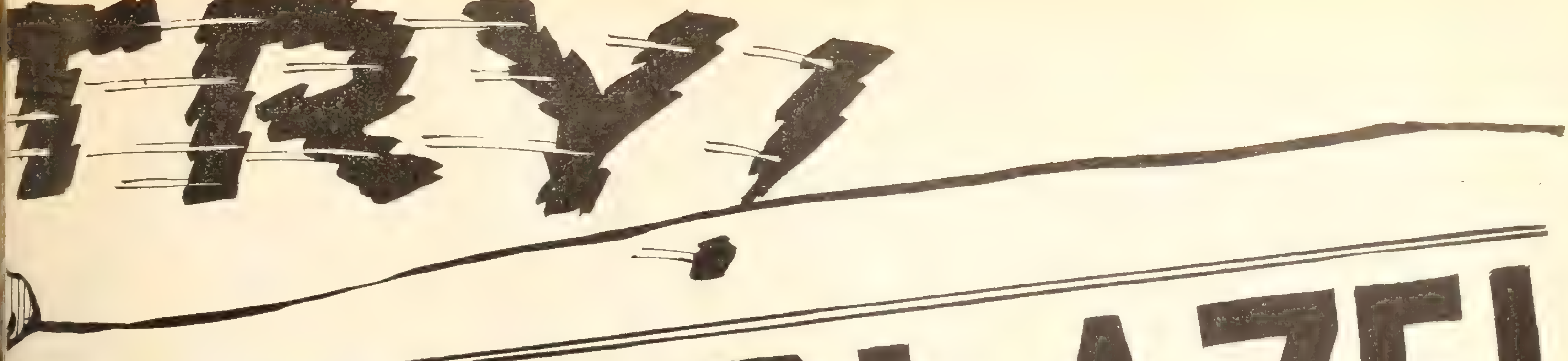
The

FLAMIN

Universal's Supreme Epic of the Golden West

NOW PLAYING TWICE DAILY
TO EXTRAORDINARY CROWDS
B. S. MOSS' COLONY
Broadway, New York City
Prices: 50c. to $1.50

CARL LAEMMLE
presents
"An Edward Sedgwick Directed"
Production
A UNIVERSAL
SUPER PRODUCTION



WAY ABLAZE!

E WITH EXCITEMENT—ABLAZE WITH ELECTRIC SIGNS SELLING IT
ITH ENTHUSIASTIC CROWDS STORMING THE BOX OFFICE TO SEE

G FRONTIER

CRITICS URGE MILLIONS TO SEE IT!

"SCURRY TO THE COLONY AND SEE IT"! —*N. Y. Times Mid-Week Pictorial*

"AN EPIC WINNER! BOX OFFICE MAGNET"! —*Exhibitors Daily Review*

"YOU'LL ENJOY IT AND GET A REAL THRILL OUT OF IT"! —*N. Y. Mirror*

"NEVER FAILS TO SATISFY AT THE BOX-OFFICE"! —*Film Daily*

"PARENTS AND CHILDREN WILL RELISH IT"! —*N. Y. American*

"GIGANTIC PRODUCTION"! —*N. Y. Evening Journal*

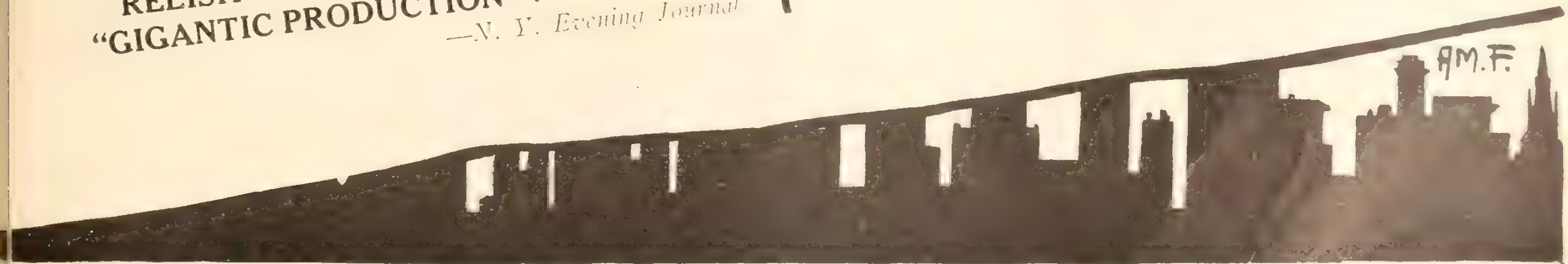
"A THUNDEROUS MOVIE"! —*N. Y. Morning World*

"A GREAT SPECTACLE—FULL OF THRILLS"! —*N. Y. Daily News*

"THRILLING SCENES! MAGNIFICENT! SETTINGS IMPRESSIVE"! —*N. Y. Herald Tribune*

"WONDERFULLY STAGED! MARVELOUSLY PHOTOGRAPHED"! —*N. Y. Evening World*

"A PICTURE WELL WORTH SEEING"! —*Women's Wear, N. Y.*



2 of the

JETTA GOUDAL
The screen's most distinctive personality

"PARIS at MIDNIGHT"

A METROPOLITAN PICTURE

WITH JETTA GOUDAL
LIONEL BARRYMORE
MARY BRIAN AND
EDMUND BURNS
ADAPTED BY FRANCES MARION
FROM BALZAC'S NOVEL
"PERE GORIOT"
A
FRANCES
MARION
PRODUCTION
DIRECTED BY
E. MASON HOPPER
PRESENTED BY JOHN C. FLINN

RELEASED BY
PRODUCERS

"WHISPERING SMITH"

with
H·B·WARNER
LILLIAN RICH
JOHN BOWERS
LILYAN TASHMAN

A METROPOLITAN PRODUCTION
PRESENTED BY JOHN C. FLINN

ADAPTED BY ELLIOTT J. CLAWSON - WILL M. RITCHEY
FROM THE NOVEL BY FRANK H. SPEARMAN
DIRECTED BY GEORGE MELFORD

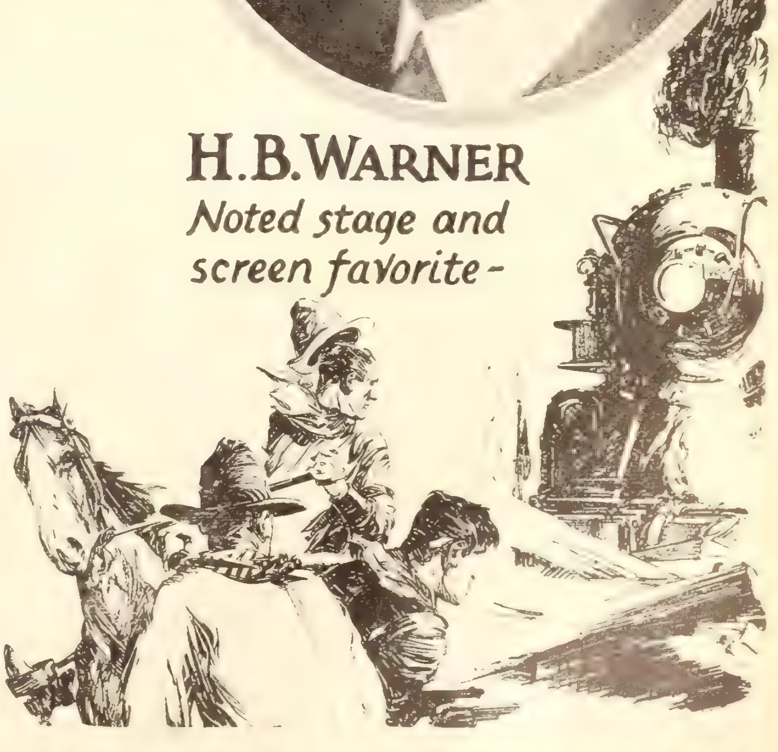
SEASON'S BEST!

H.B.WARNER
Noted stage and screen favorite -

TWO MORE P. D. C. BOX OFFICE ACES
that fill a winning hand for the big showman!

"PARIS AT MIDNIGHT."
—a swift-moving, dramatic, daring revelation of modern Paris at its most dazzling time.

"WHISPERING SMITH"
—a melodramatic thunderbolt of mystery, thrills, spills, railroad wrecks! The greatest railroad story ever filmed.



DISTRIBUTING CORPORATION

Foreign Distributors Producers International Corporation 130 West 46th Street New York, N. Y.

Whizzing do

FBO set a furious pace last season!

FBO will shoot records soaring skywards for 1926-27!

wn the track with an unbeatable stride!

Off with the crack of the pistol, F. B. O. is hurdling into next season with a zip that will strain box-offices to their capacity figures.

Last week we told you about two Gene Stratton-Porter's.

THIS WEEK we're crashing into the big news columns with another announcement of startling importance!

Among the Twelve Gold Bond Super-Special Attractions to be offered by F. B. O. during 1926-27 will be

EDGAR RICE BURROUGHS' TARZAN AND THE GOLDEN LION

The name of Edgar Rice Burroughs is known and loved in every corner of the country.

Mention the word "Tarzan" to any adult or youngster and you immediately conjure up in their mind a picture of the African jungle, wonderful animals and of a remarkable he-man who is the very warp and woof of romance!

Tarzan has become more than the name of a character — it has become a synonym of glorious adventure, the master key to the heart of every red-blooded human in the world!

This latest "Tarzan" story is the most vivid, virile of all this author's great stories! It has a potential picture audience of millions!

And this is just one more of the many big-author, big-theme pictures F.B.O. has in store for showmen for 1926-27!

FBO

1560 Broadway
New York, N.Y

"Your BOOKING GUIDE is very useful to me and I have kept every one. Keep it up. It is a wonderful help in looking up releases."

J. M. Heffner, Palace & Bijou Theatres,
Mason City, Iowa.

Out Soon

Motion Picture News

Booking Guide

covering all releases of the past six months, will go to press shortly. Copy for this issue should be sent at once.

It is the Exhibitor's Manual

Use it!

"I use it (BOOKING GUIDE) in many ways during the year. I keep them all in line and now have every one that you have issued since you started. I really appreciate it more than any other service that you supply."

Pruett's Theatre,
Centralia, Mo.

FOR SEASON 1926 ~ 1927

No. 22

William Fox *presents*

FIG LEAVES

Behind the Scenes With a Successful Parisian Couturier!

A Riot of Beauty and Luxury on The Screen!

A Rush of Mere Men Not to Get Left!

An original screen story by Howard Hawks in which a Modern Eve revolts against love without luxury up-to-date.

presenting

GEORGE O'BRIEN
as Adam

OLIVE BORDEN
as Eve

Andre de Beranger—Phyllis Haver

HOWARD HAWKS *production*

Scenario by
HOPE LORING *and*
LOUIS D. LIGHTON

Previously Announced

1 What Price Glory
2 Cradle Snatchers
3 One Increasing Purpose
4 The Family Upstairs
5 The Music Master
6 Pigs
7 3 Bad Men
8 The Way Things Happen
9 Married Alive
10 The Auctioneer
11 The Grand Army Man
12 Going Crooked
13 A Holy Terror
14 The Return of Peter Grimm
15 The Monkey Talks
16 A Temperance Town
17 Is Zat So?
18 A Milk White Flag
19 The Lily
20 Whispering Wires
21 The City

FOX FILM CORPORATION

Next Week No.

Another from the

Exclusive Foreign Distributors
R-C Export Corporation
1560 Broadway
New York
[illegible]

Distributed by

FBO

1560 Broadway
New York, N.Y.

great thrill Western the star who is making fast ones!

BOB CUSTER

in

The FIGHTING BOOB

blazes a brand new trail in Western characterization! He plays a dual role—two startlingly different impersonations—of a type that will hit every red-blooded fan right where he lives!

This fast-stepping young star is coming like a cool million! He's setting a pace that is putting him right up among the leaders of the Western field!

His "NO MAN'S LAW," "THE RIDIN' STREAK," "MAN RUSTLING" and "BEYOND THE ROCKIES" have built for him a popularity that wise exhibitors are turning into box-office dollars!

This latest picture will add to this popularity tremendously!

Produced by Jesse J. Goldburg

Directed by Jack Nelson—Under Supervision of Jesse J. Goldburg

Mais Oui! Bless you, my box-offices! . . . Joseph M. Schenck presents NORMA TALMADGE in "KIKI" with RONALD COLMAN. Screen story by Hans Kraly; based on the stage play by Andre Picard, adapted by Andre David Belasco. A Clarence Brown production.

CAPIT HOLDS OVER 2ND

Record-Smashing News from all over the Country, too!

Detroit:—

"Kiki" opened at Adams Theatre to phenomenal business. Audience reaction great. Look for extended run.—John Kunsky.

Buffalo:—

"Kiki" opened Monday at Shea's Buffalo to exceptional business. Indicates record week.

St. Louis:—

"Kiki" had Skouras Theatre cashiers working overtime. All records broken. Business beyond fondest expectations.

OL, N.Y., "KIKI" FOR WEEK

Omaha:—

"Kiki" opened at Strand exceptionally big. Playing to capacity each performance. Feel sure Kiki will establish new record for Norma. Newspapers lavish in their praise.

Des Moines:—

"Kiki" opened to phenomenal business at Des Moines Theatre. Audience wildly enthusiastic. Newspaper comments wonderful.

Records,
Records
Everywhere

First National Pictures

A First National Picture

Eugene Gise

TIC-TAC-TOE!

Three in a row

NEW YORK:
A smashing big week at the Strand set the pace for all New York

WASHINGTON, D.C.:
Beat the Easter slump and grossed real money at the Metropolitan

ST. LOUIS:
"A great box-office attraction at Grand Central, West End, Lyric and Capitol. A tremendous success. --Spyros Skouras.

First National Pictures

MICHAEL ARLEN'S
The DANCER of PARIS
starring
CONWAY TEARLE
Supported by
DOROTHY MACKAILL
An ALFRED SANTELL Production

A
First National
Picture

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays *President*

Motion Picture News

Volume XXXIII ALBANY, N. Y., AND NEW YORK CITY, April 17, 1926 No. 16

Figures

IT was quite a few years ago that I chanced to drop into the Paramount office and was introduced to a self-contained young man who was acting as assistant sales manager. The introduction was just casual. A point of discussion came up and someone said: "Ask Kent. He's got the figures." I turned and found a man, back of a desk, who without words produced a chart from a well kept file and put his finger on the exact information.

So it isn't surprising to me that Sidney Kent has risen from that modest position to one of outstanding prominence in this industry. He has stepped up and up—steadily, securely, on the solid steps of business knowledge. Probably someone was always saying: "Ask Kent. He's got the figures."

* * *

A week ago, at Atlantic City, a large and remarkable convention of film men from all over the world gathered around this same man as steel about a magnet. I say a remarkable convention, for hotel men tell me that in all the convention annals of that city this one stood out in diligence, precision, intelligence and work accomplished. It was organization of the highest type.

* * *

Now personality, vitality, courage, tireless energy—these are requisites of a leader. But to get and hold the devotion of your men—a lot of men and good men, too—requires also and primarily that they know that you know your business.

This industry has been slim-waisted in man power. It's a peculiar business and bunk seems bound to flourish—for a time. Men go up and down like skyrockets. Some are credited with having in their inside pocket the recipe to the secrets of production, distribution or theatres. Which is the most specious fallacy of all. There isn't any such thing. But there is such a thing as knowledge of your job—and few have it.

* * *

Kent is one of the few. You go to him today and you go to a business man. If you talk in circles he knows it. He's fearless enough to tell you so and that he intends to run his business without circles. If you've got the goods and your goods are constructive you get a quick, intelligent and fair deal. He not only knows his own business but he has also an appreciation of yours. Which is nothing short of a godsend in an industry where misunderstanding—of one branch about another—flourishes like a green bay tree.

* * *

To a trade paper editor who at times gets sorely fed up on politics, fallacies, endless talk, craving for publicity, sharpshooting and what not, it is a decided relief to take off your hat to real ability. This is simply a testimonial to the man who fills his job. There are other men today stepping up the ladder of facts and figures; and they are the men to whom this industry can look for whatever place it will hold for the future.

* * *

I can say this—that there will always be a place in these pages for their just recognition.

W A Johnston

AN EDITOR

The Week in Review

EX-GOVERNOR TENER of Pennsylvania, a commanding figure in that state and now candidate for Governor on the Republican ticket, makes prominent in his platform the modification of Sunday laws to permit: "reasonable and honest sports such as baseball, amusements and motion pictures on Sunday afternoons."

In a state so harassed by blue laws this announcement is of the utmost interest to Pennsylvania exhibitors.

Governor Tener, whom we have had the pleasure of knowing, is a high type of man, honest, able, fearless and likable. His platform is not an appeal to the galleries; he is not that kind of a man. He believes in tolerance. It means a good deal to the theatre interests of Pennsylvania to have the support of such a man and exhibitors will respond, we are sure, with their characteristic gratefulness and activity.

* * *

SID GRAUMAN is in New York; and the story is that there is every likelihood of a country-wide chain of some twenty new theatres, beautiful but not of great seating capacity, to house super pictures for long runs at two dollars top prices. Joseph Schenck, Marcus Loew and the Shuberts are said to be interested. Anyway a lot of conferring is going on.

It would not be a radical move.

* * *

EACH year the theatre business gets more and more clearly classified—as to attractions and prices. And why not? Why isn't classification inevitable? In vaudeville there is big time and family time. There's an audience for each grade. And so is there for pictures. Theatres, sooner or later, will have to get into their respective grooves; and then producers will have to get into their grooves and make pictures at a price for a certain trade. The trouble with picture production today—and in the past, is that we have too many pictures so expensive that they need big time bookings and yet so mediocre in entertainment value that they deserve family time prices.

* * *

THE Keith interests evidently intend, at last, to get into the picture business in a large way. A bond issue has appeared which, evidently, is but the forerunner of an extensive capitalization—conferences are going on right now with picture producing companies; theatre extension is probably also contemplated. In other words—Keith pictures and more Keith theatres. Looks like we might lose a picture production and distributing company from the roster but that also we will count Keith among the big ones.

* * *

EACH week we bury rumors as easily as the preceding week originates them.

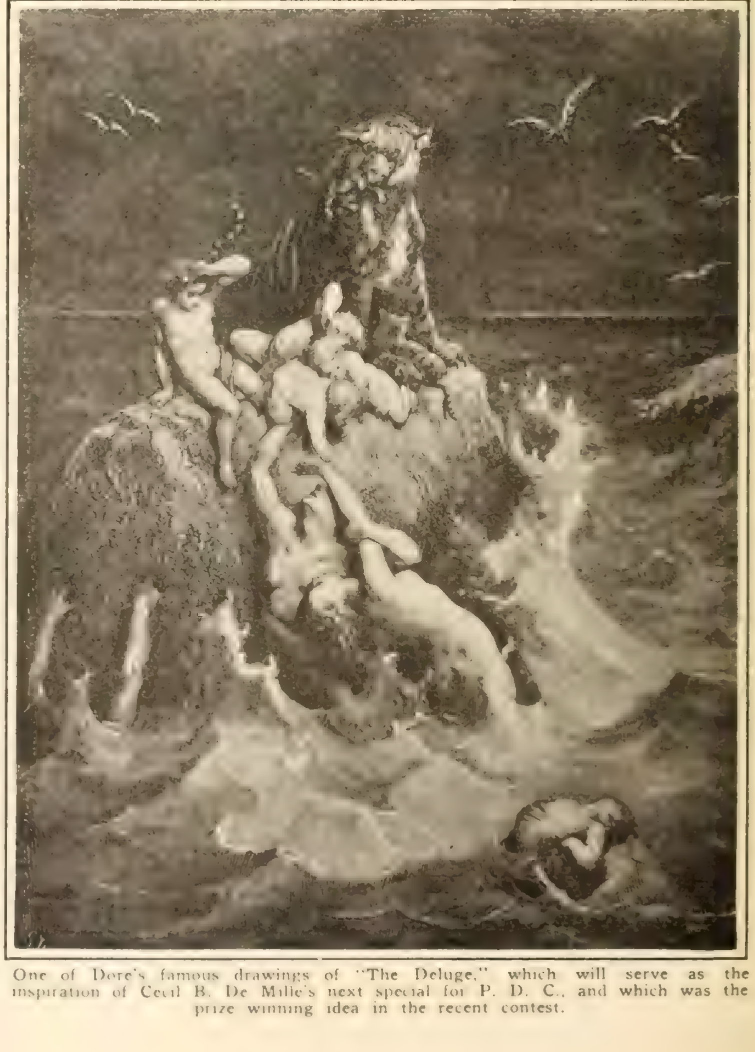
Just because Edwin C. King went from his post as Eastern Studio Manager for Famous to a Vice-Presidency in F.B.O. and because it was said at the same time that Famous would farm out to F.B.O. its embryo stars from the Paramount school, the merger-mongers said these two companies were together, etc., etc. Which is apple-sauce.

* * *

CECIL DE MILLE announces this week that his next big production will be "The Deluge," inspired by the Biblical description of the cataclysm. This is the prize-winning idea in the contest recently conducted by Mr. De Mille and the Los Angeles *Times*. The idea offers remarkable screen possibilities, without a doubt. Great interest has been aroused by the announcement; the picture itself will be awaited with equal interest.

* * *

IN this issue is presented what we consider "news" just as definitely as anything which might appear in a trade paper—the announcement for the coming year of Paramount's group of 75 pictures for the coming year, known as the 15th Birthday Group. Here is vital news for the exhibitor. Pictures are the life blood of his theatre and annual announcements such as this, even though many of the pictures are as yet unmade, give him the best idea possible of what he may expect for the coming year from a given dis-



One of Dore's famous drawings of "The Deluge," which will serve as the inspiration of Cecil B. De Mille's next special for P. D. C., and which was the prize winning idea in the recent contest.

ON BROADWAY

By William A. Johnston

tributor. That, we repeat, is News.

But considered not alone as news, but as advertising, great credit is due Russell Holman, who planned the impressive insert, and Monte M. Katterjohn, who acted as contact man between the production department and the advertising offices, for the finished result Never, it seems to us, has an annual announcement insert carried more punch, more diversity and more showmanship than this. Each picture is treated forcefully and distinctively, each page is handled in a technique which at once identifies the character of the production. No man could spend even a few minutes in glancing over the pages of the insert without carrying away a vivid and definite impression of the program there presented.

The individual pages which deserve special comment are literally "too numerous to mention." "Fine Manners," the four pages on Harold Lloyd, the Ziegfeld productions, the Meighans, the richness and color of the four "Old Ironsides" pages, the sweep and action of the "Sorrows of Satan" lay-out, the beauty and charm of the "fashion" specials, "The Rough Riders," the various comedy specials, the striking pages on "The Greatest Show on Earth"—even a hasty glance discloses these and others outstanding "flashes."

Our congratulations to Russell Holman for a fine job in presenting a program for which the production department likewise deserves a lot of credit.

* * *

THE opening of "The Flaming Frontier" last Saturday night at the Colony theatre brought to Broadway a picture which looks like a sure money-maker. Nat G. Rothstein, in charge of the publicizing of the picture, opened it with a midnight showing which went off in a manner reflecting a lot of credit on Nat. It was a high class, distinctive opening in every way, and launched the picture most auspiciously.

The powerful music score, arranged by Dr. Hugo Riesenfeld and played under his baton for the premiere, enhanced the effectiveness of the picture and came in for much favorable comment. The presentation staged by Jack Savage likewise received no little praise.

"The Flaming Frontier" itself is good motion picture and good box-office. Hoot Gibson, in it, registers one of the most likable of screen personalities, while Dustin Farnum as Custer, George Fawcett, Anne Cornwall, Kathleen Key, Joe Bonomo and the others are splendid types and good troupers. The morning shows for children which are being planned in connection with this should be a valuable aid in any community. The children will delight in the riding and shooting and fighting and sweep of motion, while they, and their elders as well, will learn from the picture a valuable message on the other side of the treatment given the Indian by the invading white man.

IT would not surprise us if the Los Angeles convention of Exhibitors proved to be a most interesting gathering. Maybe, maybe not.

We have stopped forecasting the importance of these national conventions. Mostly they have been pretty sad affairs—either flat failures or noisy whirlwinds of speeches, resolutions and presidential elections. They cost a lot of money, took up a lot of print, and—business went on as usual.

But this one may be different. Last year at Milwaukee and after all the hullaballoo had subsided there was some quiet talk by a few who don't give out interviews about the possibility of a national booking circuit, a sort of Second National association of exhibitors geared up so as to afford a sufficient and definite market for the production of pictures.

Since then I have heard from time to time assurances that the plan was being quietly talked about. The confidential nature of these whisperings, the fact that publicity is not wanted, makes one think that, after all, some real businesslike attempt may be under way.

Well—it will depend, of course, upon the men back of the move—upon their practical knowledge of theatres, distribution and production. The idea is feasible. Some skilled operators can turn the trick.

Perhaps, as we say, the Los Angeles Convention will be worth watching and attending; and maybe some important figures will be there on the sidelines or behind the conference doors from which convention news is not broadcast.

* * *

Gilbert Frankau

WHEN we heard that the Empire News Bulletin, a new newsreel to make its appearance in England on May 3rd, had engaged Gilbert Frankau, leading British novelist and political writer, as supervising editor, we considered the fact interesting but it did not strike us as possessing any great significance.

After talking with Frankau this week in New York we came away with the conviction that not only did the news possess a great deal of significance, but that Frankau was likely to leave his impress on the film industry to a much wider extent before he finishes.

He stands in a curious position in America. In England the best-seller of best-sellers, here he is one of the less known British authors. Probably he is better known here for his political newspaper articles than

(Continued on next page)

MOTION PICTURE NEWS

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An Editor on Broadway

(Continued from preceding page)

for his novels. His latest novel, "Masterson," sold some 70,000 copies in its first five weeks in England, breaking all records. His audience has been limited in America, in the past, but now he has changed publishers and has come to this country for an extended tour—and unless we misjudge his publicity instinct and ability rather badly, he will return to London a much better known novelist in the States than he left it.

The surprising thing, however, was to find a "visiting novelist" who entertained and expressed definite, constructive views on motion pictures. He faces the producing situation in England frankly and admits its handicaps candidly. He knows whereof he speaks, for in addition to brilliant exploits at Loos, Ypres and the Somme, he aided his country during the war in many important ways connected with pictures.

His theory of the proper place of the author in picture production is uncommonly sane and practical. He believes that—some day—the author will work in close association with the producer through all the stages of preparation, continuity, and so on. The script agreed upon, the author will withdraw entirely during the filming, returning to the task when the picture is ready for cutting, titling and editing.

"I had one experience with selling a story outright for the screen and letting the producer 'adapt' it as he chose," he explained. "I shall never repeat the experience. After this, unless I can play a part in the making of it, as I have outlined, I won't sell. I can afford to wait—and I can't afford to jeopardize my reputation as a writer by letting someone who thinks he must make all sorts of changes to keep his job 'adapt' my story to the screen. There is a lot of rot about 'screen technique.' The screen is the most simple and direct of all means of telling a story—going back to picture writing—and there is no deep mystery about it. I don't believe in the author interfering with production itself—that end of it is the director's job—but I do believe that he knows best how his own story should come to the screen. A good screen story is just a good novel 'peptonized'—the pep extracted and put on the screen.

"Producers seem to feel that all stories must be reduced to the same, commonplace level—after paying enormous prices for them—yet all of the great successes of the screen have had great stories."

His work on the *Empire News Bulletin*, he explained, will include a little signed message to the British public each week. He is much concerned, personally, with combatting the impression that "England is done," and that communism and bolshevism are about to take charge of the remains. His lecture tour of this country will be largely for the purpose of telling America of the happier side of the picture, and offsetting the propaganda of radical and agitators.

* * *

FOX has what would seem to be one of the best box-office bets of the season in "Sandy," adapted from the Elenore Meherin story which attracted widespread attention in newspaper serial form. We are writing this 24 hours after viewing it in the uninspiring projection room—and despite the fact that we saw it "cold," without music or audience, the picture still remains a vivid, living impression. It is a picture that draws you into it. You cannot view it distantly, from an outside point of view. In spite of yourself, you find your emotions aroused and your judgment championing or condemning the characters, then altering its decision a moment later. For the characters live. They are neither wholly good nor wholly bad. The man who is chivalrous and tender to Sandy, turns on her in the end and shoots her. Sandy takes her best friend's sweetheart from her—and at the close sacrifices her own life to save him and restore him to her chum.

Harry Beaumont can always be relied upon to make the most of his players and to bring out those little, all-revealing character touches which tell more than pages of printed description. Under his direction a new Madge Bellamy makes her appearance, and one who

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PICTURES AND PEOPLE

"OLD LOVES AND NEW"

RICHARD A. ROWLAND, general manager of First National, has put his enthusiastic approval on "Old Loves and New," the first Marion Fairfax production made in association with Sam E. Rork, and based on the E. M. Hull novel, "The Desert Healer." He waxed particularly enthusiastic over the performance by Lewis Stone as the hero of the Near East romance, and that by Barbara Bedford in the leading feminine role.

"Too much praise cannot be given Miss Fairfax for the way she adapted this popular story and produced it for the screen," said Rowland. "Before seeing 'Old Loves and New' I was prepared by reports from newspaper critics and film executives in Hollywood to expect a fine picture, but with the trimming Miss Fairfax has given it since bringing the negative to New York it is, in my opinion, one of the strongest and best-acted dramas I have seen in a long time."

P. D. C. BALL IN PRAGUE

AN affair which attracted no little attention in Central Europe recently was the Producers Distributing corporation ball held on February 26th at the Palace Lucerna in Prague, Czecho-Slovakia. The hall, accommodating 6,000 persons, was filled to capacity. It was gaily decorated with balloons bearing the names of P. D. C. stars and directors and the titles of releases. Walter W. Kofeldt, director general of activities in Central Europe, and J. V. Musil, general manager of the Prague office, were among the guests of honor.

Skippy Lowry, a New York boy, who has been added to Hal Roach's famous "Our Gang," and will appear in these famous Pathe comedies.

Karl Dane plays an amusing Puritan character in "The Scarlet Letter," which Seastrom is directing for Metro-Goldwyn-Mayer.

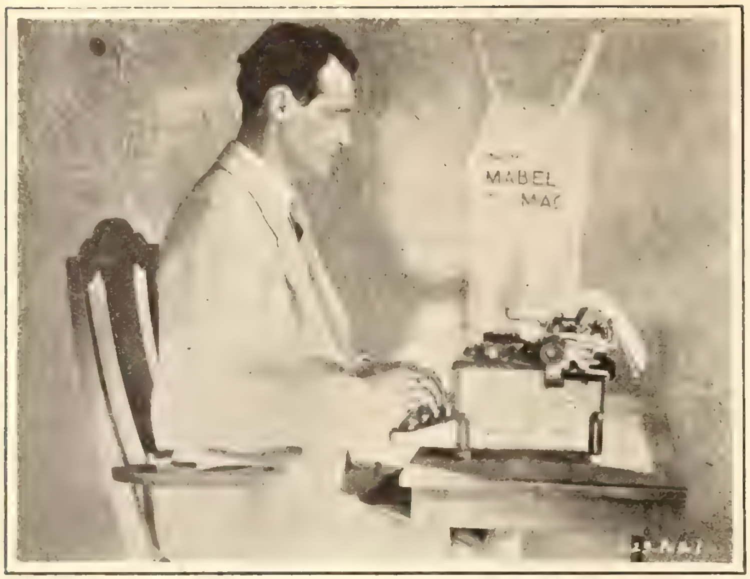
An intriguing pose of Ruth Taylor, one of the Mack Sennett beauty squad appearing regularly in comedies for Pathe release.

Gene Tunney signs contract to make Pathe serial; left to right: Elmer Pearson, vice-president and general manager of Pathe; Tunney; Billy Gibson, Tunney's manager.

Marion Davies, Cosmopolitan star, who has finished "Beverley of Graustark" and will soon start "The Red Mill" for Metro-Goldwyn-Mayer.

Who'd think this was our own queen of fun, Louise Fazenda? Since becoming a Warner Bros. star she has acquired a brand new bob.

Henry B. Walthall in his remarkable characterization of Prynne in "The Scarlet Letter," now being filmed at the Metro-Goldwyn-Mayer studios.



McGrew Willis, scenarist, has this tangible "prop" as inspiration in his construction of the script for Al Christie's "Up In Mabel's Room" (Producers Dist. Corp.). The "undie," if you remember the play, is the keystone of the plot of the piece.

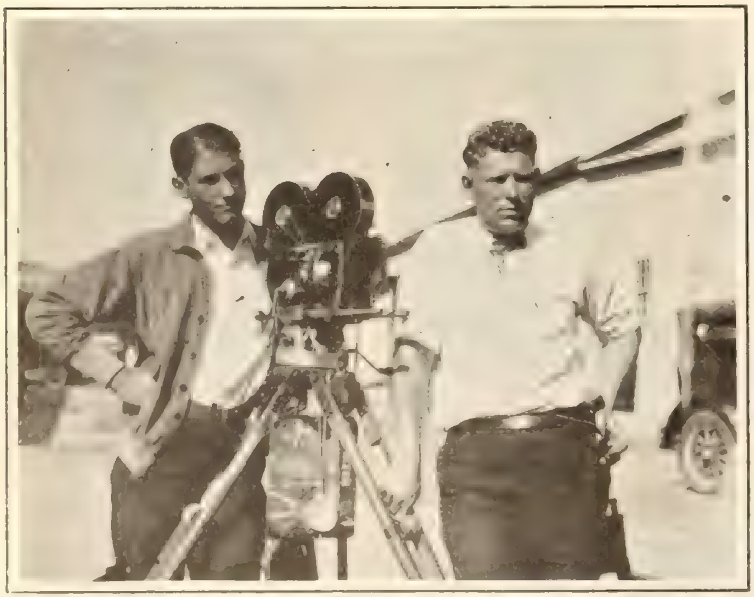
SCHNITZER ON RELATIVITY

J I. SCHNITZER, vice-president of Film Booking Offices, believes that the vital quality in screen stories is summed up in the word "relativity"—or the relationship of the story to the life of the spectator. Quoting Horace Greeley's remark to the effect that the average reader is more interested in the fact that his neighbor broke his finger than the King of Siam had broken his neck, Schnitzer points out that most successful productions, of his own and other companies, have the quality of relativity—they tie up with the daily life of the average patron and deal with the things which interest him.

"The regular run of day by day productions that every company turns out as the basis of its program cannot afford the expense of making merely a big display without an essentially human story which ties up the whole to the individual spectator," he says.

DR. KALMUS SAILS

DR. HERBERT T. KALMUS, president of the Techni-Motion Picture corporation, sailed for Europe on the Majestic, April 3rd. He will visit London, Berlin, Paris and Nice, and will go into the matter of establishing a Technicolor laboratory in Europe, which is seriously under consideration.



Sam White, brother of Jack White, director-general of Educational-Mermaid comedies, is learning the business from the ground up. After a session as still photographer and assistant to Len Smith, cameraman, he will open a portrait studio for professional people shortly.

ON BEDS OF DOWNY EASE

RICHARD DIX is easily one of our most pep-filled and energetic actors, but when he and 35 extras arrived at the Paramount Long Island studio Monday morning to start work on "Take a Chance," the feeling of spring was in the air. A soothing warmth lingered in the air—it was just the sort of day for a touch of spring fever.

So when Director Gregory La Cava ordered everyone to put on pajamas and lie down on the cots in a set representing a hospital in a French chateau, he was almost greeted with cheers. After lolling about for several hours, Dix and the supers voted it an ideal way to spend a spring day. A good time was reported by all.

MRS. BELL'S NEW NOVEL

AN important addition to current book lists will be made next week when "Slaves of Destiny," Pearl Doles Bell's latest novel, is placed on sale. Its colorful background, pathos and drama make it readily adaptable to the screen, and Viola Foster, who has sold several of Mrs. Bell's novels to film companies, is negotiating the sale of the rights to "Slaves of Destiny." Mrs. Bell has just returned from Palm Beach to New York and will sail shortly for Europe on an extended tour to gather material for her next book.

Vera Reynolds, dressed for her role in "Silence," enjoys a chat with W. J. Morgan, general sales manager of Producers' Dist. Corp., at her right, and F. C. Monroe, president, at her left, with Director Rupert Julian at the extreme left.

TAYLOR'S COMEDY SLANT

SAM TAYLOR, former Harold Lloyd director, who is now under contract to Metro-Goldwyn-Mayer to produce light comedy features, has some interesting ideas in that connection. While he intends to do realistic comedies of current life, he will not utilize the customary "troubles of married life" theme.

"I propose," he says, "to begin with the meeting and end with the marriage, rather than follow the trail from marriage through quarrel to reconciliation, which has become in these past few years almost the standard formula for serious comedy. To my mind the pre-marital romance offers a thousand times more of an opportunity to work in delicate 'gags.'

"I want to make old fashioned romance in a new fashioned way, bringing to play on the old 'Sunshine and Roses' stuff all the side lights that make them so vastly amusing to the spectator and so terribly serious to the participant."

"THE BAT" WINS A STAR

THIS week's awards by the National Board of Reviews of asterisks of merit were two in number. The first went to a United Artists' feature, "The Bat," for its skillful melodrama, while the other went to Pathe Review No. 16, a subject which accumulates the little asterisks with remarkable regularity.

JUNIOR STARS AT WORK

ALTHOUGH but a month has passed since their graduation from the Paramount Picture School, all but two of the Paramount Junior Stars are at work in various productions. Walter Goss and Charles Brokaw are playing in "Fine Manners;" Buddy Rogers has been loaned to Fox; Jack Luden, under a similar arrangement, has gone to F. B. O.; ten of the Juniors are appearing in "The Sorrows of Satan," Marion Ivy Harris, Josephine Dunn, Jeanne Morgan, Dorothy Nourse, Iris Gray, Thelda Kenvin, Robert Andrews, Claud Buchanan, Irving Hartley and Greg Blackton. Of the two remaining, Mona Palma is ill with influenza, and Thelma Todd is busy moving herself and parents from their home in Lawrence, Mass., to New York City.

TOPSYS AND EVAS

HARRY POLLARD, who is directing "Uncle Tom's Cabin" for Universal, held screen tests last Saturday morning to select Little Eva and Topsy, at the Edgar Scott Spargo studio in New York City. Just a few lines in the daily papers announced that fact, but more than two hundred Topsys and Evas, accompanied by mothers, aunts and guardians, flocked to the Spargo studio until it looked like a subway platform at 6 P. M. There were big Little Evas, short Little Evas, young ones and old ones, and an equally wide variety of Topsys. All of those even approximately the type were given tests and some of them looked mighty promising. Charles Gilpin, the negro actor who created the role of "Emporor Jones" was on hand to assist.

RUBBING IT IN

ONE hold-up a day is bad enough, according to the manager of the Strand theatre, Kansas City, by two of them per diem is, as our English cousins phrase it, "a bit thick."

Three hold-up men entered the Strand lobby at 6:30 p. m. and walked off with $60. At 11:30 a well dressed bandit, alone, appeared. "You're late," Paul C. Porter told him. "We've already been held up."

"I'm sorry," the bandit replied, gathering up $25 and leisurely strolling out of the lobby.

THE FOUR WARNERS

FOR the first time in several years, the four Warner brothers, Harry M., Jack, Sam and Albert, are together, the occasion being the first of three conventions of the Warner Bros. sales force. Harry M. Warner is president, Jack is production manager, Sam is in charge of the theatre department and Albert is executive head at the home office. They have met frequently in pairs and trios in recent years, but not for some time have all four been in the same city at the same time.

DIRECTOR FETED

W. S. VAN DYKE, directing "The Totem Pole Beggar" for H. C. Weaver Productions, Inc., at Tacoma, for Associated Exhibitors release, has discovered that it is not always a handicap to be far from home on one's birthday. The event, which came on March 21st, was the occasion for a surprise party, tendered him by executives of the Weaver organization, and members of the cast. Contrary to usual custom, suitable gifts were presented to all those present.

UNIVERSAL CITY VISITORS

TWO noted writers, Ring Lardner and Grantland Rice, were visitors at Universal City the other day, accompanied by their families and Teddy Hayes, the trainer. They found the zoo particularly interesting, especially "Siggie," the new baby camel, son of "Bedelia." Rice and Lardner are on a tour of Southern California, and their forthcoming writings will probably reflect their latest contact with the film colony.

OUT OF THE HOSPITAL

LYA DE PUTTI, Hungarian screen actress recently signed by Paramount, has recovered from a recent operation for appendicitis and has reported for work at the Long Island studio to assume her role in "The Sorrows of Satan" under the direction of D. W. Griffith.

Ken Maynard, new First National Western star, who will produce under the management of Charles R. Rogers, with his famous screen horse, Tarzan. His first vehicle will be "Senor Daredevil.

"FLAMING FRONTIER" OPENING

AN interesting highlight of the midnight premiere at the Colony theatre last Saturday night of "The Flaming Frontier" was the presence of Brigadier-General Edward S. Godfrey, himself a survivor of the Custer Massacre which plays so important a part in the picture. General Godfrey, whom Nat Rothstein induced to occupy a box at the Premiere, commanded Troop K, Seventh Cavalry, under Custer. It is he, when Reno failed to come to the rescue, who kept his own men from suffering Custer's fate, and who held off the Indians for two days until General Terry's column arrived. Later, while on the faculty at West Point, he wrote the official history of the Battle of the Little Big Horn. Captain James F. Lavery introduced General Godfrey to the Colony audience.

KING WELCOMED ON COAST

EDWIN C. KING, new production chief of Film Booking Offices, was the guest of honor at a dinner the other evening at the Hollywood Athletic club given by Joseph P. Kennedy, chairman of the board of directors. Kennedy acted as toastmaster and welcomed King to his new post as vice-president in charge of production. About thirty executives and department heads attended.

Peggy Shaw, star of the James Fitzpatrick Famous Melody series for Pathe, wore a wedding gown valued at $10,000 at the Spring opening of Les Boue Soeurs in New York recently. Pathe Photo.

Dr. Herbert T. Kalmus, president of the Technicolor Motion Picture Corp., who sailed for Europe this week on the "Majestic." (Photo c/o Bachrach).

Hiram Abrams, president of United Artists' corporation, felicitated by Joseph M. Schenck, chairman of the board of directors, on the seventh anniversary of the corporation.

E. W. Hammons, head of Educational, with Frances Lee and Vera Steadman at the Christie studio. Miss Steadman has just recovered from an auto accident.

Myrna Loy, new Warner Bros. contract player, in training for her role in "Why Girls Go Back Home," just completed.

Jerry Mandi, an Italian actor born in Utica, N. Y., who has been signed by Mal Roach for five years to appear in Pathe comedies.

INTERNATIONAL RADIO TEST

LAURA LA PLANTE, Universal star, was the principal in an unique international radio test last week, conducted by Universal and amateur radio broadcasters throughout the world. The test was made from station U-2 AHN in Brooklyn, which is the experimental plant of J. Malcolm Kraft, on a 43 meter wavelength. The tests were witnessed by newspaper and tradepaper representatives in New York and in various foreign cities. Static hampered the tests, but by doubling the input Kraft established communication with several English stations. It is thought that other European stations also picked up the test, though reports have not yet been received. Miss La Plante expressed her appreciation of being selected for the test, and the hope that her listeners would enjoy "The Midnight Sun." Joe Weil of Universal arranged the test.

SEVENTH U. A. BIRTHDAY

HIRAM ABRAMS, president of United Artists corporation, at noon on April 2nd was surprised by Joseph M. Schenck, chairman of the directorate, and by the home office staff, with the presentation of a huge birthday cake with seven candles—marking the seventh anniversary of the corporation. With the cake was submitted a testimonial bearing the signature of all the star and producer members of United Artists, the board of directors and the executive staff.

THE NEW INVASION

THE foreign invasion, which once seemed to take the form of pictures, is now confined largely to talent, and scarcely a week passes but brings to our shores a star or a director. One of the latest newcomers is Lothar Mendes, a German director, who will probably direct two Robert Kane productions the coming year. Just now he is watching the production of a current Kane picture at the Cosmopolitan studio, and seeing Broadway plays and pictures.

ACTOR TURNS AUTHOR

CLARENCE THOMPSON, Universal leading man, is the author of "The House of Love," a novel which will be published this summer by Boni & Liveright. It as written in collaboration with Elizabeth R. Thomas. He was on the staff of the Lampoon while at Harvard, and has contributed to various magazines since.

ON FOREIGN SHORES

EDWARD L. KLEIN, who is off on another extended European jaunt in the interest of export affairs, postcards greetings from Southampton, where he docked on the R. M. S. Olympic.

Fay Wray, Universal player, and Edna Marian, Stern Bros. comedy star, take their morning exercise. Both are Wampas Baby Stars of current year.

Mrs. Jack London and Ralph Ince in conference on the script of "The Sea Wolf," which has been acquired for release by Producers Distributing Corp.

AN EDITOR ON BROADWAY

(*Continued from page 1784*)

will, we confidently believe, create a sensation. Miss Bellamy, always the most demure of ingenues, blossoms into an electric, nervous, Charleston-mad, flask-toting, short-skirted flapper of 1926 model, and makes the characterization ring true. It is one of those rare screen portrayals that are truly unforgettable and that linger long after plot is forgotten. Around her is a splendid cast—some of them new faces and others older favorites whose work here is so refreshingly different as to make them virtually "new faces." Gloria Hope, Joan Standing, Lillian Leighton, Leslie Fenton, Harrison Ford, Bardson Bard, David Torrence, all deliver convincing and compelling performances.

"Sandy" is a picture which truly lives. If the flappers and their boy-friends don't "eat it up," we miss our guess badly. Of the exploitation possibilities we scarcely need speak. Serial publication in 100 daily newspapers, plus the unlimited possibilities of the theme and story, make the exploitation angle virtually water-tight.

* * *

ONE of the outstanding impressions carried away from the Atlantic City convention of Paramount was the amazing loyalty and devotion of the entire sales organization inspired by Sidney R. Kent. This was true not only of men from the home office but of the men in the field, here and abroad, who come in personal contact with him but infrequently.

A brief talk with one of the branch managers or salesmen never failed to bring forth a spontaneous tribute to Kent—not alone as an executive but as a man. He is to them not just the General Manager, but a friend and a man they are proud to work with.

IT was interesting, too, to observe Adolph Zukor in the hotel lobby between sessions, unobtrusively circulating about among the men, inquiring after this one's family or that one's activities, listening attentively but talking little. At the convention sessions, the mention of his name alone was enough to start a demonstration, while the ovation accorded him at the banquet was convincing evidence of the esteem and affection in which the sales force holds him. His position as president would not, in itself, be sufficient explanation of that enthusiasm. It is, rather, the result of a quiet sincerity and deep confidence on his part in his relations with the field men, which makes them feel that they are his "boys," and not merely employes.

* * *

WORD comes, just as we go to press, that Consolidated Film Industries, Inc., has bought an interest in the Rothacker Film Manufacturing Co., and certain stockholders of the Rothacker firm have bought an interest in Consolidated. Interviewed by long distance telephone, Watterson R. Rothacker in Chicago stated the above facts to the News. He said that the deal in no way affected the Rothacker-Aller Laboratories, Inc., at Los Angeles.

"The personnel of the Rothacker Film Manufacturing Co. will remain the same," he added. "I will make a complete statement of future plans on the 16th anniversary of the Rothacker company, which will be held next month."

A statement from Consolidated confirmed the above facts, and added that no change in the management or policies of either company was contemplated.

* * *

OUR good friend, Tom Moore of Washington, writes an interesting letter about the bill for Federal censorship. It would indicate that he isn't wholly and exclusively interested in golf. Tom says there ain't going to be any Federal censorship act.

German Market Problems Presented

Assistant Commercial Attache at Berlin Describes Difficulties Faced by American Distributors in That Country

ALTHOUGH American films make up about 60 per cent of all films played in Germany at present, they are faced with organized opposition and racial preferences which must be understood to insure a continuance of that demand, according to a report to the Department of Commerce from Assistant Commercial Attache D. Miller, Berlin.

No German theatre owner will buy a steady stream of American films, Miller points out, as he must exhibit German films at least one-third of the time in order to keep his patrons. Standard American six-reelers of the conventional type are now being peddled all over the country at very low prices, with the result that average rentals in small towns are not much more than from 25 to 100 marks for a 3 day showing as against rentals several times the figure for the same type of German film. Taking into consideration the different tastes of the various communities, Miller avers that a fairly good German film will do better than anything from the United States except an outstanding super-production or a really good comedy.

That the so-called "Contingent" system is not working great hardships on importations of American pictures is evidenced by the fact that present prices for American films are stated to be around $8,000 each, and that the market is absorbing as many as it would even were the "Contingent" entirely removed. At the same time, the German film industry would unquestionably slump without the aid of American films which come in at very low prices and form the bread and meat of the renting companies and theatre owners.

Obstacles against the American film, however unimportant, are cropping up every so often in various forms, Miller continues. A continual barrage of criticisms is appearing in the trade press against the American picture and theme in an effort to stimulate home production and these objections run the gamut of the industry of this country from the actor to the producer. Along with these denunciations, it is reported that some of the members of the Right Parties in the Reichstag are about to introduce a bill which will greatly increase the powers of the censorship and instruct that foreign films showing customs and conditions of life not in line with German practice be excluded.

F. B. O. Introduces Unit System at Studios in Hollywood

THE Unit system of production will be installed at the Hollywood studios of F. B. O., where twelve Gold Bond Specials and forty-four program features in addition to several series of two-reel comedies will be made during the coming year under the supervision of Edwin C. King, the new production chief, it was announced at the annual sales convention oi the company held in Los Angeles last week. Frank Ormiston has been appointed production editor and will relieve J. G. Hawks of some of his manifold duties at the studio. James Wilkinson has been named production editor for the two-reel comedy series.

The sales convention, which was brought to a close on Saturday, April 3, was addressed by Joseph P. Kennedy, who recently purchased control of the company; Colvin Brown and J. I. Schnitzer, vice presidents; Lee Marcus, general sales manager, and other executives of the home office production department. Mr. Kennedy told the assembled executives and branch managers, representing the company's exchanges in all parts of the country, that each production for the coming season would be built around a definite exploitable idea. Adresses were also made by Edwin C. King, Hyatt Daab, director of advertising an exploitation, and Edward McNamee, director of publicity and sales promotion.

Report Surplus of $1,705,519

First National Statement for Year Shows Net Income of $1,951,485—Assets $15,081,803

FIRST NATIONAL PICTURES' report for the year ending January 2, 1926, shows a net income of $1,951,485 after all expenses, Federal taxes, etc., and the consolidated income account, which includes First National Productions Corporation and First National Exhibitor's Circuit, Inc., shown an income from operations of $24,718,235, and a profit from foreign subsidiaries of $111,041. Operating expenses were $5,613,032. Royalty expenses, film exchange, etc., totaled $16,092,891, and Federal taxes, $271,868. After payment of dividends on first preferred stock and second preferred Class A stock there was a surplus of $1,705,519.

Assets of First National, as shown by the consolidated balance sheet, totaled $15,081,803. Current assets were $12,013,427, including cash, $1,087,394, inventories, $3,231,740, loans and notes receivable, $63,185, and accounts receivable, $602,236. Productions in progress, scenarios unproduced and supplies, at cost, were $2,122,607. Fixed assets were $689,714. Liabilities for 1925 totaled $10,313,923, and current liabilities $3,823,289. Capital stock, including participating first preferred 8 per cent. cumulative, second preferred A 7 per cent. cumulative, second preferred B 7 per cent. cumulative, and the common stock of no par value, was $5,350,250.

Robert Lieber, President, said:

"In February, 1925, an issue of $4,000,000 cumulative 8 per cent. participating first preferred stock was created, of which $2,500,000 was sold to increase working capital. In addition to the regular 8 per cent. dividend the first preferred stock will receive, beginning April 1, 1926, a participating dividend equal to 12.8 per cent. of the preceding fiscal year's earnings not in excess of $1,500,000 and not in excess of $2,500,000 proportionate to the total of such stock outstanding to the total authorized amount. The earnings for the fiscal year 1925 are $1,951,485, paying a participating dividend of $1.44 per share."

Universal Coast Force Convene

Western Sales Division Meet in Los Angeles and U City for Three Day Session

THE West Coast Sales Division of Universal, numbering more than one hundred managers and salesmen from cities west of Denver, held a three-day convention in Los Angeles and Universal City on April 5, 6 and 7, with Lou B. Metzger, sales director of the western division presiding.

The session commenced with a rodeo and entertainment at the Universal studio which was put on under the direction of Edward Moffat, advertising manager of the Universal coast studios.

Following the rodeo in which Universal's Western Stars and Ranch Riders competed, vaudeville was presented at the "Phantom Opera House," followed by dancing and a buffet dinner.

During the convention the men viewed all of Universal's production which is ready for release and closed with a banquet at the Biltmore. Among the speakers were Metzger, Jack Schlaifer, assistant sales director, Julius Singer, sales manager for short product; Joseph Friedman, Sales manager for Denny productions; Julius Stern, of the Stern Brothers Comedies, and Dave Bader, Manager of Accessories. Representatives from the studio also addressed the assembled salesmen.

Present at the convention were: Los Angeles:—D. S. Mitchell, Mr. Joffee, B. Cadman, J. Frey, J. Halstead, C. McVickers, Mr. Kitching, L. Hitchcock. Denver:—G. Rosenwald, S. Cain, J. Skorey, E. J. Lustig, C. Lounsbury. Butte:—W. Heineman, M. H. Thompson, O. B. Henson. Portland:—G. Jackson, J. Moran, E. Hudson, G. Kennedy. Seattle:—J. Reilly, J. Cohen. Salt Lake City:—M. Aparton, M. Hartford, J. R. Beale. San Francisco:—C. Nathan, J. Wolfe, J. Huff, J. Frazier, K. Kreuger, W. Getty.

Manitoba Censors Barred Only 3 Films Last Year

The Manitoba Board of Moving Picture Censors, Winnipeg, condemned outright only three moving picture releases during the past year, according to the official report just submitted. Thirty-two reels of pictures were condemned all told, comprising 11 subjects. Appeals were entered by the exchanges from the decisions in each case with the result that 8 of the 11 rejected pictures were accepted after revision.

Altogether 5,327 reels were examined during the 12 months and deletions were made in 257 reels, with 32 reels rejected on first examination.

Many Injured When Ceiling Falls at Winnipeg Theatre

The Starland theatre, Winnipeg, Manitoba, controlled by Universal, was the scene of a serious accident during an evening performance on April 1 when the ceiling under the balcony fell, burying many people seated on the ground floor.

Twenty persons were found to be suffering from scalp and other injuries and fourteen were so seriously hurt that they had to be removed to hospitals.

Some weeks ago there was a fire scare at the Lyceum theatre, another Universal house, but Manager Charles A. Meade and others got the crowd out safely.

Break Into Safe of Circle, Cleveland; Steal $3,000

Robbers broke open the safe at the Warner Brothers' Circle theatre, Cleveland, early Monday, and escaped with the contents, estimated to be between $3,000 and $4,000. The office of the Circle theatre is on the second floor. Police said the robbers went up the fire escape and jimmied the window open. No trace of the robbers has been found.

Fred J. Herrington to Run for Legislature

The secretary of the M. P. T. O. of Western Pennsylvania, Fred J. Herrington, has announced that he will be a candidate for the State Legislature in the Sixth Legislative District.

Jersey Legislators on Blue Laws Named

PRIVATE advices to President Joseph M. Seider of the New Jersey unit of the Motion Picture Theatre Owners of America reveal the commission of legislators in whose hands now rest the future of New Jersey's Blue Laws. This commission whose duty it is from now until the next session of the Legislature in 1927 to deliberate as to the ways and means by which the Vice and Immorality Acts of New Jersey may be properly modernized, includes three New Jersey Senators and three New Jersey Assemblymen. The Senators are Williams of Passaic County, Reeves of Mercer County and Agans of Hunterden County. The Assemblymen are Chandless of Bergen County, Comstock of Passaic County and Carty of Hudson County.

Delegates on Way to Fox Convention

New York Contingent Headed by Grainger Entrains for Sales Meeting on Coast April 12

HOME office executives, representatives of many foreign countries and managers of branch office exchanges throughout the United States and Canada this week began the journey to Los Angeles to attend the sales convention of Fox Film Corporation, which will be opened on April 12. The Ambassador Hotel in Los Angeles will be the scene of the business sessions of the convention.

Fox executives who will preside at convention in Los Angeles, left to right, Winfield R. Sheehan, general manager, William Fox, president and James R. Grainger, general manager of distribution.

Convention sessions will be held daily with William Fox, president; Winfield Sheehan, general manager, and James R. Grainger, general sales manager, presiding. Among the social activities which have been planned will be a barbecue at the Tom Mix Rancho.

With William H. Rudolph in charge of transportation, the New York Central train leaving New York City, carried the following home office executives and managers of branch office exchanges:

James R. Grainger, general sales manager; J. Sichelman, assistant general sales manager; Fred C. Quimby, sales manager Short Subject Department; George Roberts, assistant Short Subject sales manager; Truman H. Talley, managing editor of Fox News; Clayton P. Sheehan, manager Foreign Department; Vivian M. Moses, director of advertising, publicity and exploitation; Gerald K. Rudulph, publicity manager; Charles Cohen, manager Exploitation Department; Donn McElwaine, manager Accessories Department; Harry Buxbaum, manager New York Exchange; Dave Gross, Joe Lee, E. C. Grainger, F. J. Brennon, Ben Loweree, Louis Levin, I. Krotosky, Louis Usabal, Irving Maas, Roger Ferri, Harry Collins, and the following managers and branch office salesmen: R. G. March, manager St. John, N. B.; Harry Campbell, manager, Boston; John Nolan, T. Jenning, Harry Bibbs, manager, New Haven; I. J. Schmertz and James F. Dermody, manager, Albany; George Fuller, manager, Washington; Walter J. Price and John W. Fuller, manager, Charlotte; George Allison, manager, Atlanta; Edgar Moss, manager, Philadelphia; A. Davis and Charles Zagrans, W. G. Gehring, manager, Montreal; S. J. Kupper, manager, Pittsburgh, and F. Bonistall, J. P. O'Loghlin, manager; E. A. Brown, Toronto; Harry Bailey, manager, Buffalo.

Joining the above in Chicago will be P. K. Johnston, manager, Dallas; Lou B. Remy, southern district manager, and R. Broyles, J. Gruben and D. Scott, W. A. Ryan, manager, Oklahoma City; Ben Dudenhefer, manager, New Orleans; C. W. McKean, manager, Memphis; Geo. L. McKean, manager, St. Louis; R. Werth and Max Milder, Moe Levy, manager, Kansas City and S. Mayer, B. B. Reingold, manager, Omaha; S. L. Abel, manager, Minneapolis, and R. Stewart, John Lorentz, manager, Milwaukee; Frank B. Drew, manager, Detroit; Rudolph Knoepfle, manager, Cincinnati, and J. Needhan, Ira H. Cohen, special representative; Ward E. Scott, manager, and D. Davidson, Cleveland; E. T. Gomersall, manager, and George Landis, Indianapolis; C. W. Eckhardt, district manager, and A. W. Parker, Chicago; J. A. Wilson, manager, Winnipeg.

The following will go direct from their respective offices to Los Angeles: Mell S. Wilson, manager, Denver; H. Bradley Fish, manager, Salt Lake City; H. J. Sheehan, manager, San Francisco, J. J. Sullivan, manager, Seattle; G. M. Ballentine, manager, Vancouver; J. H. Huber, manager, Calgary.

In addition to the above the following foreign managers will be in attendance: L. Groen, Amsterdam, Holland; G. Forman, P. I.; J. Aussenbert, Central Europe; F. Anderson, Stockholm, Sweden; Stanley S. Crick, Australia.

Max Roth, special representative preceded the delegation one week in advance. At the close of the convention session the delegates will make their return trip via San Francisco, Sacramento, Ogden, Cheyenne, Denver, Omaha and Chicago.

C.B. De Mille To Film "The Deluge"

Photoplay Based on Flood Related in Bible is Winning Suggestion in Idea Contest—Will be Producer's Next Special

A SCREEN visualization of The Deluge related in the Bible will be Cecil B. De Mille's next special production for Producers Distributing Corporation, it was announced this week. The subject was selected as the winning suggestion in the De Mille-Los Angeles Times Motion Picture Idea Contest to determine the choice of screen patrons of a subject for the producer's next big photoplay effort.

The announcement states that 157 of the total of 38,679 letters received in the contest suggested The Deluge, but as the rules of the contest called for awards on the manner of presentation, the first prize was won by Miss Catherine Comstock, Long Beach, Cal., because of the manner in which she described and presented The Deluge as a motion picture theme.

In addition to the first prize of $1,000 awarded for The Deluge, thirteen other prizes were awarded for meritorious suggestions. Second prize: $300, won by Doloras Thomas, 104 F Street, Salt Lake City, Utah. Third prize: $200, won by Emmett L. Flynn, 244 S. Crescent Drive, Beverly Hills, Cal. Fourth prize: $100, won by Michael J. McHugh, 109 Governor Street, Providence, R. I. Ten other prizes of $50 each were won by: Mrs. George W. Pierce, 97 East Valley Road, Santa Barbara, Cal.; Clara A. Nash, South Windham, Me.; John J. Schmitz, 719½ North St. Andrews Place, Los Angeles, Cal.; Mrs. Grace Eveline Purviance, 522 North Jackson Street, Glendale, Cal.; Mrs. R. T. Nicholson, Farthings, North Farnham, Surrey, England; Jack Campbell, 931 South Wilson Avenue, Alhambra, Cal.; Arthur D. Hall, 647 South Mariposa, Los Angeles, Cal.; Dr. Ignacio Millan Y. M. Priva. de la Reforma 6, Mexico City, D. F., Mexico; Jeanne Hilliker, 1711 Ocean Avenue, Santa Monica, Cal., and Jerry Hurley, 1254½ East 54th Street, Los Angeles, Cal.

As Mr. De Mille contemplates using many of the ideas contained in the lesser prize winning letters, he, for obvious reasons, is not announcing the subjects of any of the letters.

Commenting upon the winning suggestion, Mr. De Mille, who is now in New York City, said:

"The Deluge will come as a suggestion from the public. 'The Ten Commandments' was a tremendous pleasure in its development, and I foresee equal pleasure in the growth of 'The Deluge' into final form.

ESTHER RALSTON

Elevated to Stardom by Paramount

ESTHER RALSTON, until recently playing featured roles in Paramount pictures has been elevated to the rank of star by Jesse L. Lasky and her first vehicle will be "Love 'Em and Leave 'Em." Miss Ralston has won her promotion due to consistently good work and her beauty which has been displayed to advantage in the productions in which she has appeared.

"Peter Pan" is the vehicle in which the star proved a talented actress. Miss Ralston was given her first dramatic role in "The Blind Goddess" and so pleased was Lasky with her work that he immediately cast her for the Paramount special production "Old Ironsides."

"Miss Ralston has attained stardom through hard work and through public demand," said Mr. Lasky. "Each succeeding picture in which she has played a principal part has won for her a legion of fans. There is no more versatile actress on the screen today. Her work in 'The Blind Goddess' proved this. The dramatic part she had in this picture was in extreme contrast to her previous roles. Yet, she handled this role with the same deftness displayed in her earlier work."

Arrow in Equity Receivership

Friendly Action Brought in Federal Court—Receivers to Continue Business of Company

JUDGE THOMAS D. THACHER, sitting in the Equity Division of the Federal Court for the Southern District of New York, this week appointed Percy H. Jennings and Myron L. Lesser as receivers in equity for Arrow Pictures Corporation. The action was brought on a petition sented to by Arrow.

The petition filed in Federal Court sets forth that Arrow has an authorized capital of $250,000 preferred and $400,000 common stock. The assets are estimated at about $800,000, consisting mainly of rentals due from exhibitors.

The order appointing the receivers directs them to continue the business for the benefit of all creditors. It was said that the assets would be more than the liabilities and that the present embarrassment of the company was due to lack of liquid assets. The action is stated to be a friendly desire to work out the problems of the company.

Mr. Jennings and Mr. Lesser announced that they were at work on a plan which, if carried out, would continue the business, solve the immediate problems and subsequently give the corporation an opportunity to work out its own future.

The equity receivership will not affect the Red Grange contract, according to a statement made by C. C. Pyle, Grange's Manager, in Chicago, to the Associated Press. Mr. Pyle said Grange's contract was not made with Arrow Pictures Corporation but with W. E. Shallenberger personally. Grange will leave shortly for the Coast to begin work on the picture, Mr. Pyle added.

Debate Sunday Closing Issue

House Subcommittee Hearings on Washington Blue Law Proposals—Active Subject in Many Cities

THE Sunday movies question is a live issue in many cities and towns throughout the country at the present time. The Blue Law proposals for Washington, D. C., were the subject this week of further hearings by the House district committee in charge of legislation. Five cities in the Northwest this spring will vote on the Sunday shows issue, and at Binghamton, N. Y. an ordinance permitting picture theatres in that city was introduced in the common council last Monday evening by Alderman Robert D. French.

The first expression of the Washington public's attitude on the question of Sunday closing was indicated on March 30, when the Citizen's Advisory Council, the members of which represent the various citizens' associations of the city, voted against legislation of this nature now pending in Congress.

There is no appreciable sentiment in the District of Columbia for Sabbath observation legislation, it was declared during the debate, which came after the council had twice deferred action on the matter. Previous debates had indicated a strong sentiment in favor of the legislation, and the vote came as something of a surprise.

The council, after opposing legislative action, went on record as "recognizing the economic necessity of one day of rest in seven."

Perry, Ia., where the Sunday closing rule has been in effect for the past two years will again vote on the question, a change of sentiment and the support of the business men to the cause of Sunday shows making a liberal victory appear most probable. Sheldon, Ia., is another town where the issue will be brought up again soon. The open Sunday was defeated there three years ago. Thief River will vote on the question in June, while in Montevideo, Minn. the reformers have launched a move to establish a censorship of posters through the appointment of a committee, Sunday showings having won out there last January.

The ordinance introduced in the Binghamton common council is entitled "An ordinance permitting moving picture exhibitions on the first day in the week." It provides that "ordained motion pictures may be exhibited on the first day of the week, after two o'clock in the afternoon, within the city of Binghamton." Opponents of the measure say they have eight out of 13 votes in the council, while promoters of the plan express confidence in their ability to muster seven votes in favor of the ordinance.

St. Petersburg, Fla. enjoyed Sunday movies for a few weeks, thru the fact that the County Judge decided that the Blue Laws were in operation only until sundown on the Sabbath. Then the city commissioners proposed a city ordinance prohibiting the showing of motion pictures, cabarets or public dances on Sunday. This ordinance was then put up to the people to vote on. Over 7,000 votes were cast, the greatest amount ever cast in an election in this city, and it is said that a majority of the votes were cast by people over 60 years of age, with the result that the ordinance was ratified over three to one. Now the theatre men propose to ask for an injunction against the ordinance and will take the fight to the Supreme Court, as the ordinance is alleged discrimination against theatre, cabarets and public dances, while other businesses are allowed to operate on Sunday.

First National Signs Noted German Director

Richard A. Rowland, general manager of First National pictures on his arrival at the West Coast where he will okay the final plans for the erection of the new studios at Burbank announced that his company has signed a contract with Alexander Korda, prominent German director at present engaged with UFA. Korda will come to this country on July 1st when he will begin his first American picture.

Harry J. Muller Engaged By Columbia Pictures

Harry J. Muller, C. P.A., has been appointed comptroller of Columbia Pictures Corporation by Joe Brandt, president of the company. He is assuming the place vacated by David O'Malley, who resigned to join forces of the Elbee Pictures corporation. Muller was for years comptroller of the Selznick Pictures corporation.

First National Prize Winners Announced

THE prize winners in the Lieber month sales contest conducted among the First National exchanges are Lucas Connor, Manager, New Orleans, first; Robert Smeltzer, Washington, second; William Gordon, Salt Lake City, third. The winners received cash awards of $700, $500 and $350 and, in addition to the money given the managers, substantial sums were given to the salesmen, bookers and cashiers of the winning exchanges.

Officials of First National claim the drive, which ended on January 30th, to be one of the most successful ever conducted.

Loew Buys Syracuse Theatre Site

Also Announces Plans for New Brooklyn House; Crandall Property Holdings $12,000,000—Other Circuit Expansions Reported

REPORTS of new theatre building plans and property purchases in various parts of the country during the past week included reports of further expansions of several of the most prominent circuit operators. A report from Syracuse told of the transfer of the title of the Jefferson Hotel Property in that city from Julian Goldman to Marcus Loew interests. The transfer is to the Salina-Jefferson Corporation newly formed by Mr. Loew, and the purchase price is reported as $1,600,000. Loew has also purchased property on 8th and 9th Sts. between 5th and 6th Aves., Brooklyn, on which it is planned to build a $3,000,000 house.

Recent expansion of the Stanley-Crandall Company of Washington in the south brings the total property holdings of that organization up to approximately $12,000,000. New operations by this company are under way in Washington, Frederick, Md., Martinsburg, W. Va., Roanoke, Va. and Baltimore.

North American Theatres, Inc., last week announced their definite plans to enter Bellingham, Wash., a city, located a hundred miles from Seattle, with a population of 75,000. Plans call for the building of a 2,000 seat house there.

Rumors that Capitol Enterprises of Kansas City has been sold to Universal continue to flourish in film circles there, though officials of both companies deny it. David Harding, vice-president of the Capitol company, said that no definite agreement has been reached between his organization and Universal. The circuit has direct and indirect interests in about fifteen theatres in Missouri, Iowa, Nebraska and Kansas.

Milton Ellis and H. Vanmeter, owners of the Majestic, the largest photoplay theatre in Beloit, have disposed of their holdings to the Saxe Amusement Company of Milwaukee,, who will take over the theatre on April 4.

The James M. Robertson Theatrical Enterprises, already operating the Cinderella, Roosevelt and De Luxe theatres in Detroit, announce that negotiations have been closed to build two new theatres in that city. Work on one will start within sixty days. It will seat 3,500 people and its policy will be vaudeville and pictures. The cost will be not less than $2,000,000, including property, building and equipment. The second house will be on Mack avenue, near Alter road, and will seat 2,500 persons. This building will contain stores and offices, besides the theatre. Both houses will be completed this year.

The Rialto theatre, Gratiot near Mt. Elliot avenue, Detroit, has been acquired by the Woodward Theatres Company. The theatre was opened about eight years ago and has been under the management of James C. Ritter during that time. The acquisition of the Rialto gives a total of 14 theatres to the Woodward theatres circuit.

Greater Detroit Theatres Corp. of which Charles Black is president, have added two more theatres to their list. They are the Bluebird and Baker theatres, both located in Detroit.

Fanamet Film to Distribute Abroad

New Organization Will Merge Facilities of Famous, First National and M-G-M in Smaller European Nations for Economy

COMPLETE reorganization of distributing systems in Central and Eastern Europe to include a jointly operated group of exchanges is announced this week by the three important American organizations concerned, Famous Players-Lasky Corporation, Metro-Goldwyn-Mayer and First National. Effective next fall, when present contracts will have expired, the best productions of the three companies will be distributed through a newly-created organization to be known as "Fanamet," which will own and operate exchanges in Austria, Hungary, Czecho-Slovakia, Poland, Esthonia, Lithuania, Latvia, Roumania, Yugo-Slavia, Turkey, Greece and Bulgaria.

This new arrangement is expected to have a most important and beneficial reaction upon the film industry in those countries inasmuch as the great economies to be effected under this joint distribution arrangement will be enjoyed by the individual exhibitors as well as the distributors. Still another important benefit which will accrue to the exhibitors and motion picture public will be the selective distribution system which will be inaugurated. Under this new plan "Fanamet" will offer to the various exhibitors only those productions found most suitable for the various countries, eliminating all unsuited subjects produced by the three companies. As a result the exhibitors will have at their command the very highest class American productions and this arrangement is certain to have a very beneficial influence upon the individual box offices.

Reports received from the various countries affected have indicated a highly favorable reaction to this new system as the various film companies and exhibitors are fully aware of the great advantages they will derive through "Fanamet" distribution. This new organization undoubtedly will play a tremendous part in placing the entire film industry in the twelve countries upon a much more sound basis and will promote greatly increased interest in providing the very best facilities for the proper presentation of the continuous flow of high class productions which will be made available through "Fanamet."

Reopening of Famous Case Ordered

Paramount Given 30 Days to Present Testimony to Federal Trade Commission on Theatre Acquisition by Other Firms

REOPENING of the Famous Players-Lasky case was ordered by the Federal Trade Commission April 5. The additional investigation is to be limited to the presentation of testimony regardng the acquisitions of the respondents since September 1, 1924 and theatre and other interests held by respondents' competitors and the submission by the respondents of the rulings of the trial examiner to which they have taken objection, in order that the commission may finally decide upon such questions.

The opportunity to submit testimony regarding acquisitions by Famous Players since the taking of testimony was sought by the counsel for the commission, who held that Famous Players, after holding acquisitions in abeyance until September 1, 1924, after that date consummated a large number of deals of which the commission should take cognizance.

The introduction of testimony regarding theater interests of competing producers has been contended for by Famous Players counsel, who held that it was not fair for the commission to limit such testimony to the respondents without learning what other producers were doing along the same line.

Counsel for the respondents also has protested a number of rulings by the trial examiner which, it is asserted, prevented the respondents from introducing testimony which was permitted to go into the record when introduced by the commission's counsel. In its order, the commission gives Famous Players until May 5 to present for final decision all rulings to which exception is taken, and provides that failure to submit all such rulings shall be considered a waiver by the respondents of the right again to bring such matters up.

Woodhull, Seider and Beetson, of Hays Coast Organization, Confer on Convention

PRESIDENT R. F. WOODHULL, Business Manager Joseph M. Seider of the Motion Picture Theatre Owners of America, and Frederick W. Beetson, representative of the Association of Motion Picture Producers, Inc., the Hays organization on the West Coast, have been holding a series of conferences relative to the seventh annual convention of the national organization in Los Angeles, June 1 to 5. Beetson made a special trip to New York from the Coast to confer on these plans, which are unusually elaborate, and many surprises are promised. He has been co-operating directly with Glenn Harper, chairman of the entertainment committee of the M. P. T. O. A.

Because of the great rush for reservations being made the Mid-West special train for the convention instead of just taking centrally located theatre owners to and from Los Angeles will be enlarged into a country-wide excursion lasting 25 days. This is the latest advice of the Ohio unit of the Motion Picture Theatre Owners of America to National Headquarters, Manhattan.

The train which will leave Chicago midnight on May 23rd returns to that city at midnight on June 18th.

Rembusch Organizes Company

Proposes Collective Bargaining by Exhibitors and National Booking Combine

FRANK J. REMBUSCH, president of the Indiana M. P. T. O., announced this week the formation of Associated Cinema Theatres Corporation which aims at a national booking combine based on collective bargaining by exhibitors; to prevent overseating and provide protection for members.

The concern, with headquarters in Indianapolis, will buy films selected by e hibitors, and serve members through 24 regional offices. Reviewing, reporting and complaint departments will be maintained. One hundred thousand shares of stock are to be issued, no par value, to officers and regional directors and half to exhibitor members who get a share for each $100 paid as retainer fee.

The stock cannot be sold to any producer or distributor. Under the contract, the corporation is to get five per cent commission on films purchased. The contract gives the corporation the first right to purchase the theatre of any member who wants to sell.

Rembusch is president of the company. The other officers are Harding Martin, vice-president and general manager; and Madison Walsh, secretary-treasurer.

Discussing the scheme, Mr. Rembusch said:

"The natural evolution of this industry and all other amusement enterprises is for circuits to be created in order to be able to select and command the best pictures or product. For example, the ownership of theatres by film companies is a move in the direction of assisting and stimulating marketing of certain pictures owned by the particular film companies. It seems to be a good idea for them, then why not for the individual theatre owner?

O'Malley Resigns from C. B. C.

Now With Ellbee Pictures Corporation; States His Policy in An Interview

DAVID A. O'MALLEY, recently resigned manager and secretary of Columbia Pictures Corporation has let his financial backing to Ellbee Pictures thus insuring the further stability of this company of which Louis Baum is president.

O'Malley is well known throughout the independent field and in his years of experience has evolved many sound ideas which he intends to put into practice as an independent producer.

In an interview he said:

"At the present time adjustment of financial needs of independent producers and distributors is of paramount importance; the reason being that production will continue as long as men have ideas which they are determined to realize at any cost, despite, in many cases, their acute financial circumstances. In many instances, it has been known for a producer to begin production on a mere shoestring in the hope that outstanding debts due him from distributors would be forthcoming in time to allow him to meet his own obligations. Also in many cases, due to their financially embarrassed condition, the result of irregular financial arrangements, the distributor is totally unable to meet his notes and the producer automatically goes out of business, as so many have done in the last year or two."

Pathe Profits Show An Increase

Net Income for 1925 $1,431,757; An Increase of $119,148 Over That of 1924

FOR the year ending December 26, 1925, Pathe Exchange, Inc., shows a net income of $1,431,757. When the deduction of the preferred dividends had been made the balance was found to be equivalent to $7.67 a share on the 177,561 shares in which are combined Class A and Class B common outstanding for the year of 1925. Gross business done in 1924, $16,469,385 is overshadowed by the $18,151,827 of 1925. The above profits compare with a net of $1,312,609 reported in 1924 and a $7 a share balance figured on the same amount of common stock.

Paul Fuller, Jr., president of the company, said to the stockholders in his report: "The current assets are shown at over $6,500,000 as against current liabilities of less than $1,000,000. The company has enough cash on hand to pay all the current liabilities and does not owe any money to banks.

"Gross business has grown steadily from $4,200,000 in 1916 to over $18,000,000 in 1925. The company has paid the regular quarterly two per cent dividend upon its preferred stock and your board of directors at their last meeting declared a quarterly cash dividend on the present Class 'A' and 'B' common stock of 75 cents a share; also a stock dividend of five per cent in Class 'A' stock, both payable May 1, 1925, to holders of record April 20."

An illustration of the gross follows:

1923	$14,851,372.62
1924	16,459,385.63
1925	18,151,827.12

Also a comparison of the net earnings, after interest, depreciation and taxes:

1923	$1,161,888.65
1924	1,312,609.54
1925	1,431,757.93

R. H. Fulton Dies in Chicago

R. H. Fulton, secretary of the E. E. Fulton Company, dealers in motion picture supplies and accessories, died in Chicago early Wednesday, according to a telegram to Motion Picture News from the offices of the company.

Judge Schatt to Open New Theatre

Judge John W. Schatt, well-known upstate exhibitor, will open his new theatre at Gowanda, N. Y., on April 21. There will be a special invitation performance on April 18.

B. & K. Officials Deny Sale Story

RECENT reports that Famous Players-Lasky had secured a controlling interest in Balaban & Katz by the purchase of stock which was held by Julius Rosenwald, John Hertz and others, were declared unfounded by Balaban & Katz officials in Chicago, this week.

They stated that the ownership of the Balaban & Katz Corporation was the same as it had been for some months past and that no such deal had been consummated.

Despite these denials rumors continue in Chicago that negotiations are under way for securing the control by Famous Players-Lasky Corporation the acquisition of stock in Balaban & and an authoritative announcement of Katz Enterprises by the producing organization would not surprise film circles. The deal would be one of great magnitude as Balaban & Katz, besides operating seven great Chicago theatres, own a fifty per cent interest in Lubliner & Trinz Enterprises which has twenty-six Chicago theatres ,and controls a half interest in the Midwest Theatres, Inc., which book for one hundred and thirty-five theatres in Chicago and the midwest territory.

N. Y. Charters Obtained by New Companies

Motion picture companies incorporated in New York state during the past week showed the following capitalization and directors, according to charters granted by the secretary of state: Foto-Komic Films, Inc., capitalization not specified, Max B. Fisher, Allen Rose, M. W. Klein, New York city; Central Park Three Arts Enterprises, Inc., capitalization not specified, Louis Hallett, Herman E. Bogdish, Elsie F. Meisler, New York city; Hollywood Pictures Corporation, $40,000, Florence Abramson, Middle Village, Lillian Cunningham, Jack Levin, New York city; Spuyten Amusement Corporation, $5,000, M. H. Bergoffen, Max Palmer, Adeline Gordon, New York city; Milray Amusement Company, capitalization not stated, J. T. Basseches, A. Perlstein, M. Schwartz, New York city; Movie Lovers Contest, Inc., capitalization not stated, Mollie Salit, Bessie Brandel, Etta London, New York city; Globus Pictures Corporation, $10,000, A. R. McDermott, Celia Pinsker, John J. McAndrew, New York city; Garth Productions, Inc., $20,000, Kellogg Gary, Sigounrry Thayer, Joseph F. Perdue, New York city; Chrisedge Theatres, Inc., $270,000, Harold F. Eldridge, Elmhurst; Matthew N. and Fannie Chrystmos, Yonkers.

Theatre Managers Form in New Haven

The New Haven Theatre Managers' Association has been organized in that city, to further the interests of the theatrical business and to create a feeling of good fellowship among the theatres of the city.

Officers elected are: President, David Eldridge of the Shubert Theatre; vice president, Oliver C. Edwards of the Palace Theatre; secretary and treasurer, Edward Raffile of the Globe Theatre. The executive committee consists of Messrs. Eldridge, Edwards, Buck, Mochary and Raffile. Also represented in the new organization are the Roger Sherman, Hyperion, Olympia and Bijou theatres.

Florida Exhibitor Robbed of Day's Receipts

Harry Griffin, manager of the Plaza theatre, St. Petersburg, Florida, was held up and robbed of the day's receipts by two yeggs. The amount stolen was about $2,500.

Warners Convention in N. Y. April 10 to 12

WARNER BROTHERS executives from the west coast, sales division managers from all over the country and executives on the east coast are rapidly congregating in New York City for the first section of the Warner convention which is to be held at the Pennsylvania Hotel on April 10, 11 and 12.

The west coast delegation of Warner officials have brought with them a complete schedule of the productions to be made for the new season and informal conferences are being held at the home offices morning and afternoon with the four Warner brothers in attendance.

Kansas - Missouri Convention April 20-21

GOVERNOR BEN S. PAULEN and Governor Samuel Baker of Kansas and Missouri, respectively, probably will attend the eighth annual convention of the M. P. T. O. Kansas-Missouri at the Connor hotel in Joplin, Mo., April 20 and 21.

A series of four postal cards are to be mailed all exhibitors and an attendance of more than 250 is expected. In addition to more detailed data contained on the cards, which are to be mailed at intervals, the headings, in the order to be mailed read: "Exhibitors' Special Train," "Mail It; Did You? That Reservation Card," "Lest You Forget" and "Final Notice," the latter being in red.

Arrangements for the "Exhibitors' Midnight Frolic," a special show to be staged at the Electric theatre, owned by R. Maxwell, have been completed. Plans also have been made with the Joplin Chamber of Commerce for the entertainment and sightseeing trips for those who attend the convention.

Ray Rockett Elevated to Rank of Producer

According to an announcement from the First National New York studios this week, Ray Rockett has been elevated to the rank of producer for that company. For the past few months he has been manager of the eastern studios in New York.

Ray Rockett has had previous experience in producing pictures, for he served as production manager for the old Balboa on the Coast many years ago. It was then that he and his brother, Al, formed their own company and made several pictures, chief among which was the now famous "Abraham Lincoln."

Rockett's first production will be "Paradise," a Cosmos Hamilton story, for which Milton Sills has been cast for the leading part. Production is scheduled to start about May 1st, at the New York studios.

Ray Rockett who has been elevated to the rank of Producer of First National Pictures.

Manitoba Exhibitors Elect Jernberg for Third Term

The Manitoba Exhibitors' Association, Winnipeg, the oldest Provincial exhibitor organization in Canada, has conducted its annual election of officers with the result that H. N. Jernberg, manager of the Province theatre, Winnipeg, who twice before had been the head of the association, was elected president for 1926. D. E. L. Fisher, manager of the Garrick theatre, Winnipeg, was president last year.

Charles A. Meade, general manager of three theatres in Winnipeg for Canadian Universal, was elected vice-president and Gordon Lindsay of Winnipeg was elected secretary. H. M. Thomas, general manager of the Capitol theatre, Winnipeg, was made honorary president of the association.

Advisory Board Named for Wisby Cinema Unit

An Advisory Production Board was announced this week by Hrolf Wisby Productions, including various prominent film men who will act in an advisory capacity in connection wth producton planning under an unusual system devised by Hrolf Wisby, Danish regisseur.

The board, to date, includes Walter Wanger, of Famous Players, Major Edward M. Bowes, of M-G-M, Charles Beehan, of P. D. C., Maurice S. Revnes, of Fox, Joseph R. Fliesler, of Ufa, P. G. Wylie, of The New Yorker, William J. Reilly, of The World, and Col. Jasper E. Brady, of M-G-M. Others will be announced.

Osborn F. R. Bruce and Gerald F. Bacon are now joint managers of the new interest.

Ontario Exhibitor Killed by Carbon Fumes

Tragedy stalked at the Melita Theatre, Melita, Man., when Walter Watts, proprietor of the house, was killed in the basement of the structure through escaping carbon monoxide fumes. Mr. Watts, who had owned the theatre for several years had gone down stairs to look after the oil furnace when he was knocked out by the gas. His body was found one hour later.

Lipsitz is Fox Scenario Chief In East

Harold B. Lipsitz, formerly in the Fox West Coast Scenario Department, has been appointed Eastern Scenario Editor with that organization. Lipsitz succeeds Hamilton Thompson who has resigned.

Northwest Convention in Minneapolis May 4

THE most important annual convention of W. A. Steffes' northwest exhibitor organization will be held on May 4 and 5 in Minneapolis. Several questions are to be considered, among them the matter of the music tax.

Motion Picture Theatre Owners of Western Iowa are also considering this question.

The St. Paul Association of Civic and Commercial Affairs has made a bid for the 1927 convention of the Motion Picture Theatre Owners of America.

Victor McLaglen Gets Captain Flagg Role

VICTOR McLAGLEN, actor, soldier and adventurer has been chosen by Fox to play the role of Captain Flagg in the screen version of Laurence Stalling's stage success, "What Price Glory."

McLaglen, besides being a fine actor saw service as a Lieutenant with The Royal Irish Fusalliers in France, Mesopotamia and Bombay. His latest work on the screen was in "The Unholy Three" and "Winds of Chance."

Ben Lyon Signed for "The Great Deception"

The principal role in "The Great Deception" will be played by Ben Lyon who was recently signed by Robert Kane. Aileen Pringle has already been signed for the leading feminine part. The story is an adaptation of the George Gibbs' novel "The Yellow Dove" and its production will start this week.

Ward Crane Added to Cast of "The Boy Friend"

The cast of "The Boy Friend" has been increased by the addition of Ward Crane. This Monta Bell production is an adaptation of a stage success "The Book of Charm."

Beulah Livingstone Made Schenck Story Chief

BEULAH LIVINGSTONE has been installed by Jos. M. Schenck as editorial director of the reading department for Norma and Constance Talmadge, Rudolph Valentino, John Barrymore and Buster Keaton. In this new position, which is a significant promotion for her, Miss Livingstone will supervise the selection of stories for the stars named, and these will include forthcoming Valentino, Barrymore and Keaton productions for United Artists Corp. release. For the last seven years Miss Livingstone has been publicity director for Joseph M. Schenck productions. In her new position she will have as assistant Miss Leda Bauer, who has been associated for several years as a member of the reading department of a large producing company.

Beulah Livingstone

Miss Livingstone will be succeeded in the Joseph M. Schenck publicity department by Miss Carolyn Darling, who comes to that position from a similar one for Charles Wagner Productions.

Miss Livingstone is known to dramatic and motion picture editors of the two continents and has an extremely wide personal acquaintance. She is honorary president of "The Woman Pays" Club of New York, is the first woman vice president of the Theatrical Press Representatives of America, is the vice president of the Lucy Stone League, and a member of the N. Y. Newspaper Women's Club.

American Films are Popular in Brazil

American films easily lead all other in popularity in Brazil, according to a recent report to the Department of Commerce from the American Ambassador to Brazil, Edwin V. Morgan.

Before the war Italian, French and Danish moving pictures were in the ascendancy, but during and since that event the products of the United States in this line have commanded the market.

During 1925, 1,274 films were shown in Rio de Janeiro, totaling 1,542,691 meters in length. Of these pictures, 1,065 were American; 75 French; 52 Brazilian; 24 German; 20 Portuguese, and the remainder scattered. The situation in Rio de Janeiro may be fully accepted as indicative of that existing throughout Brazil since most of the moving pictures which travel through the country, including Sao Paulo, are shown in this capital before proceeding elsewhere.

Flames Damage Able Opera House in Easton, Penn.

Flames of unknown origin early in the morning of March 26, did damage estimated at $200,000 to the Able Opera House building in the heart of the business district of Easton, Pa. The three-story structure is owned by the Wilmer & Vincent Theatre Company, which controls a chain of picture and vaudeville theatres in Pennsylvania and adjacent states. The heaviest losses were to May's haberdashery store and Smith's jewelry store. The theatre auditorium was saved because of the present of a 12-inch fireproof wall that separated it from the front part of the building in which the fire originated.

The building is located at Third and Northampton streets, and this was the second time within two years that the front part of the big structure was gutted by fire .

Excavation of Roxy Theatre Coming Along Rapidly

The site of the Roxy Theatre at 50th and 51st Streets and Seventh Avenue, New York City, is being completed by two hundred men, fifty ten-ton trucks and six steam shovels. The men were engaged for a period of sixteen weeks and have been working at top speed at the excavation in preparation for the frame work which is to be erected the middle of April. William Atchinson, vice-president and general manager of the Roxy Theatres Corporation, is rushing the plans, specifications, etc., for the theatre at the home offices of the organization at 383 Madison Avenue.

Stutz Will Construct New San Diego House

Louis Stutz will construct a new film house in San Diego which will cost approximately $125,000. It will be located on Fortieth Street and University Avenue and will have a seating capacity of 1,200. The classic Greek style of architecture will be in evidence while the stage will be of sufficient size for vaudeville and stock productions. The motion picture equipment and the pipe organ will be of the latest type. J. H. Goldman of the West Coast Theatres is associated with Mr. Stutz in this enterprise.

O'Rielly Heads T. O. C. C. for Fourth Term

CHARLES O'RIELLY was chosen president of the Theatre Owners Chamber of Commerce of New York City for the fourth successive term at a meeting held this week at the Astor hotel, New York. Sol Raives and Joseph Jame remain as first and second vice-presidents, and the new executive secretary and business director chosen was James Matthews, replacing Sam Moross. Samuel Schwartz was again elected treasurer, as was Al Friedlander sergeant-at-arms.

Heading the board of directors as chairman is Lee A. Ochs, replacing Sydney Cohen. Charles Moses, William Small, Benjamin Sherman and Charles Steiner were replaced on the Board of Directors by Louis F. Blumenthal, David Keizerstein, Leon Rosenblatt and Harry Suchman. The balance of the board is made up of A. H. Eisenstadt, Hy Gainsboro, William Landau, John Manheimer, Hyman Rachmil, Benjamin Knobel and Rudolph Sanders. Bernard Grob replaces Samuel Sesselman on the Finance Committee and E. R. Behrend and Max Barr are the other two members.

The T. O. C. C. will give its Seventh Annual Installation Dinner at the Ritz-Carlton Hotel on the evening of Saturday, April 24, at which time Charles L. O'Reilly will be installed.

Sunday Ordinance Violator Acquitted

W. M. McFarland, owner and manager of the Gem Theatre, Golden, Colo., for the second time successfully defended himself against the charge of operating an amusement place on a Sunday. Members of the local church filed the complaint against McFarland as a protest against Sunday movies in their city. The exhibitor contended that the Blue Law was not aimed at motion picture shows and that most people approved of Sunday shows.

Additions to Contract Cause Controversy

PROTEST was made to the Hays office this week by Joseph M. Seider, business manager of the M. P. T. O. A., that Metro-Goldwyn-Mayer was adding four clauses to the standard exhibition contract without the consent of both sides.

Denial is made by Metro-Goldwyn-Mayer that there is any unusual action in their procedure on the contract.

Mr. Seider also charged that Warner Brothers were trying to persuade exhibitors who had signed for all their releases to pay higher rentals for "The Sea Beast." This is denied by Warners, who declare that many exhibitors have voluntarily raised their rentals.

In the clauses added by M-G-M it is specified, among other things, that "Ben Hur," "The Big Parade," "La Boheme" and "Mare Nostrum" are not included in the contract for the series of pictures. Another clause provides that the distributor may substitute for the four withdrawn pictures other specials with the same stars and made by the same directors. It is also provided that a picture may be road-showed by the distributor before its release to the hibitor on certain conditions.

Inspiration Appoints New West Coast Director

Joseph M. Steele has been appointed West Coast representative of Inspiration Pictures. Steele, a well known member of the Wampus, was formerly associated with Sid Grauman and First National Pictures. Inspiration Pictures are now finishing camera work on "Ransom's Folly." Mabel Livingston will continue to act as publicity director in the east.

"The Carnival Girl" to Be Released Soon

"The Carnival Girl," a Lewis Lewyn production for release by Associated Exhibitors, will be issued as a May release. It was filmed under the studio title of "The Whip-Hand" and was directed by Cullen Tate. Marion Mack is the stellar player while the hero role is enacted by Allen Forrest. Others in the cast are Victor Potel, Gladys Brockwell, Frankie Darro and George Seigmann.

Buchowetzki Will Direct Emil Jannings

"The Thief of Dreams," Emil Jannings' first American picture for Paramount, will be directed by Dimitri Buchowetzki. It is based on a Saturday Evening Post story by Richard Connell entitled "A Friend of Napoleon." Jannings will arrive in this country in September and October 1st has been designated as the date for starting production.

Lawrence D'Orsay Cast for "Sorrows of Satan"

Lawrence D'Orsay, prominent figure on stage and screen, has been added to the cast of "The Sorrows of Satan," the D. W. Griffith film now in the making at the Paramount Long Island studio. Others who are lending their talents in the picture are Adolph Menjou, Ricardo Cortez, Carol Dempster and Lya de Putti.

William Howard to Direct "Bachelor Brides"

Cecil B. De Mille has assigned William K. Howard to direct "Bachelor Brides." This will be Howard's first picture under his new contract with the De Mille studio, and will star Rod La Roque. Howard also directed La Roque in "Red Dice."

Warners Add Three to Production Forces

WARNER BROTHERS have signed Mary O'Hara, scenarist, Robert Hopkins, title writer and Byron Haskins, cameraman to assist in the production of the Warner product for the 1926-1927 program.

Miss O'Hara made the scenarios for a number of important productions, Robert Hopkins has titled approximately seven hundred pictures, it is said, and Byron Haskins, who filmed "The Sea Beast" and "Don Juan" for Warners will be called on to handle the camera work on some of the more important pictures in the new line-up of product.

Production highlights of "Whispering Smith" a Producers Distributing Corporation release.

Fox Lists 10 Feature Releases

Schedule Covers Period From April 18 to June 27—Two Tom Mix Vehicles Included

A RELEASE schedule comprising ten features and covering the period from April 18th to June 27th, was this week announced by the Fox Film Corporation. The list of productions is marked by variety in subject and the presence of leading stars of the company in new vehicles.

According to the new schedule the Tom Mix starring picture "Tony Runs Wild" will be released April 18. It will be followed on April 25th by "Early to Wed," directed by Frank Borzage and co-starring Kathryn Perry and Matt Moore, supported by Zasu Pitts.

On May 2d another Peter B. Kyne story, "The Shamrock Handicap," is to be released. It is a story of horse racing. John Ford directed a cast that includes Janet Gaynor, Leslie Fenton, J. Farrell MacDonald and Georgie Harris. "Black Paradise" with Madge Bellamy, Edmund Lowe and Leslie Fenton will be issued May 16th. R. William Neill is the director.

Buck Jones is the star of the May 9th release "A Man Four Square." This picture also was directed by R. William Neill. Florence Gilbert and Marion Harlan are in support.

"Silver Treasure," adapted from Joseph Conrad's novel, "Nostromo" is to be released on May 23rd.

Following this, "More Pay and Less Work" will be released on May 30th. This is another Peter B. Kyne story. The director and cast will be announced later.

On June 20th "Manhood" will be released. The cast and other details of this picture will also be announced later.

Two more westerns complete the schedule to date. Tom Mix will appear in a play as yet unnamed on June 6th and on June 27th, "The Gentle Cyclone," starring Buck Jones, will be screened.

Warners List Two for April

"Silken Shackles," with Irene Rich, and "Hell Bent for Heaven" Scheduled

FIRST prints of two Warner Brothers' pictures will be shipped to the exchanges throughout the country in the immediate future. One is the latest Irene Rich starring vehicle "Silken Shackles" and the other is the adaptation of the Broadway stage play "Hell Bent For Heaven," a J. Stuart Blackton production in which Patsy Ruth Miller is featured.

"Silken Shackles" is a story by Walter Morosco, who also wrote the scenario and directed the picture, and is said to contain many dramatic situations. Huntly Gordon plays the leading male role and the supporting cast includes Robert Schable, Victor Varconi, Evelyn Selbie and Bert Marburgh.

"Hell Bent For Heaven" won the Pulitzer prize when it played on the stage in New York City two seasons ago. Hatcher Hughes wrote the play and J. Stuart Blackton did the screen play from a scenario by Marion Constance Blackton. In addition to the star the supporting cast includes John Harron, in the chief male role, and Gayne Whitman, Wilfred North, James Marcus, Gardner James and Evelyn Selbie.

Smith Changes Sales Personnel

Associated Exhibitors General Sales Manager Fills Posts from the Ranks

E. J. SMITH, general sales manager of Associated Exhibitors, is lining up his forces in the field in preparation for what Associated expects to be its banner year. A number of changes have been made in the sales personnel and, in line with the company's policy of filling important positions from the ranks, Smith announced the following promotions which are effective at once: J. W. MacFarland, who started with Associated Exhibitors, Inc. as a special representative in the Cleveland territory, later transferred to the Oklahoma City and Kansas City branches in similar capacities, has been appointed manager of the Detroit exchange.

Oscar Kuschner, formerly salesman in the Indianapolis territory, has been appointed Manager of that exchange.

Homer C. Borger has been appointed Chief Booker-Auditor of Associated Exhibitors, Inc. He was formerly salesman in the Cleveland territory and Smith has detailed him to visit various exchanges for the purpose of assisting in exchange operation.

Other promotions within the organization includes that of W. Z. Porter who has been advanced from the position of booker at Cleveland to that of assistant to Borger and the elevation of John Daly, formerly Detroit booker, to the position of salesman at that branch.

Smith has also appointed Jack Osserman to the managership of the Des Moines branch and installed Paul Bush as manager of the Kansas City office. Both Osserman and Bush have had considerable field experience in the motion picture industry and are thoroughly familiar with conditions existing in the territory in which they have been appointed, having filled important posts in their respective districts, prior to their new affiliation.

Lasky Studio Improvement

Work Launched on Half Million Dollar Program at Recently Acquired Plant

CARPENTERS, masons and artisans started work this week on the half million dollar building and improvement program which will turn the recently purchased United Studios into the new Famous Players-Lasky West Coast studio at 5341 Melrose avenue, Los Angeles.

The construction plans are under the supervision of Milton E. Hoffman, executive studio manager, who said that the entire task of moving into the new quarters would be accomplished next June. Three shifts of eight hours each will be maintained so that the increased space and facilities will be available for the production schedule mapped out by Hector Turnbull and B. P. Shulberg, associate producers.

Actual construction of interior sets for new pictures will begin May 1, and production companies will be routed over to the new premises in the same way they are now sent on locations from the present studio. The first structure to go up is the administration building facing on Marathon street. This is to be of Spanish architecture, 276 feet long and 40 feet wide. It will be two stories high.

In the $500,000 improvement budget provision is made for the erection of a number of large buildings, and the alteration of many others. A dressing room building three stories high will contain 10 star suites, 21 special rooms and 100 dressing rooms. A three story concrete wardrobe building will have dressing room accommodations for 1,200 extra players, as well as housing the wardrobe department, casting offices, purchasing department, dining rooms and cold storage plant for furs.

Other buildings to be erected are four projection rooms for directors, a steel and concrete camera vault, a photography building and an experimental stage.

A hospital and a schoolhouse large enough for 70 pupils, are also among the improvements.

Ginsberg-Kann Will Produce

Distributors Organize Sterling Pictures to Film Series of Twelve Features

HENRY GINSBERG and George E. Kann of the Ginsberg-Kann Distributing Corporation have organized the Sterling Pictures Corporation in Hollywood to produce a series of features. The formation of the new company a short time ago was announced by Ginsberg on his return to New York from the coast recently.

In addition to Ginsberg and Kann, Sterling Pictures Corporation has enlisted the services of California picture producers at present in the field. These individuals are financially interested in the corporation and will have active charge of the filming of the twelve Sterling production scheduled for the season of 1926-27.

"We decided to enter the production field," said Mr. Ginsberg in announcing the affiliation of his firm with the new producing organization, "in order to put more fully at the service of the independent exchanges and exhibitors the knowledge we have gained in the past as to the kind of motion picture most pleasing to the public, as reflected at the box offices of theatres showing our present and previous releases."

The first of the Sterling Productions to be put into work will be "Men of the Night," from an original story by Florence Wagner

Carey's Second Release Date Set

THE release date of "The Seventh Bandit," the second of the Harry Carey Westerns for Pathe, has been set for April 18th.

Harriet Hammond, graduate of Mack Sennett's beauty squad continues to play the feminine lead for Carey as she did in "Driftin' Thru."

Notable Gathering Present at Lesser Theatre

After undergoing a thorough overhauling the Strand theatre at Rockville Center, Long Island, which is owned and operated by Irving Lesser, was re-opened last Monday evening to an audience comprising the elite of the community.

A notable galaxy of stage and screen luminaries including, Ernest Truex, Hedda Hopper, Dagmar Godowsky, Ruby Blaine, Philo McCullough, Alice Du Pre, Lina Basquette, and Rin-Tin-Tin, the Warner Brothers famous dog star, made a personal appearance during the evening, and press representatives of the more prominent New York publications were in attendance.

The opening was staged under the personal direction of Irving Lesser's press representative, Harry Olver and Harry Rathner who occupies an executive position with the Lessers.

"U" Announces Plans for Super-Special

Universal Pictures Corporation announces a super-picture will be made for the coming year based on the German novel "The Affairs of Hannerl," and which will be called "Love Me and the World is Mine."

This picture, it is claimed, will be bigger than "Merry-Go-Round," being laid in the same atmosphere as that Universal special of life in Vienna before the war. It will have the same principals in the cast, headed by Mary Philbin and Norman Kerry, the two players who rose to prominence by their excellent work in the former screen hit.

"Love Me and the World is Mine" will be directed by E. A. Dupont, the noted UFA director engaged by Carl Laemmle.

Two Books Purchased by Columbia Pictures

Joe Brandt, president of Columbia Pictures Corporation has purchased the screen rights to film the Richard Harding Davis' book, "The Lost House" and "Birds Of Prey" from the pen of George Bronson-Howard. Both books have been turned over to the scenario staff and continuities are being prepared so that they may go into an early production at the Columbia West Coast studios.

De Mille Signs Varconi to Long Contract

Victor Varconi has been signed to a long term Cecil De Mille contract to appear in pictures filmed at the De Mille and Metropolitan studios. Although "The Volga Boatman" has not yet been released, Cecil B. De Mille is so certain that Varconi will register a hit in his role as a Russian nobleman that he signed him without hesitation.

Paramount Has 75 for New Season

Partial List of Productions Announced for Release During Period Between August 1, 1926, and July 31, 1927

Adolph Zukor, president of the Famous Players-Lasky Corporation.

According to present plans of the executives of Paramount, the corporation will produce seventy-five pictures for its program for 1926-1927. Paramount's every resource will be tapped, say the executives, in an effort to make the productions superior to anything that has been done before as this group of pictures marks the fifteenth anniversary of the company.

So far advanced are the company's production plans that it is possible at this time to announced definite details concerning stories, directors and casts on more than 50 of the 75 pictures.

The new year, according to officials, will bring forth from the Paramount studios a number of specials of roadshow calibre. This is in line with a new policy announced by Mr. Lasky at the company's international convention at Atlantic City. Through the adoption of this policy there will be no time when Paramount does not have roadshow attractions on Broadway and in larger cities of the country. James Cruze, D. W. Griffith and others will devote their entire attention to pictures of this class.

Into the general release pictures, however, will go the same genius and the same energy responsible for the roadshow attractions, according to Mr. Lasky, who is confident that the birthday group "represents the highest pinnacle of production perfection yet achieved by Paramount or any other company."

"This is a mighty tribute," says the Paramount production chief, "to our producers at the studios, Messrs. Turnbull, Schulberg and Le Baron and their associates. It reflects splendid credit upon the distinguished stars, artists, directors and other contributing talents enrolled under the Paramount producing banner. To them I wish to express my sincere appreciation. They have pledged their utmost and they are making good a hundredfold."

"For the new season," says Mr. Lasky, "the investment in product will be far in excess of any previous year. This money will permit larger casts of big names, the foremost directors of the business and the cream of literary and dramatic works. Paramount has stars whose pictures are increasing box office receipts, it has a stock company of more than 50 popular names, it has directors who are considered topmost in their field and it has the ultimate in production facilities. Each picture will have in the cast not just one or two big names but several."

"Paramount," says Adolph Zukor, "is offering this phenomenal group of pictures in appreciation of past patronage."

"Every step in Paramount's success," declares the president of Paramount, "has been based upon the complete box office approval and entertainment value of Paramount pictures expressed through a discriminating public and growing exhibitor confidence.

"In appreciation of that patronage and with full regard to our obligation to the industry and with an ever growing optimism for the future of our business we have piled new values on old and offer you what we regard as the supreme effort of our organization. It is with great pleasure that we invite you to share Paramount's birthday feast of entertainment."

In keeping with the company's greatest program, according to Sidney R. Kent, general manager, a more comprehensive service will be offered the exhibitors.

Says he: "We guarantee back of these pictures an ever bigger and better Paramount service. Paramount service means that when you sign a contract for Paramount pictures our interest in your welfare has only begun. It means that the powerful forces of Paramount exploitation, publicity and advertising—a national compaign reaching fifty million people to the benefit of the entire motion picture industry—will be working for you.

"It insures perfect prints and an unfailing cooperation from Paramount exchanges. It brings you at cost the best in showman advertising aids. We honestly believe that Paramount 1926-27 pictures plus Paramount service are the greatest constructive force ever placed upon the motion picture market."

Included in the list of noted stars appearing in the birthday pictures, many of which, according to George W. Weeks, general manager of the department of distribution, will be "unquestionably of roadshow class," will be Thomas Meighan, Adolphe Menjou, Florence Vidor, Clive Brook, Emil Jannings, Eddie Cantor, Dorothy Gish, Gilda Gray, Margaret Morris, Esther Ralston, W. C. Fields, Bebe Daniels, Gloria Swanson, Richard Dix, Raymond Griffith, Betty Bronson and Pola Negri. Harold Lloyd and Douglas MacLean will release their attractions through Paramount.

Among the stock and supporting players are Warner Baxter, Percy Marmont, William Powell, Lois Moran, Ronald Colman, Louise Dresser, Noah and Wallace Beery, Helen Jerome Eddy, Allan Simpson, Eugene O'Brien, Ford Sterling, Louise Brooks, Mary Brian, Alice Joyce, Ralph Forbes, Neil Hamilton, Norman Trevor, Ricardo Cortez, Carol Dempster, Lya De Putti, Clara Bow, Ernest Torrence, Theodore Roberts, Arlette Marchal, Greta Nissen, William Collier, Jr,, Louise Fazenda, Lois Wilson, Fay Lamphier and Raymond Hatton.

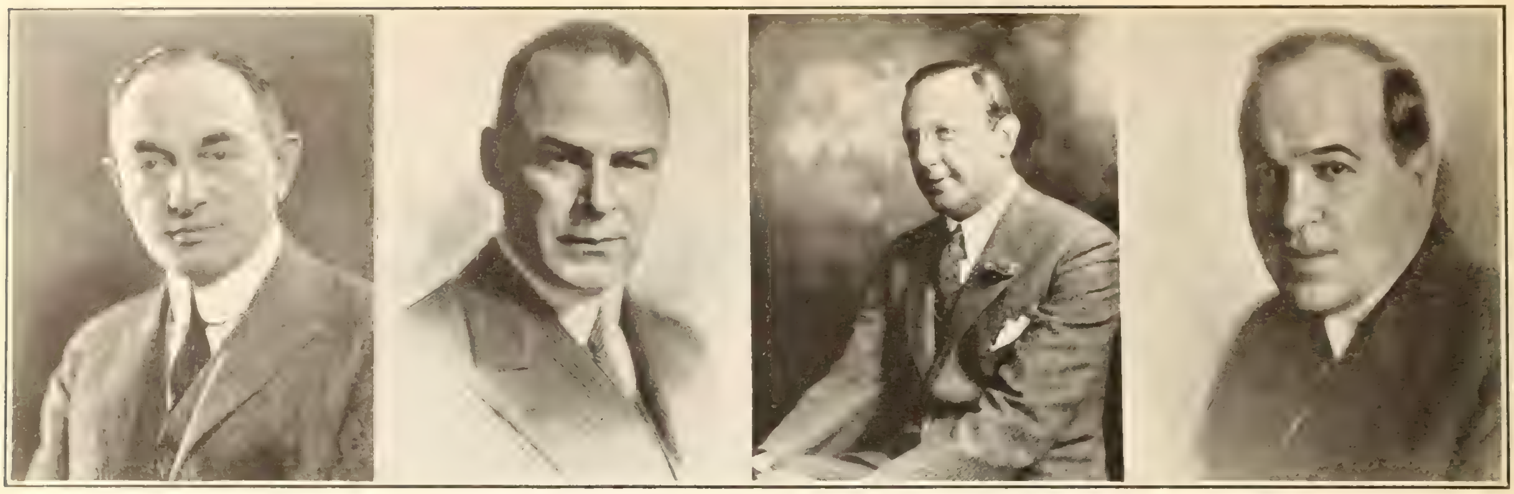
Noted among the directors are D. W. Griffith, Marshall Neilan, Eric von Stroheim, who will also appear in pictures; Maurice Tourneur, Allan Dwan, James Cruze, Malcolm St. Clair Herbert Brenon, William Beaudine, Sam Wood, Lewis Milestone, Clarence Badger, Clarence Brown, Victor Fleming, Herbert Wilcox, Erle Kenton, William Wellman, Raoul Walsh, Gregory La Cava, Frank Lloyd, Eddie Sutherland, Fritz Lang and E. A. Dupont.

During last year Paramount was sponsor for the greatest forward stride ever made in the introduction of new faces to the screen, and the new season's group will reveal the fine results of what started as an experiment. Only recently the 16 Paramount junior stars completed their initial production and were graduated from the first school of motion picture acting—the first school to train potential stars.

Variety is a predominating factor in the birthday group. There will be drama, romance, novelty, comedy, historical and Western epics and spectacle. There is in each picture, according to Mr. Lasky, a blending of two, three and four of these elements so that the greatest number of theatregoers may be appealed to.

Lasky has made definite announcement of the following pictures for release during the 12 months period beginning August 1:

"Old Ironsides," a roadshow attraction produced by James Cruze. This story of the American navy's fight against piracy will be



Paramount executives, left to right, E. E. Shauer, assistant treasurer and director of the foreign department; S. R. Kent, general manager; Jesse L. Lasky, first vice-president in charge of production, G. W. Weeks, general manager, department of distribution.

enacted by Wallace Beery, George Bancroft, Esther Ralston, Johnnie Walker and a large cast. The story is by Laurence Stallings. Harry Carr and Walter Woods adapted it.

"The Greatest Show on Earth," another roadshow production based on the life of P. T. Barnum. Wallace Beery has been chosen for the role of the great showman. The story is by Monte Katterjohn who has worked for two years collecting material.

"Padlocked" is a screen version of Rex Beach's powerful story of today's morals. Allan Dwan is directing a strong cast composed of Lois Moran, Louise Dresser, Noah Beery, Helen Jerome Eddy and Allan Simpson.

"Aloma of the South Seas" is the initial stellar attraction for Gilda Gray, famous dancer of the stage. Maurice Tourneur produced this picture of tropical love in Porto Rico. Supporting the star are Warner Baxter, Percy Marmont, William Powell and Julanne Johnston. "Aloma" was a stage hit.

"Fine Manners," the story of a chorus girl's adventures in society, stars Gloria Swanson. Lewis Milestone is directing this story by James A. Creelman and Frank Vreeland. The star has Eugene O'Brien as her leading man.

"The Show Off," the Broadway comedy success, will have Ford Sterling in the principal role with Louise Brooks and other big names in the cast. Malcolm St. Clair has been assigned the megaphone.

"Beau Geste," a picture of roadshow calibre, is now being made on the Arizona desert by Herbert Brenon with a cast composed of Ronald Colman, Noah Beery, Alice Joyce, Neil Hamilton, Ralph Forbes, Mary Brian, Norman Trevor and hundreds of extras. "Beau Geste" is the sensational story of the French Foreign Legion by Percival Christopher Wren.

Two Harold Lloyd comedies are scheduled for the new year. These will be in the same vein as this premier comedian's past successes such as "For Heaven's Sake" and "The Freshman." Lloyd has returned to the Coast to begin work on the first of the two

"Glorifying the American Girl" will be the first of the love and beauty extravaganzas made under the personal supervision of Florenz Ziegfeld, Broadway's most amazing showman. Edward Sutherland will direct this picture with Esther Ralston, Clara Bow, Louise Brooks, Fay Lamphier and the Ziegfeld chorus in the cast.

"Prosperity" will be Thomas Meighan's first for the new season. Under present arrangements Lewis Milestone, who handled the megaphone on the star's recent success "The New Klondike," will direct. "Prosperity" is a dramatic story of a man who tried to high hat New York.

Meighan will contribute three more specials to the schedule. The finest literary and dramatic works will form the basis of the star's vehicles.

"Mantrap" has just gone into production under the direction of Victor Fleming with a cast composed of Clara Bow, Ernest Torrence, Ford Sterling and Percy Marmont. This story of the wilds was written for Collier's Weekly by Sinclair Lewis.

"Metropolis" is a spectacular love drama from UFA studios. Fritz Lang directed this amazing drama which reaches new heights in novelty. "Metropolis" is nearing completion after more than a year in production.

"Fascinating Youth" brings to the screen 16 new faces the Paramount junior stars. In this fast moving comedy-drama by Byron Morgan and directed by Sam Wood there is a surprise for the exhibitors and the public.

The 16 junior stars in the picture are Buddy Rogers, Ivy Harris, Jack Luden, Robert Andrews, Greg Blackton, Charles Brokaw, Claud Buchanan, Josephine Dunn, Walter Goss, Iris Gray, Irving Hartley, Thelda Kenvin, Jeanne Morgan, Dorothy Nourse, Mona Palma and Thelma Todd.

"The Ace of Cads," a brilliant society story by Michael Arlen, will be Adolph Menjou's initial stellar vehicle for the new season. This picture is expected by Paramount executives to carry Menjou to even greater heights than he already has attained. Malcolm St. Clair again will direct the star.

"The Head Waiter" (tentative title) is another picture of the type which forms so pleasing a background for the brilliant talents of Menjou. No director has yet been selected. In addition to "The Ace of Cads" and "The Head Waiter" Menjou will give the screen two other stellar attractions during the year.

"New York" is number two on the new season's program written by Sinclair Lewis. This romance of New York's night clubs, night courts, gayeties, etc., will be directed by Herbert Brenon with Lois Wilson featured.

"Confession" will be an emotional drama starring Pola Negri. No director has been announced. This title may be changed.

"The Woman Thou Art," the story of a wild and colorful Barbary Coast dancer, offers Miss Negri another dynamic vehicle. Two other Negri attractions will be announced later.

"Looie the 14th" will be another Florenz Ziegfeld personally supervised attraction, and heading the cast of popular players and Ziegfeld beauties will be Ford Sterling, whose comedy has won for him a secure place on the screen. "Looie the 14th" was a successful stage extravaganza.

"Moon of Israel" is a spectacular drama with Arlette Marchal and a cast of 2,000. It was by Michael Courtice and is described as another "Ten Commandments." Miss Marchal is the French beauty who has just arrived in this country to play in Paramount pictures.

"The College Flirt" will be a special comedy starring Bebe Daniels, whose recent pictures have won new laurels for her. In this comedy which Erle Kenton will direct she is a snappy co-ed who hynotizes everyone about the campus.

"Stranded in Paris" presents Miss Daniels as an American society girl who experiences many exciting adventures in Paris night life. Two more special comedies will be contributed by Miss Daniels to the 1926-27 schedule.

"The Sorrows of Satan" will be a stupendous picture of roadshow calibre produced by D. W. Griffith. A noted cast composed of Adolphe Menjou, Ricardo Cortez, Carol Dempster and Lya de Putti are now working at the Long Island studio on this Marie Corelli story.

"An American Tragedy," Theodore Dreiser's epic of modern American life, will be produced by Griffith as a roadshow attraction. This powerful theme is expected by Paramount to be the basis of a picture which will make motion picture history.

"The Quarterback" gives Richard Dix a chance to do a Red Grange on the screen. In this picture, adapted from a story by Wells Root, Dix is a fast stepping hero of the college football team.

"Paradise for Two" will be the second of the four big comedy-drama specials which Dix will make. It is a love comedy replete with entertainment value. The title is subject to change.

"Forlorn River" will be the first of four Zane Grey productions. This is Grey's latest novel and is running serially in Country Gentleman. Paramount plans to make these the outdoor classics of the screen.

"Love 'Em and Leave 'Em" will star Esther Ralston in one of the smart comedy successes of the current season on Broadway. Miss Ralston is one of the shining lights on the Paramount program.

"The Thief of Dreams" will be adapted from Richard Connell's Saturday Evening Post story, "A Friend of Napoleon" This comedy-romance will star Emil Jannings, greatest of the German pantomimists, Ricardo Cortez and Betty Bronson.

"The Rough Riders" will present a stirring picture of the Theodore Roosevelt episode in the Spanish American war. It has just been announced that Victor Fleming will direct this historical epic. A search is now being made for a man who can portray the role of Roosevelt.

"Casey at the Bat" will bring together again the inimitable team of Wallace Beery and Raymond Hatton who scored in the current comedy success, "Behind the Front." Edward Sutherland again will handle the megaphone.

"Variety" is a gripping production made at the UFA studios in Germany. Featured are Emil Jannings and Lya de Putti, the beautiful dramatic actress who has an important role in D. W. Griffith's "Sorrows of Satan."

"Get off the Earth" is planned by Paramount as a sensational novelty. Raymond Griffith will star in this adaptation of W. M. Timlin's "The Ship That Sailed to Mars." Clarence Badger will direct.

"Be Yourself" will be Raymond Griffith's second comedy on the new year schedule. This title is only tentative. In addition to these Griffith will give the screen two other side-splitting comedies durin 1926-27.

"Love—the Magician" will be Florence Vidor's initial starring vehicle. The picture will be an adaptation of Ernest Vajda's "The Great Illusion." William Wellman will direct "the orchid lady of the screen" in this attraction.

"The Cat's Pajamas" is a fast, frisky comedy from the pen of Vajda. Betty Bronson and Ricardo Cortez are featured with Arlette Marchal and Theodore Roberts in support. William Wellman directed.

"The Wedding March," is a colorful romance of Vienna, will have Erich von Stroheim as the producer and star. Von Stroheim is now in the midst of elaborate preliminary plans for the opus.

"Kid Boots" will bring the popular musical comedy star, Eddie Cantor, to the screen in a Florenz Ziegfeld stage piece. In this Edward Sutherland attraction there will be Ziegfeld girls and Ziegfeld magnificence of gowns and settings.

"The Covered Wagon," the James Cruze epic which has had record runs throughout the world, will be available on the 1926-27 program. In a recent check-up among exhibitors this picture ranked as the fourth greatest money-maker of 1925.

"So's Your Old Man" is a real box office title for this new W. C. Fields vehicle. In this Julian Street story, Fields has the role of a small town comedy character who splurges himself to the one trip of his life—a trip to California. Fields will give the screen many new gags in the picture. Gregory La Cava will direct.

"The Wild Man of Borneo" will be another Fields attraction with a laugh in every foot of film. The story was written especially for the star, who will contribute a third production to the birthday group.

"Ladies First," which will be directed by William Beaudine, will be Douglas MacLean's first of the anniversary pictures. It is the story of a young millionaire who tries to dodge love.

"Let It Rain," will also be a Douglas MacLean production. This picture will be one of the leading comedy bets on the new program.

"The Lady of the Harem" is an elaborate spectacle with Ernest Torrence, Greta Nissen, William Collier, Jr., and Louise Fazenda in the cast. This adaptation of the play, "Hassan," makes a gorgeous screen romance. Raoul Walsh directed.

"Fashions for Women" will have in the cast Esther Ralston and a galaxy of gorgeous beauties. Herbert Brenon will direct this fashion show romance, which is from a story by Harry Carr.

"Nell Gwyn" is the story of the orange girl who vamped a king. It was produced by British National Pictures and stars Dorothy Gish in what has been heralded as her best role. Herbert Wilcox directed.

"Hazards of the Jungle" is a camera chronicle of the hair-raising adventures of two young Americans in the heretofore unexplored regions of Indo-China.

"Hotel Imperial" will be one of the outstanding attractions on the schedule. This will be another Von Stroheim picture with the director and Pola Negri co-starred.

"R. U. R." will be an elaborate James Cruze production of the stage play by Karel Capek. This is one of the most astounding melodramas ever written. Many scenes will be made in Europe.

"We're in the Navy Now" again stars the popular comedy pair, Wallace Beery and Raymond Hatton with Mary Brian in support. Edward Sutherland will direct. Paramount plans to make this a smashing success.

Marshall Neilan, one of the screen's foremost directors, will produce two attractions for the birthday program. The first will be a Neilan special with a cast of big names, while the second will be a special starring Betty Bronson.

Frank Lloyd, noted director, is scheduled to produce a series of big attractions. Details of these will be announced shortly.

"With Their Eyes Open" will bring together again Adolphe Menjou and Florence Vidor, the team which won popular approval in "The Grand Duchess and the Waiter."

"Dangerous Freedom" will be a stellar vehicle for Betty Bronson, Paramount's petite star who has won a legion of friends through her work in "Peter Pan" and "A Kiss for Cinderella."

"Gentlemen Prefer Blondes," the sensational selling novelette by Anita Loos, has just been purchased. A search is now being made for stars to fill the two principal roles, the Heroine and Dorothy, her friend. Miss Loos and John Emerson have made a stage version of the story for early Broadway staging.

Additional products for the birthday group will be announced by the Paramount production department within the next few weeks.

Victor Fleming Chosen to Direct "Rough Riders"

Victor Fleming has been selected to direct "The Rough Riders," a story of Theodore Roosevelt and his famous regiment during the Spanish-American war. Hundreds of applicants are being considered for the role of Roosevelt and the picture goes into production on June 1st. Hermann Hagedorn, official biographer of Roosevelt and secretary of the Roosevelt Memorial Association, is preparing the screen play and is also writing a biographical novel on the same subject which Harper and Sons will publish in the fall. Lucien Hubbard will be the supervising editor.

Daughter of Famous Writer to Adapt Mother's Novels

Jeanette Porter Meehan, the daughter of the daughter of the famous novelist, Gene Stratton-Porter, has been engaged by F. B. O. to adapt her mother's stories of "Laddie" and "The Magic Garden" for the screen. The pictures will be released on next season's program.

Mrs. Meehan is familiar with film work and is also a writer of ability having contributed several articles to McCall's Magazine recently. She also assisted her husband, J. Leo Meehan, who directed "The Girl Of The Limberlost" and "Michael O'Halloran," in the filming of the two pictures.

M-G-M Casts Lubin for Role in Sabatini Story

Metro-Goldwyn-Mayer has engaged Arthur Lubin, stage and screen actor, to play the role of King Louis XIII in Rafael Sabatini's "Bardley the Magnificent." This is an Irving Thalberg production, which King Vidor will direct and which will have Jack Gilbert and Eleanor Boardman in the leading roles. Associated with the players mentioned above will be Roy D'Arcy, Lionel Belmore, Karl Dane, John T. Murray, Agostino Borgato, Edward Connelly and Max Barwyn.

"Glorifying the American Girl" Director Chosen

Edward Sutherland, now working on "It's the Old Army Game," has been chosen to direct the first Florenz Ziegfeld motion picture production, "Glorifying the American Girl," which is to be a Paramount release. The story is being prepared by Townsend Martin and James Ashmore Creelman and Joseph Urban will do the art work on the production.

Albert Lewin Signed by M-G-M as Scenarist

Albert Lewin, who wrote the scenario of "In Praise Of James Carabine" from the novel by Donn Byrne, which Marcel De Sano is directing for Metro-Goldwyn-Mayer, has been added to that company's staff of scenarists. In the past Lewin adapted "Bread" the Charles G. Norris novel, for the screen and worked as a reader in the scenario department of M. G. M.

Filming of "Fine Manners" Resumed This Week

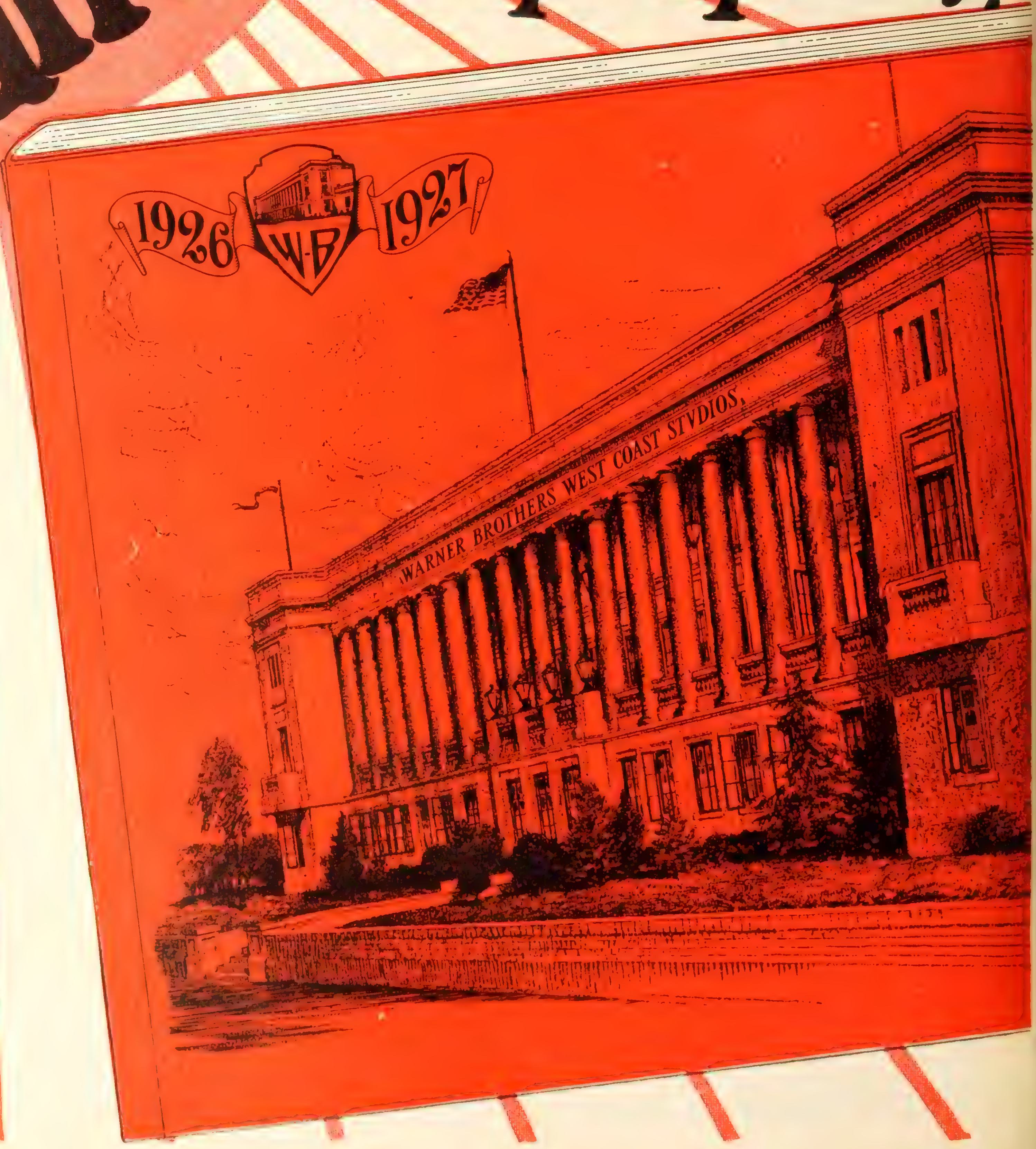
Gloria Swanson, having completely recovered from her illness, resumed work this week on "Fine Manners" at the Long Island studio under the direction of Lewis Milestone. Supporting her in the picture are Eugene O'Brien, Walter Goos and Christine Compton.

Metro-Goldwyn-Mayer Buys Benjamin Glazer Story

The screen rights to an original story by Benjamin Glazer have been purchased by Metro-Goldwyn-Mayer. It has been temporarily titled "Puppets" but this will probably be changed as another company has a priority claim to that title.

ah-h-h! Here's Yo

and prosperity!


1926
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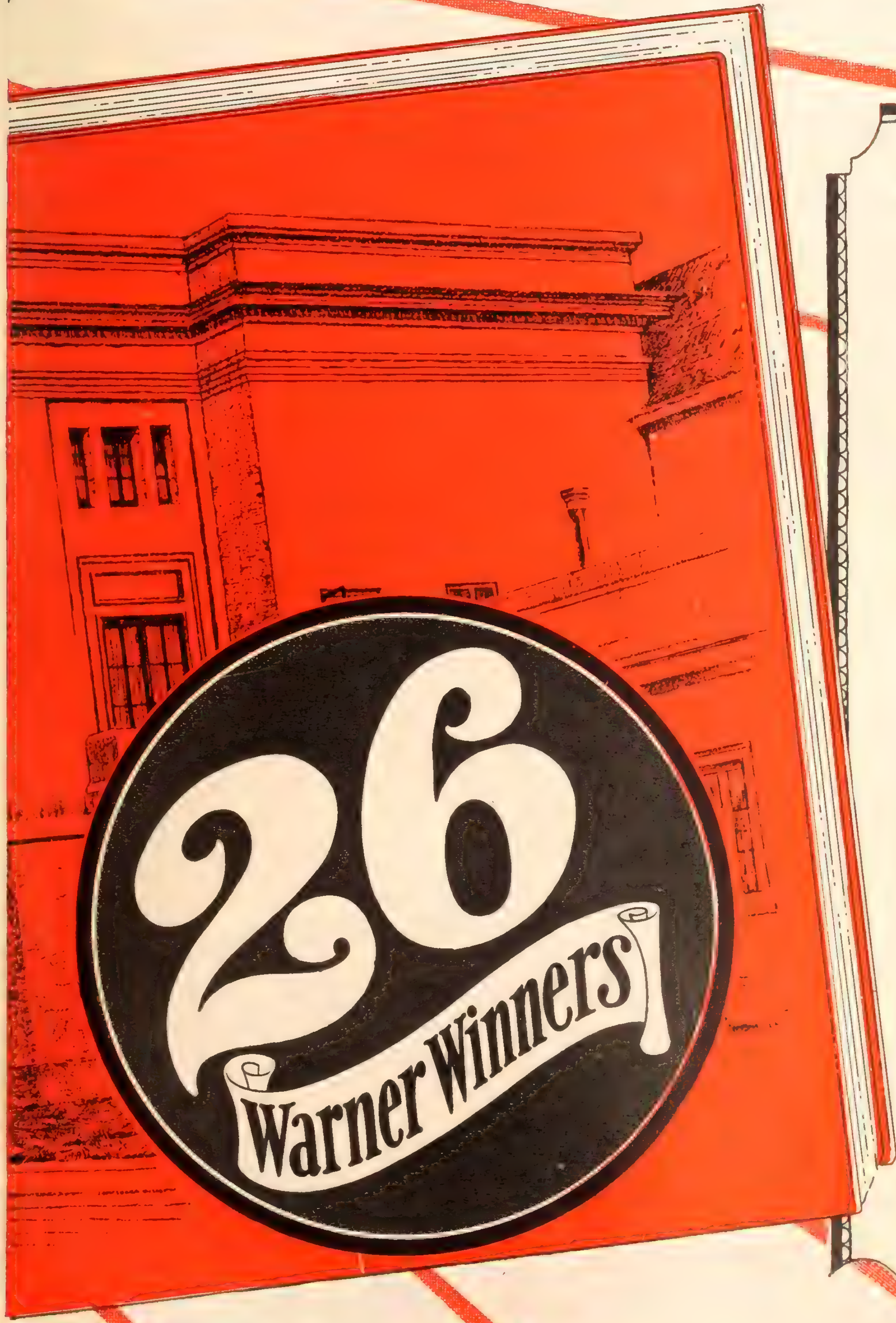
WARNER BROTHERS WEST COAST STVDIOS

ur Sunshine



The Greatest Story of Profits Ever Told!

WARNER BROTHERS' Announcement of 26 of the INDUSTRY'S GREAT BOXOFFICE Attractions for the Year of 1926-27

Sunshine for your patrons —Prosperity for your box office! That's the message of every page, every word that this magnificent book contains.

26
Warner Winners
1926
WB
1927
26
Warner Winners

Read How 26 Warner Winners Mean Sunshine and Prosperity to Your Box Office!

In your copy of this great book is the greatest story of box office profits ever told. It's great news for every exhibitor, the finest news ever printed for the thousands of box offices the country over. A whole year of brighter days, a whole year of greater prosperity based on the only sure means of achievement—better, bigger box office pictures.

Read Facts About 26 Great Box Office Pictures!

In your copy of this book you'll read real facts about every one of Warner Brothers' 26 pictures for the coming year. No hokum, no "ifs," no "buts," no "maybes," but the very things that you want to know about pictures. Stars, stories, authors, directors, casts—they're all there. You will know in advance, when you read this book, just what it is about each of these pictures that guarantees its box office success. That's what you want to know—that's what you get in your copy of the year's most important announcement.

Read About the Fairest, Squarest Sales Plan On Which Pictures Have Ever Been Sold!

It's the Warner Brothers' plan for 1926-27. A plan founded on the belief that exhibitor success is the first essential of production and distribution. That's the spirit of the entire Warner organization; that is the spirit with which, with pardonable pride, Warner Brothers send you this announcement book of Warner Pictures and Warner ideals for the coming year.

Read your copy of this book from cover to cover!

Watch for your copy of this Big Book! It's in the mail!

"Rawhide" Chosen as Title for Buffalo Bill's Next

Production on "Rawhide" the first of six pictures starring Buffalo Bill, Jr., has begun under the direction of Richard Thorpe is announced by Lester F. Scott, producer of westerns for Associated Exhibitors. "Rawhide" is an adaptation of the Ralph Cummins' story "Paradise Hole" which appeared in Western Story Magazine. Supporting the star are Harry Todd, Joe Rickson, Charles Whitaker, Ruth Royce, Al Taylor and Lafe McKee. The leading feminine role has not been named as yet.

Bobby Webb Joins Staff of Associated Studios

Bobby Webb has joined the staff of the Associated studios of Los Angeles to act as casting director. He was formerly in charge of the M. G. M. casting at Culver City, and resigned that post because of ill health. He was also at Universal City for several years where he acted in many capacities. His first work at the studios will be the casting for "The Galloping Cowboy" Bill Cody's initial appearance for Associated Exhibitors.

Meighan to Start Work on New Picture May 1st

Since January 27th when he finished "The New Klondike," Thomas Meighan has been forced to take a vacation. This is due to his insistance that enough consideration be given to story material and its preparation to make his next production one of the best of his career. The title for the picture has not as yet been chosen due to some legal obstacles but production is scheduled to start about May 1st.

Mary Alden Chosen for Role in "Lovey Mary"

Mary Alden has been given the part of Mrs. Wiggs in "Lovey Mary," the adaptation by Agnes Christine Johnson of the novel by Alice Hegan Rice which Metro-Goldwyn-Mayer is producing with Bessie Love in the starring role.

Russell Simpson has also been added to the cast of this picture which King Baggott will direct.

First National has Eight in Cutting Room

EIGHT productions are now in the editing and titling stage at the cutting rooms of First National both at the West Coast and East Coast studios and, with the exception of "Men of Steel," the Earl Hudson production starring Milton Sills, the pictures are expected to be completed before the end of April.

Those in the West Coast plant are, Edwin Carewe's 'High Steppers," "Mlle. Modiste," a Corinne Griffith starring vehicle, E. M. Asher's "The Sporting Lover," "Sweet Daddies," an M. C. Levee production, and "The Wise Guy," a Frank Lloyd production.

Those in work in New York are "The Savage," an Earl Hudson picture, and "The Wilderness Woman," which Robert Kane is producing.

Al Wilson Stunt Pictures Now Under Way

The first Al Wilson production which A. Carlos is to present this year through Associated Exhibitors has gone into production at the Associated studios in Los Angeles. "The Flying Mail" is a story and scenario by Frank Howard Clark and will be directed by Mason Noel. Kathleen Meyers will play the heroine and Carmelita Geraghty the heavy. Eddie Gribbon, Frank Tomick, Joseph J. Gerard and Harry Von Meter have already been assembled.

Chas. Stallings to Manage Production on "Temptress"

Charles Stallings has been appointed production manager for Mauritz Stiller, when that director begins work on "The Temptress." Stallings was King Vidor's assistant in "The Big Parade" and production manager for Victor Seastrom in his direction of"The Scarlet Letter" with Lillian Gish.

Sam Hardy Will Appear in "The Great Deception"

Sam Hardy has been signed to play in "The Great Deception," the adaptation of the George Gibbs novel which Howard Higgin will direct for First National release. Aileen Pringle and Lowell Sherman play the featured roles and production will be started early in April.

Geddes to Create Settings for Griffith Film

Norman Bel Geddes, renowned designer of stage and screen settings, has been engaged to create the backgrounds which play so important a part in D. W. Griffith's "The Sorrows of Satan." Geddes gained widespread recognition in redecorating the interior of the Century theatre, New York, to resemble a cathedral during the run of "The Miracle." Bel Geddes will be assisted by Fred Waller who is in charge of the film magic department at the Paramount Long Island studio. Some of the important scenes are the expulsion of Lucifer from Heaven, and his landing on earth, the gates of Heaven, Hell, the creation of Man, and Paradise.

May McAvoy Signs for Lead in "Passionate Quest"

Jack Warner, on his arrival in New York on Thursday, April 8th, announced that he had signed May McAvoy for the leading feminine role in "The Passionate Quest," a story by E. Phillips Oppenheim. J. Stuart Blackton will assume the directorship while the adaptation was done by Marion Constance Blackton.

The title of "The Footloose Widow" has been changed to "Footloose Widows" in which production John Miljan has replaced Andre Beranger as a member of the cast. Other recent acquisitions are Louise Fazenda, Neely Edwards, Jacqueline Logan and Arthur Hoyt.

Ernest Torrence Added to Cast of "Mantrap"

The cast of "Mantrap," a picturization of Sinclair Lewis' latest novel, has been augmented by the addition of Ernest Torrence. Clara Bow has the leading feminine role while Percy Marmont is the hero of the story.

Scenario Contest Winner Signed by M-G-M

A year ago William Elwell Oliver won a nation wide scenario contest held by the universities throughout the United States. He has recently been added to the staff of the Metro-Goldwyn-Mayer company.

John Roche and Julanne Johnston in "The Vision," a Romance Productions, Inc., picture.

De Mille Will Produce All-Negro Picture

THE first motion picture to be made with all negro actors and an all negro story is announced from the De Mille Studio as one of the novelties during the coming year. Bertram Millhauser, production editor, will have full charge of the making of this unusual photoplay.

No announcement has yet been made of the players who will act in this all negro picture. It is known, however, that Mr. Millhauser through Cecil De Mille, head of the Cecil De Mille Pictures Corporation, contemplates filling the cast with the very best negro talent obtainable.

Jobyna Ralston Opposite Rod La Rocque

Jobyna Ralston is announced as Rod La Rocque's feminine lead for "Gigolo," his next starring picture, which goes into production at the De Mille studio within a few days.

She has just completed an important role in "Sweet Daddies" for First National.

Louise Dresser is also announced as a member of La Rocque's supporting cast in this production, which has been prepared for thescreen by Garrett Fort from Edna Ferber's short story. William K. Howard has been assigned the direction of "Gigolo."

Renee Adoree, Sally O'Neil to Support Norma Shearer

In Norma Shearer's latest starring vehicle, "The Waning Sex," which Robert Z. Leonard will direct, the star will have the support of Sally O'Neil and Renee Adoree. Production on the picture will start as soon as the two stars have finished their present assignments, "Bellamy the Magnificent" and "In Praise of James Carabine." "The Waning Sex" is an original tale by Frederick and Johnny Hatton, and was adapted to the screen by F. Hugh Herbert and Frederica Sagor. The leading male is to be played by Lew Cody.

June Mathis Will Make "Sinners in Paradise"

According to John McCormack, general manager of First National's West Coast studios, June Mathis will make "Sinners In Heaven," her adaptation of Clarence Buddington Kelland's "Nazareth." Balboni will direct and Lewis Stone and Anna Q. Nilsson have been selected for the featurred roles Charlie Murray will also have an important part in the picture which is scheduled to start some time in May.

New York World Critic to Write Dix Story

William Le Baron, at the Paramount Long Island studio, has engaged Wells Root, assistant dramatic critic of the New York World, to write an original screen story for Richard Dix. This will follow "Take A Chance," the latest Dix comedy now being made under the direction of Gregory La Cava.

Scenes from "The Little Irish Girl," a Warner Bros. production.

'Flaming Frontier' Makes Bow

Colony Theatre, New York, is Scene of Brilliant Midnight Premiere on April 3d

ATTENDED by an unusually distinguished and enthusiastic first night audience, "The Flaming Frontier," Universal's new special, made its debut at the Colony theatre, New York, on Saturday evening, April 3rd, at midnight.

The doors of the Colony did not open until 11:30 p. m., but as early as 11 o'clock Broadway from 52nd to 53rd street was lined with curious onlookers, and the invited audience, including prominent government and military officials, stage and screen stars, directors and producers, found it almost impossible to get through the mobs that thronged the entrance to the Colony.

At midnight every seat in the 1,800 seat Colony theatre was occupied, with standees in the back of the orchestra.

Buglers from the 71st Regiment Armory, together with Chief Red Eagle and several Indian braves made the lobby their headquarters, and added considerable local color to the event.

One of the high lights and surprises of the evening was the introduction of Brig. Gen. Edward S. Godfrey, U. S. A., retired, eighty-five years old, who, after the Custer massacre in 1876, held the redskins at bay for two days until General Terry arrived with relief troops.

Special morning shows for children have been arranged for during the run of "The Flaming Frontier" at the Colony. The regular performances are given twice a day; the afternoon show starting at 2:45 and the evening performance at 8:45.

First National Unit Meeting

Country-Wide Meeting at Chicago Starting April 26th, Substituted for Territorial Assemblies

FIRST NATIONAL has announced the sales convention of that organization will be held in Chicago, beginning April 26, as a country-wide meeting of sales and production executives to launch a campaign on the 1926-27 product. Originally it was planned to hold the sales convention in a series of three territorial gatherings, but the decision has been made to center the acitivities in one meeting of national scope.

The Drake Hotel in Chicago has been selected as the scene of the convention, which will be held over a period of three days starting April 26. The unit convention was decided upon because it will enable production executives who would not be able to attend all three of the territorial meetings originally proposed to participate in the Chicago conclave.

The Sales Cabinet, comprising Ned Marin, western manager; A. W. Smith, Jr., eastern, and Ned E. Depinet, southern manager, is developing the most comprehensive program ever devised for a First National sales convention. There will be prominent speakers from outside the company as well as the leading executives in both the production and distribution departments.

General Manager Richard A. Rowland, who is at present on the West Coast, will return to address the Convention along with other production officials of the Los Angeles studios. Samuel Spring, secretary-treasurer, will take an active part in the proceedings.

Warner Laboratory Open to Film Market

Warner Bros. have entered the printing end of the picture industry and are in the market to handle prints for any producing company. Home office executives working quietly for some time past with laboratory experts have thoroughly equipped the company's laboratory in Brooklyn and perfected an organization that is now ready to give the highest class and most rapid service on the market.

The Brooklyn plant is that of the old Vitagraph Company which was taken over by the Warner Brothers some months ago. The building has been completely renovated and entirely equipped with new modern machinery. This equipment with the well organized staff of experts will permit of a capacity of 4,000,000 feet a week being turned out.

La Cava Signed to Two Year Contract

Gregory La Cava, who eight months ago joined the ranks of Paramount directors on a picture-to-picture basis, has been signed to a two year contract, it was announced by William Le Baron, associate producer in charge at the Long Island studio.

His first picture under the new arrangement will be the W. G. Fields' starring vehicle, "So's Your Old Man."

Scenes from the Pathe two-reel comedy, "Ukelele Sheik."

Scenes from "Moving Day," one of the "Helen and Warren" series being made and released by Fox Films.

Viennese Director Signs With Warners

Warner Bros. have signed Michael Courtice, Viennese director, to a long-term contract. The arrangements were completed just before H. M. Warner left the coast for New York, and is the result of a conference between Mr. Warner and the director in Vienna this winter.

Courtice directed "Moon of Israel" for Sascha productions in Austria. This is a tremendous spectacle which will be released in this country in the autumn. The director will arrive in America May 10th. Paul Ludwig Stein, with Courtice, the two most famous directors of the day in Europe, who was signed by H. M. Warner while abroad recently, sails from London April 7th to report at the Warner studio in Hollywood.

Trial of Kansas City Bomber Commences This Week

The trial of William McKinstry, Kansas City motion picture operator, charged with malicious destruction of property in connection with the bombing of the World-In Motion picture theatre, February 6, 1925, began this week. McKinstry and Lamar E. Bullock were named in a confession said to have been made by John McClintock, now in the penitentiary.

Kenneth Thomson Signed by De Mille

Kenneth Thomson has been signed under a long term contract as a member of Cecil B. D Mille's company of stock players.

It was while playing on the speaking stage in Los Angeles that he attracted the attention of De Mille and exhaustive screen tests were made of him at the De Mille Studio. The result is a contract that brings him into the De Mille aggregation of potential stars.

Kenneth Thomson's last appearance on the New York stage was in Charles K. Gordon's "Hush Money,"

Tunney Leaves for West Coast for Picture Work

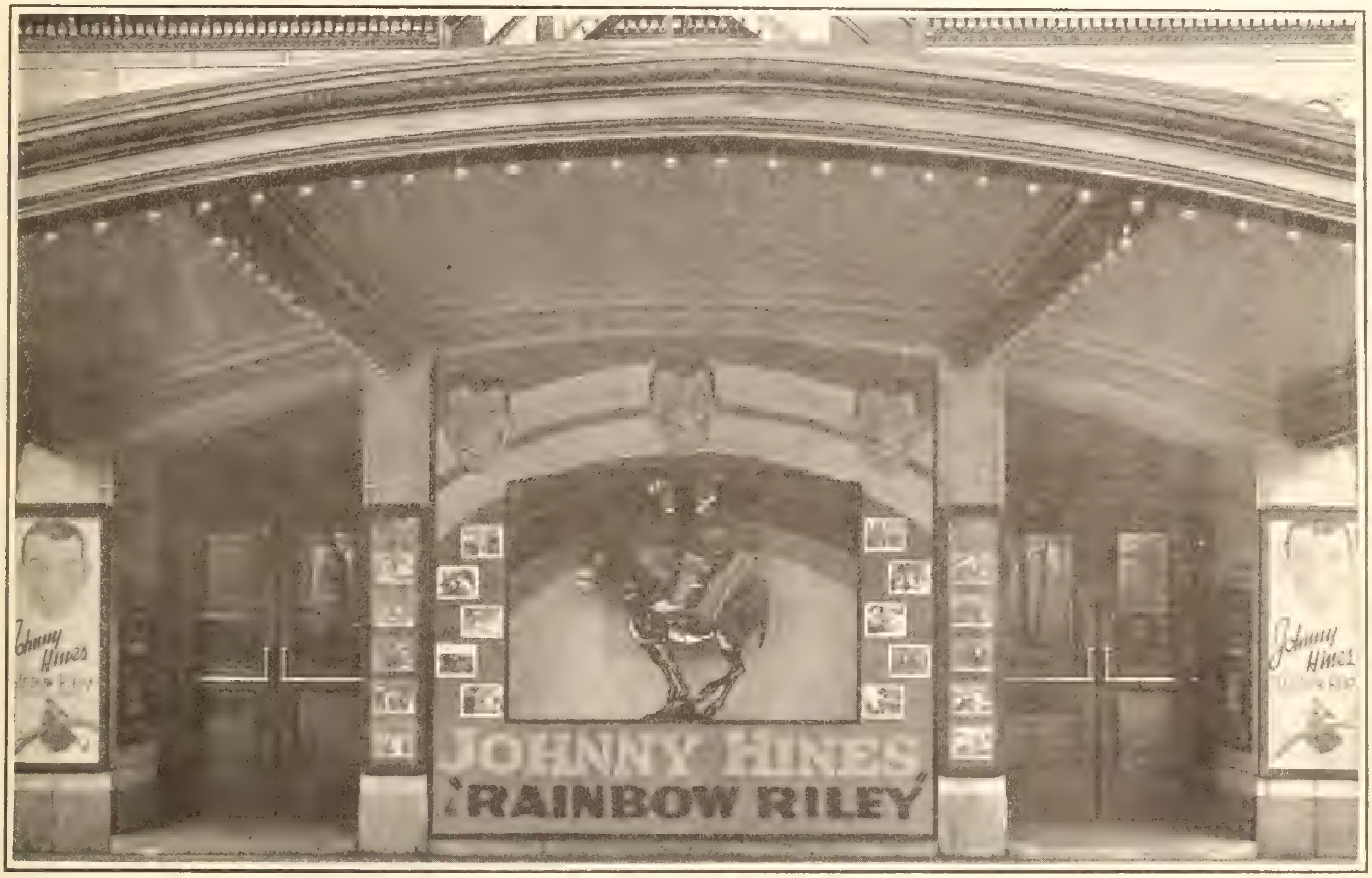
Gene Tunney, contender for the heavyweight championship, left New York on the afternoon of April 5th for Hollywood where production on the Patheserial in which he will star will commence at once. He and his manager will stop off at Chicago where he will train at a gymnasium and receive newspaper folk. On his arrival in Hollywood he will confer with J. E. Storey, assistant general manager for Pathe, now stationed on the West Coast, who will supervise the thriller. Spencer Bennett, who recently finished "Snowed In" will assume the directorial position and Frank Leon Smith, author of the continuity for "The Green Archer" has prepared the script.

M-G-M Buys Screen Rights to "Maman" French Play

A three act stage play by Jose Germain and Paul Moncousin entitled "Mamon" was purchased last week by the Metro-Goldwyn-Mayer Corporation.

Action stills in "Accidents Can Happen" a Stern Bros. production released through Universal.

Exhibitors Service Bureau



Colorful animated display for First National's "Rainbow Riley" designed by Manager F. O. Slenker and used at the Spencer Theatre, Spencer, Ill. The circus front used by Slenker for "The Live Wire," and illustrated in a recent issue of this publication, was worked over for this flash. The cost of the display was $15. The hindquarters of the mule were divided just back of the golf bag. This portion, mounted on a pivot, was kept in motion by means of an eccentric attached to a motor.

Advisory Board and Contributing Editors, Exhibitors' Service Bureau

George J. Schade, Schade theatre, Sandusky.

Edward L. Hyman, Mark Strand theatre, Brooklyn.

Lee A. Landau, Lyceum theatre, Minneapolis.

C. C. Perry, Managing Director, Garrick theatre, Minneapolis.

E. R. Rogers, Managing Director, Tivoli theatre, Chattanooga, Tenn.

Stanley Chambers, Palace theatre, Wichita, Kan.

Willard C. Patterson, Metropolitan theatre, Atlanta.

E. V. Richards, Jr., Gen. Mgr., Saenger Amusement Co., New Orleans.

F. L. Newman, Managing Director, Publix theatres, Los Angeles.

Arthur G. Stolte, Des Moines theatre, Des Moines, Iowa.

W. C. Quimby, Managing Director, Strand Palace and Jefferson theatres, Fort Wayne, Ind.

J. A. Partington, Director of Presentations, Publix theatres, Los Angeles and San Francisco.

George E. Carpenter, Paramount-Empress theatre, Salt Lake.

Sidney Grauman, Grauman's theatres, Los Angeles.

: : THE CHECK-UP : :

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

	Poor	Fair	Good	Big	Value	Length
FAMOUS PLAYERS						
American Venus, The...	—	2	9	2	70	7,931 ft.
Splendid Crime, The..............	—	6	8	—	57	6,069 ft.
Wanderer, The..................	1	2	4	3	68	8,173 ft.
FIRST NATIONAL						
Infatuation......................	2	2	6	—	54	5,794 ft.
PROD. DIST. CORP.						
Three Faces East................	2	2	6	—	54	7,369 ft.
UNIVERSAL						
Arizona Sweepstakes, The.........	—	2	7	1	67	5,418 ft.
His People......................	1	2	1	6	77	8,983 ft.

George E. Brown, Manager, Strand theatre, Birmingham, Ala.

Louis K. Sidney, Division Manager, Lowe's theatres, Pittsburgh, Pa.

Geo. Rotsky, Managing Director, Palace theatre, Montreal, Can.

Jimmie Carrier, Managing Director, Broadway-Strand theatre, Detroit.

Fred S. Myer, Managing Director, Palace theatre, Hamilton, Ohio.

Joseph Plunkett, Managing Director, Mark-Strand theatre, New York.

Ray Grombacher, Managing Director, Liberty theatre, Spokane, Wash.

Ross A. McVoy, Manager, Temple theatre, Geneva, N. Y.

W. S. McLaren, Managing Director, Capitol theatre, Jackson, Mich.

Harold B. Franklin, Vice-President, Publix Theatres Corp.

William J. Sullivan, Manager, Rialto theatre, Butte, Mont.

Ace Berry, Managing Director, Circle theatre, Indianapolis.

Real Comedy vs. "Just Fillum"

MANY MONTHS AGO I told you it would pay you to make a big distinction between "real comedy" and "just fillum."

As promised, our producers made a big step forward in production and quality. As predicted you were quick to discern the difference. Public opinion made a big swing to Pathe comedies. Today over twelve thousand theatres show Pathe comedies with reasonable regularity, and their box-offices reflect a corresponding profit.

Now Hal Roach has taken a step so big, so important to you and your box-office, that you'll have to see the result on the screen yourself to realize it.

Roach has finished four or five comedies with such feature stars as Theda Bara, Lionel Barrymore, Mildred Harris, Gertrude Astor, and Vivien Oakland. The result is electrifying. The comedies are knockouts.

Not only do those names have drawing power, but the players themselves are wonderful performers, and when cast with such real comedians as Charley Chase, Glenn Tryon and other Roach players, the finished pictures become artistic triumphs as well as the very zenith of comedy.

The cost of some of these stars is more than the total cost of many alleged comedies of today.

Here is where you come in. We have assured Mr. Roach that such results are worth the money, and that you always stood ready to meet a progressive producer halfway as long as he put money in your pocket.

See for yourself, at any Pathe branch.

Or, if you can't do that, book them anyway.

ELMER PEARSON

Vice President and General Manager

PATHE EXCHANGE, INC.

Hoel Beats Ballyhoo Ban by Tie Up With Safety Commissoner

A. K. Hoel, publicity director of the B. F. Keith's theater in Syracuse, New York, scored an exploitation "ace" on a drive for "The Still Alarm," despite the ban in that city on ballyhoo stunts. The campaign which Hoel designed and executed for the picture is best described by himself in the following report which he has sent us regarding the drive. He writes:

"I sold the commissioner of public safety the idea of letting me put snipes on the fire plugs reading "Beware of the Still Alarm. Do Not Park Within 20 ft. of This Plug. These were put on a week before the opening of the picture and let me add that they stayed on until the opening. I then ran teasers each day with catch line about The Still Alarm.

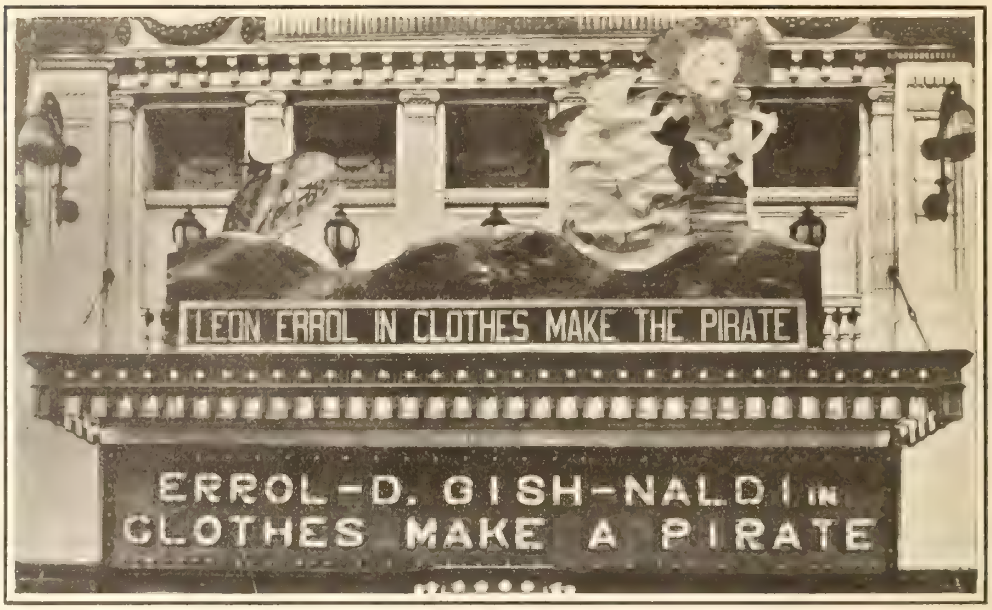
"I then tied up with one of the local newspapers to run a Brave Deed Contest. Any local fireman active or retired was eligible. A $15 prize was offered for the fireman who had performed the bravest deed and a $5 prize for the person submitting the letter. I received a great many replies and got about 1500 lines of free publicity in the paper.

"When the winner was announced a photo of the fireman and the one submitting the letter together with the letter telling of the brave deed was run. This stunt helped the picture immensely and helped our business greatly."

Boulevard Theatre Offers Juvenile Matinees

The West Coast Boulevard Theatre, Los Angeles, has inaugurated a Saturday Morning Children's Matinee, catering exclusively to the young folks every Saturday with a selected program.

Recently the kiddies were given a treat when the Educational Juvenile Comedy cast, headed by "Big Boy," made personal appearance on the stage. "Big Boy" "brought down the house" when he came on the stage dressed in his well known big shoes and derby hat.


LEON ERROL IN CLOTHES MAKE THE PIRATE
ERROL-D. GISH-NALDI IN CLOTHES MAKE A PIRATE

Marquee display emphasizing the comedy angle of "Clothes Make the Pirate" (First National) used at the Capitol Theatre, Philadelphia. A mechanical device rocked the ship.

Actor Will Tour With Feature

Jack O'Brien to Lecture at Theatres in Conjunction With F. B. O.'s "The Stealers"

JACK O'BRIEN, screen and stage leading man, will make a country-wide tour to appear in person and lecture on motion pictures in conjunction with the showing of "The Stealers," the F. B. O. feature in which he appears opposite Norma Shearer. According to plans announced by F. B. O., O'Brien will travel by automobile, carrying a print of the feature with him. This will be booked by the advance agent and will be shown immediately after Mr. O'Brien's talk, although any other picture may be used at the exhibitor's option.

In addition to his talk Mr. O'Brien will answer questions relating to motion pictures and their makers and players, placed in a question box in the lobby of the theatre. He also will address meetings, women's clubs, and the Rotarians and Kiwanis when opportunity affords.

Recently he made a preliminary tour in some sections of the West and throughout Oklahoma and Texas. His talk, which is not only instructive and humorous, but also full of good, sound advice to would-be screen actors and actresses, has elicited letters of commendation from such men as James J. Davis, Secretary of Labor, and Joe Mitchel Chapple, Editor of the National Magazine; from the Baptist University at Shawnee, Okla., the Oakland, Calif. public schools, the National Bank at Vinita, Okla., and hundreds of clergymen.

Gets Monday Crowd With "Music Lovers Night"

Manager Denham of the Capitol at Victoria, B. C., reports that he packs his house to capacity on Monday nights by featuring "Music Lovers' Night," and claims that provided the picture has merit, each person will be a live advertisement, building up business every day.

His "Music Lovers' Night" program beginning the showing of "Clothes Make the Pirate," was as follows: Overture "Orpheus" (Offenbach); Selection "See-Saw" (Hirch); Fox Ttrot "Old Pal" (Donaldson); Popular "Brown Eyes Why Are You Blue" and "You Told Me To Go."

Adds "All Comedy Circus" As Regular Feature

The list of exhibitors who have added "All Comedy Circus" programs as a regular feature of their presentations, has been increased by the recent addition to the rnks of Fred Swanstrom, manager of the Star Theatre in Ashton, Idaho. Swanstrom used an "All-Pathe Comedy Circus" a short time ago at his theatre and the results were so satisfactory that he has decided to keep the stunt on the progrm as an occasional "special."

The "driverless car," exploiting the Johnny Hines features offered by First National, creates a sensation in Nashville, one of the cities visited on the coast-to-coast tour of this ballyhoo.

Personalities in Paramount Pictures

Useful Biographical Data for Exhibitors and Photoplay Editors

GLORIA SWANSON

At Top of Screen Ladder

Gloria Swanson, both as a personality and as a shining star of the screen, numbers her followers by the millions, and justly so, because her career has been a steady progress justified every step of the way by merit and artistic courage.

In the sumptuous domestic dramas produced by Cecil B. De Mille she rose to stardom, after she had begun as an extra at the old Essanay plant.

She appeared, among others in the following pictures for Mr. De Mille: "Don't Change Your Husband", "For Better For Worse", "Male and Female", "Why Change Your Wife", "Something to Think About" and "The Affairs of Anatol".

When she became a star in her own right with Famous Players, Miss Swanson increased her already wide fame with such productions as "The Humming Bird", "Manhandled", "Her Love Story", "Madame Sans-Gene", "The Coast of Folly", "Stage Struck" and "The Untamed Lady". She is at present at work on "Fine Manners".

LOIS WILSON

Actress of Charm and Grace

While a beauty contest was the magic carpet which transported Lois Wilson from the relatively prosaic profession of school teaching to that of screen acting, it was the grace and naturalness of her portrayals of womanly women that established her as a widely popular photoplay personality. Her name and the charming images of lovely women she created are integral parts of such memorable works as "The Covered Wagon," "North of 36," "The Thundering Herd" and "The Vanishing American."

More recently Miss Wilson has given expression to her versatility in screen acting as the heroine of plays like "Irish Luck," with Thomas Meighan, "Bluebeards 7 Wives," and "Let's Get Married," with Richard Dix. Miss Wilson has been chosen as a principal in the forthcoming "New York," which Famous Players-Lasky plans to film on an elaborate scale in accordance with the announced intention of making it one of the most important of the season's offerings. Lois was born in Pittsburgh.

RICHARD DIX

Outstanding Male Star

Richard Dix, one of the leading male stars on the Paramount program, just missed being born in Los Angeles, the cinema capital. As it was, his parents moved to St. Paul just six weeks before Richard was ushered into the world.

From the stage it was only a step to pictures for the actor, and his screen personality quickly won him a wide following. Such pictures as "The Christian," "Souls for Sale," "The Glorious Fool" and "Dangerous Curve Ahead" established him as a figure to be reckoned with, while his forceful work in "The Ten Commandments" made stardom virtually inevitable.

Some of his other Paramount pictures include "Icebound," "Sinners in Heaven," "Manhattan" (his first starring vehicle,) "A Man Must Live," "Men and Women," "The Shock Punch," "Too Many Kisses," "The Lucky Devil," "The Vanishing American," "Womanhandled," "Let's Get Married," and another now in production, "Take a Chance."

LOUISE DRESSER

One of the Screen's Best

A woman of charming personality, of rare dramatic ability, Louise Dresser can easily take her place among the few living immortals of the screen.

Miss Dresser was originally destined to be a singer and was the first person to sing "On the Banks of The Wabash" before an audience. For a time she pursued a stage career, appeared in light operas and musical comedies, but was induced by Pauline Frederick to enter the movies. Since then she has steadily built up a reputation of being one of the brightest luminaries of the screen. She has appeared in pictures for Metro, Hodkinson, F. B. O., First National, United Artists.

It is interesting to know that Louise Dresser was chosen by vote of the newspaper critics throughout the country as giving the best performance of any actress during the year of 1925 because of her work in "The Goose Woman".

She was recently seen in the mother role in "The Blind Goddess", a recent Paramount release and has been cast for an important part in "Padlocked".

MARSHALL NEILAN

Producer of Note

Marshall Neilan has a long string of successes to his credit. Since 1918 he has been turning them out regularly. He is a director of distinct ability, and his individuality is discernable in everything he touches. The position of the director in the making of a picture is of the highest importance. Just as an author's or an artist's genius or mannerisms shines out in his work so does the director's distinctive characteristics, his depth of humor or his realization of the human spirit, become apparent in the really artistic product of the screen.

Neilan was born in San Bernardino in 1891. His education was received at the Los Angeles schools and military academy. He had some stage experience in stock around Los Angeles and San Francisco, and it was while working with the old Biograph that he established himself as a director. In the past he made pictures with Mary Pickford and Blanche Sweet.

He is now making "Diplomacy," for Paramount release.

RONALD COLMAN

Brilliant Leading Man

Ronald Colman began his career on stage and screen in London with Miss Lena Ashwell, and later was offered a role in a London success which ran a year. He came to America and played important parts in Broadway productions after which he went into pictures and was cast for the lead opposite Lillian Gish in "The White Sister," He made an instantaneous hit. "Romola" followed; then "Tarnish" and "A Thief in Paradise."

By this time Mr. Colman was established as one of the screen's most brilliant featured players and he has added notable performances to his early successes, particularly in "Her Sister from Paris," "The Dark Angel," "Lady Windermere's Fan," and "Stella Dallas."

Mr. Colman's newest role is the name part of "Beau Geste" for Paramount now in production. All his work is distinguished for its polish and versatility, and he has, as the box-office has attested over and over again, one of the most striking of all screen personalities.

NORMAN TREVOR

Olympic Champion and Actor

For twenty years the name of Norman Trevor has been prominent on the stage both here and in England. Trevor is an Englishman and was born in Calcutta, India, where he was educated at St. Xavier's College. He led a varied and vigorous life in that far off corner of the world as a tea planter in the Himalayas and an indigo trader in Bengal. He was rated the best all around athlete in India and has won 120 athletic prizes and the gold medal Olympic Paris for possessing the best physique of all the assembled athletes.

When Trevor was twenty-seven he formed a friendship with the English actor Sir Charles Wyndham through whom he was introduced to Sir George Alexander. Trevor became one of England's leading actor-managers.

He came to America in 1915 and won favor in plays by Barrie, Booth Tarkington, Harry Leon Wilson and others. He made his film debut opposite Doris Keane in "Romance."

He recently appeared in "Wages Of Virtue," "Song and Dance Man," and "Dancing Mothers." He has an important part in "Beau Geste."

MONTE KATTERJOHN

Veteran Scenarist

Only the motion pictures—so free from strangling traditions and so ready to give youth opportunity for big undertakings and accomplishments—could produce so grizzled a veteran professionally of a man so young in years as Monte Katterjohn. He traces his activities as a photoplay author back to 1912, when he became scenario editor for Universal. Katterjohn is now associated with the home office in connection with production of Famous Players-Lasky. Soon that organization will produce his story dealing with the life of P. T. Barnum, under the title "The Greatest Show on Earth."

While with Thomas H. Ince he did the scripts for "The Flame of the Yukon," and "The Clodhopper," to mention only two of several outstanding plays. Returning to Famous, he was with the Gloria Swanson unit throughout the production of her earlier successes including "Prodigal Daughters" and "My American Wife." His most recent completed scenario is "Three Faces East."

SAM TAYLOR

Brilliant Comedy Director

Among that small group of light comedy directors who may be counted on to turn in a worth-while effort on any picture to which he is assigned is Sam Taylor who is best known as the author and co-director, and later sole director, of Harold Lloyd's most successful comedy contributions."

Taylor entered the picture business as a scenario writer for the Kalem company and during the war titled and edited a number of pictures issued by the United States army. Taylor then joined the scenario staff of Vitagraph later going to the West Coast where he became affiliated with Lloyd.

He is responsible for the authorship of a number of Lloyd's comedy successes among them "Grandma's Boy," "Safety Last," "Hot Water," "The Rah Rah Boy" and others, the most recent being Lloyd's first production for Famous Players-Lasky "For Heaven's Sake."

Realizing his genius for comedy Metro-Goldwyn-Mayer has just signed him to make Sam Taylor productions.

D. W. GRIFFITH

Master of the Screen

Wherever the motion picture is known, the name of D. W. Griffith is standard—and that means throughout the world. He was the first great creator in the new art, and remains an acknowledged master.

It was Griffith who devised technical innovations that gave the motion picture a big push forward; the close-up and the cut-back and parallel action, for example. Many who later became stars were trained by him.

His own work as a director is so familiar that the mere list of the titles of his classics will suffice: "The Birth of a Nation," "Way Down East," "Broken Blossoms," "Intolerance," "Orphans of the Storm," "America."

He began at Biograph, continued his career successively with Mutual, Triangle, United Artists and now with Paramount.

For the last-named company he has produced "That Royle Girl," and is now at work on a massive production of Marie Corelli's "Sorrows of Satan," after which he will film Dreiser's "An American Tragedy."

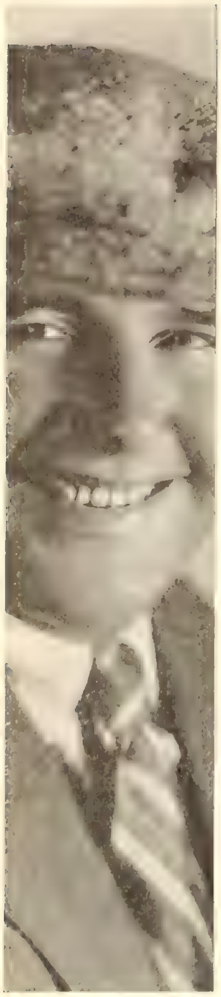
POLA NEGRI

Vivid Emotional Actress

Beginning her dramatic career at the age of sixteen in Warsaw, Poland—later on a star of the Russian Imperial ballet—Pola Negri's popularity was unquestioned even before she came to this country to make her first appearance in Paramount's "Bella Donna" with which her drawing power was increased twofold.

Firmly established by her success in this production, Miss Negri has ever since been bound by contract to Paramount and her successive releases have endeared her to a host of Americans.

Following "Bella Donna" came "The Cheat" and then on to two other triumphs—"The Spanish Dancer" and "Shadows of Paris." Perhaps Miss Negri's outstanding achievements were attained in "The Spanish Dancer," "Men," "Forbidden Paradise" and "A Woman of the World" although she has appeared in stellar roles of numerous other productions, among which are included, "Passion," "East of Suez," "The Charmer," "Flower of Night," "Lily of the Dust," "Montmartre" and "The Crown of Lies."



CLARENCE BADGER

Scores as Director

Ability as an artist combined with several years' experience as a reporter on San Francisco newspapers furnished the foundation for the success of Clarence Badger's directorial efforts.

Badger started his screen career as a free lance scenario writer and was later placed on the scenario staff of Universal, Lubin and Keystone. He became a director of the latter company in 1915. Following his Keystone connection he went with Paramount and Goldwyn and made "Doubling for Romeo" and "A Poor Relation." He then produced "Don't Get Personal" and "Dangerous Little Demon" for Universal and "Where Is My Wandering Boy Tonight," for Equity. Metro then signed him to direct the productions of "Quincy Adams Sawyer," "The Shooting of Dan McGrew" and "One Night in Rome."

Some of Mr. Badger's recent Paramount successes are "Paths to Paradise," "Hands Up," "Miss Brewster's Millions" and "The Rain Maker." He will also direct "Get Off The Earth."

LEWIS MILESTONE

Brilliant Directorial Find

Lewis Milestone, who is being hailed as one of the most promising of recent aditions to the ranks of directors, has come into prominence suddenly—but back of that meteoric rise stands years of patient labor and preparation. For Milestone mastered the craft of picture making as a cutter and as a continuity writer.

Scripts which Milestone has done include "Bobbed Hair" for Warner Bros., and for Universal such features as "The Fast Worker," "The Mad Whirl," "Dangerous Innocence" and "The Teaser."

Finally he convinced the Warner Brothers, too, that he had the makings of a director. He was given a group of players and an appropriation and told to "go to it." So he wrote an ingenious story and in the time allotted to him turned out "Seven Sinners." So good was this that he was given "The Cave Man" to do. Then Famous Players obtained him to direct Meighan in "The New Klondike"—when Meighan again starts production Milestone will be at the megaphone.

GREGORY LA CAVA

Promising Director

Gregory La Cava, one of the most brilliant of directors, started his career as a newspaper cartoonist and attributes much of his success in picture-making to his training in the newspaper field.

For many years La Cava worked as a cartoonist on the New York Evening World and the old Sunday Herald.

Notable among Mr. La Cava's successes for Famous Players are "Womanhandled," in which Richard Dix starred; "Let's Get Married," and "Take a Chance."

In preparation for Paramount's Fifteenth Birthday group is "So's Your Old Man," in which W. C. Fields will star under Mr. La Cava's direction.

Mr. La Cava has won wide attention for his skillful knowledge and handling of comedy values. This was emphatically demonstrated in "Womanhandled," which was farce almost all the way. His subsequent pictures have fortified his reputation as a director in this field.

His work has won genuine success at the box-office, as well as from the critics for its original appeal.

NEIL HAMILTON

Priesthood to Screen

Early in life, Hamilton's parents decided to prepare him for the priesthood and with this purpose in mind, he studied at several theological schools. However, all the time he had been studying, there was always a secret longing for a career on the stage.

After graduation and on the verge of taking his oath for the priesthood, Hamilton changed his mind and finally secured his first position with a stock company in New York City. He toured the States several times with different road companies and his rise was slow until he turned his attention to Motion Pictures.

D. W. Griffith gave him his first real opportunity in "The White Rose" and later on signed him to a contract to appear in "America" and "Isn't Life Wonderful." It was after the latter production that Paramount signed this promising young man to a long term contract. His first production under the new banner was "The Side Show of Life." Then followed "Men and Women," "The Golden Princess," "The Street of Forgotten Men" and "New Brooms."

TOM J. GERAGHTY

Screen Humorist

In the field of humor and high comedy—concededly the most difficult branch of screen playwriting—Tom J. Geraghty won his spurs as a star scenarist. His experience in writing for the photoplays covers a long period and while he successfully applied his talents to authorship of various types of stories, he has devoted himself most consistently, and brilliantly, to the stories which accent the bright and humorous elements of life.

Tom is now supervising director and writer for Famous Players-Lasky. Since his return to this organization with which he first established himself in the picture world, Geraghty wrote, and supervised the production of, "The New Klondike," and "Irish Luck," both Thomas Meighan successes. He is also the author of "Back Home and Broke," one of Meighan's most popular vehicles. At present Mr. Geraghty is handling the W. C. Fields' unit, now producing "It's the Old Army Game." Geraghty is now preparing the story for "So's Your Old Man."

HAROLD LLOYD

Scintillating Comedy Star

After a long and varied career in the theatrical and motion picture business Harold Lloyd has emerged one of the bright particular stars of the film firmament.

Starting at twelve years of age Lloyd donned the grease paint as a player in stock and road companies during which time he appeared in such plays as "Tess of the D'Urbervilles" "The Little Minister," "Lovers Lane" and others.

It was while at Universal that the comedian met Hal Roach with whom he became associated in the making of short length comedies in which he was starred and later came the feature length comedies which proved popular among them "Grandma's Boy," "Dr. Jack," "Safety Last," "Hot Water" and "Why Worry" that shook the nation with gales of laughter.

It was after the making of "Why Worry" that Lloyd severed his relations with Hal Roach to join the Paramount organization for whom he has just finished his first production, "For Heaven's Sake."

EDWARD SUTHERLAND

Accomplished Director

Though his accomplishments as the director of such pictures as "Wild, Wild Susan" and "Coming Through" brought Edward Sutherland to the fore as a valid claimant to a place among the leading screen directors, it remained for "Behind the Front" to carry him to the heights as a producer.

Sutherland commanded a thorough background in the theatre before he entered the studios, and there he prefaced his endeavors in the directorial field as an actor of ability and experience. His gifts for the theatre are the endowment of a lineage which traces through five generations of associations with the stage. His mother is Julie Ring, a stage luminary, and Frances Ring is his aunt.

Sutherland entered the studios as an actor in a serial picture starring Helen Holmes. Next he was with Mack Sennett, later joining Famous and other producers of features. He is now engaged on one of the most important assignments recently given a Paramount director, that of directing "The Old Army Game."

W. C. FIELDS

Premier Comedian

For fifteen years W. C. Fields stormed the portals of the cinema. When finally those formidable gates opened to him it was to admit an artist rated among the foremost comics of the American theatre. He had taken to the theatre as a result of a strong natural urge to be an actor—he ran away from his home in Philadelphia at the age of eleven to join a troupe of jugglers. Becoming adept in this art, he went into vaudeville and later played at the famous Koster & Bial's Music Hall in New York. A European engagement, during which he appeared at the variety theatres abroad, followed. Returning to America he again went into vaudeville and later joined the Ziegfeld "Follies" as a star.

He was engaged for a part in "Janice Meredith," a picture in which "names" were plenty. The engagement led to his selection to play the role he created in "Poppy" in the screen version, made by Griffith as "Sally of the Sawdust." He is now making "The Old Army Game," in which Paramount will star him.

ERNEST VAJDA

Noted Hungarian Dramatist

One of the latest developments in the unending effort to better the quality of screen stories has been the employment of noted Continental dramatists and authors to write directly for the screen, one of the first and foremost of whom is Ernest Vajda, the Hungarian playwright.

Vajda is known best in America for his two stage plays which have found production here—"Fata Morgana" and "The Harem." The former was one of the outstanding successes of its season, treating a strong theme capably and with a fine regard for dramatic effect. "The Harem" served for some time as the starring vehicle of Lenore Ulric.

Vajda has done three original stories for Paramount, up to the present. The first was "The Crown of Lies," a Pola Negri vehicle. The second, recently completed, is "The Cat's Pajamas," for Betty Bronson, while the third, yet to be filmed, is "Love—the Magician," which Vajda has devised to serve as the first stellar vehicle for Florence Vidor.

JAMES SHELLEY HAMILTON

Capable Scenario Writer

James Shelley Hamilton is regarded by officials of the Famous Players Lasky Company as one of the most accomplished continuity writers and scenarists of the organization. He is a comparatively recent newcomer in the field of adaptation and continuity for the screen having had much writing experience as fictional writer for the leading magazines. There's no doubt about it but Hamilton has the "stuff," to use a common expression.

"North of 36" was his first assignment and he carried it off remarkably well. He was also associated in the making of "Rugged Water," which had Lois Wilson, Warner Baxter and Wallace Beery in the cast, "The Enchanted Hill," in which Florence Vidor, Noah Beery and Jack Holt played, "Sea Horses" which displayed the talents of Jack Holt, Florence Vidor, George Bancroft and "The Ancient Highway."

Hamilton is now with the Allan Dwan Production unit with which he is now preparing the continuity and adaptation for "Padlocked."

WALTER WOODS

Noted Adapter and Superviser

Walter Woods is one of the leading scenarists and supervisors of the motion picture industry. He graduated to his present position of adapter and superviser of the James Cruze organization from manager and director of stock companies.

Woods rendered valuable aid in an editorial capacity to "The Old Homestead" when the Cruze unit first began to blossom forth in the public's view. He also did the editing for "The Covered Wagon" which picture had a remarkable success. Among the Cruze productions for which the continuity was furnished by Woods were "To The Ladies," "One Glorious Day" and "The Fighting Coward." He also did the scenario for "The Goose Hangs High," "Merton Of The Movies" and "The City That Never Sleeps." Recent productions of the Greater Forty list with which he was connected were "Beggar On Horseback" and "The Pony Express."

At present Woods is devoting all his efforts to the James Cruze special production "Old Ironsides."

WARNER BAXTER

Actor of Dramatic Roles

In pictures about four years Warner Baxter has won an eminent position as leading man opposite some of the screen's most charming players. His is another example of an inclination towards the stage balked by a disapproving parent. He was born in Columbus, Ohio, and his mother always objected strongly to a stage career but his natural aptitude for acting expressed itself at all times. He is a polished actor having had fourteen years of extensive experience on the speaking stage where he appeared in stock, vaudeville and several Broadway productions.

It was while in New York that Baxter got his first motion picture work playing opposite Ethel Clayton. He has confined his work to the screen ever since and has played for most of the larger producing companies.

Among the Paramount Golden Forty productions in which he has appeared or is scheduled to appear are "Miss Brewster's Millions," "Mannequin," "A Son of His Father" and "The Runaway."

FRANK TUTTLE

Brilliant Directorial Mind

Frank Tuttle's career in pictures covers but a few years, but in that brief time he has packed an amount of experience and shown an aptitude for the profession that have placed him well up to the forefront among directors. His interest in things dramatic goes back much further, however, for in 1915 he was president of the Yale Dramatic Association.

It was only natural, then, that when a little group of ex-Yale men formed The Film Guild, for the purpose of producing motion pictures of an unusual nature, Tuttle should figure importantly in the venture.

When the Film Guild came to an end, Tuttle went with Famous Players, first as scenarist and later as a director. He did scripts for "Manhandled," "Her Love Story," "Dangerous Money" and "Manhattan." Resuming the megaphone, he directed "California or Bust," "A Kiss in the Dark," "The Manicure Girl," "The Lucky Devil," "Lovers in Quarantine," "The American Venus" and "Untamed."

ARLETTE MARCHAL

En Route to Fame

Out of an array of French cinema stars, Arlette Marchal was selected by Leonce Perret to make her first appearance in Gloria Swanson's French-made Paramount production—"Sans Gene." Her role was an important one and following the premiere and other showings of that picture, the officers of the Famous-Players Corporation were fairly flooded with fan-letters asking as to the identity of this actress, new to American eyes.

Miss Marchal's success in "Sans Gene" resulted in a trip to this country and being signed by Paramount to a long term contract. Her beauty and charm are beyond question and she wears her clothes with the grace of a true Parisian.

The next appearance which Miss Marchal will make will be in a Betty Bronson vehicle, "The Cat's Pajamas," an original story for the screen and written by Ernest Vajda and she has also been selected for an important role in a forthcoming Jack Holt production, "Born to the West."

FORREST HALSEY

Master of Screen Continuity

A master of the all-important task of creating the flawless continuity that must be the basis of a successful picture, Forrest Halsey brings unusual qualities of fitness and experience to his work.

Halsey was responsible for the scripts of the George Arliss pictures, such as "Disraeli" and "The Green Goddess." Two of his first pictures for Paramount, "Monsieur Beaucaire" and "The Humming Bird," brought him added fame, and when Gloria Swanson went to France to film "Madame Sans-Gene," he was an important member of the staff, receiving the Order of the Palm from the French Academy. Important screen plays which he has written since that time include "Sally of the Sawdust," "A Sainted Devil" and "Stage Struck."

Two screen plays by Halsey are now in production, "The Sorrows of Satan," which D. W. Griffith is producing, based on the Marie Corelli novel, and "The Palm Beach Girl." These will be followed by "New York," to go into production shortly,

WILLIAM LE BARON

Eastern Associate Producer

When Famous Players, not so long ago, decided on a form of studio organization in which three associate producers would have charge of that company's production, the elevation of William LeBaron from supervisor to associate producer at the Eastern Paramount studio came as no surprise to those in touch with affairs. For LeBaron brings to this post a wide knowledge of entertainment and box-office values. He was at one time, also, managing editor of Collier's Weekly.

As a Broadway playwright, he has many successes to his credit, including "The Very Idea," "Apple Blossoms," "I Love You," "Nobody's Money," "The Scarlet Man," "The Yankee Princess," "The Love Letter," and, more recently, "Moonlight."

This led directly to his association with Cosmopolitan Productions, and he became general director of production at the New York studio.

Later, with Famous Players he was given supervision over the Swanson and Dix units, as well as others.

WILLIAM POWELL

Villain Par Excellence

Who does not remember Tito, the sleek, sly villain who played opposite Lillian Gish in "Romola." It was with this remarkable portrayal that William H. Powell leaped into prominence. He is a splendid actor and in the role of a villain is especially skilled.

Powell first appeared in the following pictures, "Sherlock Holmes" for Goldwyn, "Under the Red Robe" and "When Knighthood Was in Flower" for Cosmopolitan, "Outcast" for Famous Players, "The Bright Shawl" for First National and for "Romola" for M.-G.-M. Features in which he has recently appeared are the two Schulberg pictures, "Faint Perfume" and "My Lady's Lips," "Dangerous Money," "Too Many Kisses," "Desert Gold," "False Steps" and "Sea Horses," all of which were Paramount releases, "The Beautiful City" for First National and the Associated Exhibitor picture "White Mice."

Powell will play the role of a "heavy" in the forthcoming special on the Paramount Greater Forty list, "Beau Geste."

IRVIN WILLAT and BILLIE DOVE

Brilliant Director and Accomplished Actress

Irvin Willat's name belongs high up on the roster of outstanding directors. He is a maker of sure-fire box-office successes, and as a producer of outdoor and sea pictures he has no superior.

A glance at the list of his pictures for Paramount will show the scope of his work. For example, there are "The Heritage of the Desert," "Wanderer of the Wasteland," "North of 36," "The Ancient Highway," and "The Enchanted Hill."

Billie Dove, graduate of Mr. Ziegfeld's follies, demonstrated in a remarkably short time after coming to the screen her versatility as an actress. She has been starred or featured in many important productions.

One of Miss Dove's recent big roles is that opposite Douglas Fairbanks in "The Black Pirate." For Paramount she has been featured in such pictures as "Wanderer of the Wasteland," "Light of Western Stars," "The Air Mail," "Wild Horse Mesa," and "The Ancient Highway," all of which were directed by Mr. Willat.

HOPE LORING LOUIS LIGHTON

Brilliant Scenarists

Louis D. Lighton was a magazine writer before he turned his attention to Motion Pictures and his screen career dates back to "April Showers" which he and Miss Loring picturized for Preferred. Following this they adapted to the screen, "Flesh and Blood," "Broken Hearts" and "East Side West Side," for Universal. Then, "Penrod and Sam" for First National and "Old Sweetheart of Mine" for Murray Garson.

During 1924 and 1925, this team divided their time between several producing companies and their names appear on a number of successful productions. For Warner Bros. they scenarized "Cornered," "The Woman Hater," "The Bridge of Sighs" and "The Man Without a Conscience." "Boy of Mine" for First National, "Little Annie Rooney" for United Artists and "His Secretary" and "Sally, Irene and Mary" for Metro-Goldwyn-Mayer.

They are at present in Europe—resting and observing and will return to their work about July 1st, on a new Paramount contract.

PIERRE COLLINGS

Clever Screen Writer

The name of Pierre Collings has become associated with what is best in the silent drama. His name is coupled with many of the excellent pictures of the Paramount Greater Forty list.

For years Collings has studied the ins and outs of the picture business. He was originally a camera man and assisted Lucien Andriot in the making of "A Connecticut Yankee," "The Count Of Monte Cristo" and "A Fool There Was." He acted in the same capacity for "Captain Fly By Night" for Universal and "Daytime Wives" for F. B. O. Lately he has been working in conjunction with Malcolm St. Clair as scenarist. With that capable director he turned out "The Grand Duchess and the Waiter," "A Woman Of The World" and "A Social Celebrity."

Coming Paramount releases for which he will write the script are "Good and Naughty" with Pola Negri, "The Ace Of Cads" an Arlen story with Adolph Menjou and "The Show Off."

Short Subjects and Serials

Educational Picture is Offered Free

"LEST WE FORGET," a dramatic portrayal in one reel of many of the most tremendous episodes of America's struggle for independence, has been offered to exhibitors free by the Executive Committee of the Sesqui-Centennial International Exposition. Educational Film Exchanges are distributing this subject, which is issued to inform theatre-goers of the purpose and details of the great exposition to be held in Philadelphia from June 1 to December 1, 1926, in celebration of 150 years of American independence. Prints and posters are now in all Educational Exchanges, and exhibitors are invited to make requests for the picture. Posters as well as the picture itself, will be provided free.

Christies Finish Four New Comedies

Four new two reelers, which have been finished by the Christie Comedy studios, will soon be sent to the Educational Exchanges for release during the month of May. The four include two Christie Comedies and Bobby Vernon and one Jimmy Adams comedy. "Shore Shore" is the first and presents Billy Dooley with a cast including Natali Joyce, Bill Irving, Lincoln Plumer, Maud Truax and Jean Lorraine. It was written by Frank Conkin and directed by William Watson. The same staff also produced the other Christie comedy, "Papa's Pest" featuring Neal Burns and Vera Steadman.

The cast of Bobby Vernon's comedy, "Till We Eat Again" will include the star, Frances Lee and Rose Gore. Earl Rodney and Walter Graham directed the comedy which was written by Sig Herzog. "Gimmee Strength" the new Jimmie Adam's comedy, was directed by Harold Beaudine and the supporting cast includes Molly Malone, Jack Duffy, Kala Pasha, Eddie Baker, Billy Irving and Lincoln Plumer.

Pathe Sportlights to Be Broadened by Hawkinson

John L. Hawkinson, producer of the Grantland Rice Sportlight series for Pathe release, left for Europe, March 21st, to gather new material for broadening the scope of the pictures so that they might include events and persons in foreign countries. He will look over the sport situation in Scotland, England, France and Italy, and will arrange for the photographing of the various sports, both indoors and outdoors, in those countries. Representatives will also be appointed over there.

Pathe Selects New Title for Alice Day Comedy

The new Mack Sennett two reel comedy featuring Alice Day has been titled "A Love Sudae." Eddie Cline directed the comedy which was an adaptation by Marguerite Houghton and Clarence Hennecke. Alice Day is supported by Danny O'Shea, Eddie Wuillan, Ruth Taylor and Joseph Young.

Action stills from the seventh episode of the current Pathe serial "Casey of the Coast Guards."

Educational Sets Conventions

Three Regional Sessions in April Take Place of Usual Annual Gathering

EDUCATIONAL FILM EXCHANGES, INC., is to hold three regional sales conventions in April, taking the place of the usual national convention. These regional conventions will be held in New York April 12, 13; Chicago, April 16, 17 and Denver, April 19, 20.

The smaller regional conventions were determined on this year for the first time in order to conserve the time of the various branch managers and enable them to begin their selling campaigns for the 1926-27 season at the earliest possible moment.

At the opening of the first of the three regional meetings, in New York on Monday, April 12, E. W. Hammons, President of Educational, will announce Educational's program for the coming season.

Attending the sales conventions from the Educational Home Office, in addition to Mr. Hammons, will be A. S. Kirkpatrick, Assistant General Manager, J. R. Wilson, Acting Domestic Sales Manager, and Gordon S. White, Director of Advertising and Publicity. At the third meeting, in Denver, the West Coast Publicity Bureau will be represented by R. L. Hoadley.

Eleven exchanges will be represented at the New York meeting as follows: Albany, J. H. Morgan; Atlanta, J. N. Butner, and Arthur Lucas; Boston, J. J. Scully; Buffalo, H. F. Brink; New Haven, H. D. Noble; Philadelphia, C. S. Goodman; Pittsburgh, Joseph Kaliski; Toronto, O. R. Hanson; Washington, J. A. Bachman; Charlotte, J. A. Reynolds; New York, Arthur Greenblatt.

At the Chicago meeting, thirteen exchanges will be represented as follows: Chicago, Dave Dubin; Cincinnati, J. M. Johnston; Cleveland, H. R. Skirboll; Des Moines, J. L. Winn; Detroit, M. H. Starr; Indianapolis, H. C. Dressendorfer; Louisville, Lee Goldberg; Milwaukee, Max Stahl; Minneapolis, G. R. Branton; New Orleans, J. B. Dumestre, Jr.; Omaha, L. Blank; St. Louis, S. J. Hankin; Kansas City, C. A. Jones.

Seven exchanges will be represented at the Denver meeting as follows: Dallas, F. A. Tomes; Denver, A. P. Archer; Los Angeles, J. L. Merrick; Oklahoma City, N. P. Eberly; Salt Lake City, C. H. Messenger; San Francisco, G. C. Blumenthal; and Seattle, J. A. Gage.

Cantor Comedies Sign With Harry Delf

Cantor Comedies have announced the signing of Harry Delf, musical comedy and vaudeville comedian, to a five year contract under which he will star in a series of comedies. Murray Roth, writer of Langdon comedies will also arrive shortly from Hollywood to join the Cantor forces.

Roach Signs Jerry Mandi to Long Term Contract

Jerry Mandi, young screen artist, has been signed by Hal Roach to a long term contract covering a period of five years, in which he will portray his pantomime for Pathe release.

Resume of Current News Weeklies

FOX NEWS CONTINUITY, VOL. 7, NO. 53: Alaska—Giant airplanes designed to carry Captain Wilkins' expedition over Pole are christened at Fairbanks; Tampa, Fla.—Fair society debutantes as jockeys; Augusta, Ga.—Southern society gives horse show for visitors from the North; Saginaw, Mich.—A blast of nitroglycerin starts a gusher in the oil fields; Marshall, Tex.—America's largest field of narcissus, covering 100 acres and valued at $800,000, is in bloom; Portland, Ore.—After 13 years of work, inventor perfects a giant deep-sea diving machine to raise sunken vessels; Kiel Harbor—German warships salute Swedish fleet; San Antonio, Tex.—Maj. Gen. Mason Patrick, chief of U. S. Air Service, inspects the new planes stationed at Kelly Field; Philadelphia—The foremost individual athletes in universities of the East compete for all-round gymnast title; Austin, Tex.—Throng of 15,000 sees Texas relay carnival in which 700 athletes from over the U. S. take part; Madrid—Youth of Spanish capital joins in the prettiest fete of the year, pageant and the battle of flowers; Buffalo, N. Y.—No pedigreed dogs are allowed as Boy Scouts bring all their favorite "mutts" to mongrel show; Sydney, N. S. W.—The Australian summer reaches its zenith—and thousands go to the sea to escape the heat wave.

FOX NEWS CONTINUITY, VOL. 7, NO. 54: Lakehurst, N. J.—Dirigible Los Angeles is made ready for first flight since Shenandoah was wrecked last Fall; Paris—M. Gaston Doumergue, the French President, opens the international prize live-stock exhibit; Chicago, Ill.—Eloise Sutton, 13, wins prize as Middle West's healthiest girl—and she shows how she keeps fit; New York City—A quartet of Penguins, the bird that walks like a man, arrived at Bronx Zoo from South Seas; Atlanta, Ga.—Junior League girls, the flower of Southern society, rehearse show to be given for charity; Washington, D. C.—State of Georgia unveils statue in national capital of Dr. C. W. Long, the first man to use anaesthetics; Albany, N. Y.—Gov. Al Smith signs bills cutting state income tax 25 per cent, a saving to the citizens of $15,000,000; Northern Ontario—Rescue party penetrates snowy Canadian wastes to save the helpless deer from starvation in drifts; Paris—Dog racing is introduced to French sportsmen as greyhounds compete for Bagatelle track honors; Alaska—Wilkins' Polar expedition airplanes are given first test at Fairbanks and the Alaskan comes to grief: Dallas, Texas—A new and charming fad, bouquets worn about the ankles, is sponsored by girls of Lone Star State; Tijuana, Mexico—Biggest crowd in history of this track sees notable field run in the Coffroth Handicap for $75,000.

PATHE NEWS NO. 29: Johannesburg, S. Africa—Black dancing stars of Transvaal welcome Pavlova! New York City—New world's billiard champion gives exhibition! Tientsin, China—With China's Revolutionary Forces! Port Richmond, Cal.—Trained animals master many accomplishments! Belfast, Ireland—Churchill doffs his topper for "Paddy" hat! Fairbanks, Alaska—All expeditions rush preparations for North Pole flights! Liverpool, England—American-owned horse wins Grand National Steeplechase! Lawrence, Kan.—Prepare for autumn gridiron battles! New Orleans, La.—Climbs as well as any man! Kelly Field, Texas—Great army flying-station "carries on" for air service chief! Scottsville, Texas—Gather blossoms from ten million bulbs! Atlanta, Ga.—Drill for the spotlights! Toledo, Ohio—Out to find that "lucky groove"! Albany, N. Y.—Signs income tax reduction bills!

PATHE NEWS NO. 30: Putney, England—Cambridge easily beats Oxford in annual crew race; New York City—Tiniest artists join Metropolitan's galaxy of stars; Rome, Italy—Italian ruler inspects North Pole derigible; Atlantic City, N. J.—Dame Fashion rules at annual jubilee; San Fernando, Cal.—Cut through solid rock to build world's highest dam; Bonn, Germany—Free from foreign troops; Washington, D. C.—Old-fashioned fun at the White House; Brooklyn, N. Y.—Byrd polar party leaves on first leg of North Pole trip; Wilkes-Barre, Pa.—Hold gigantic egg hunt; Ashmore, Okla.—All turn hobo for a day.

INTERNATIONAL NEWS NO. 28: Albany, N. Y.—Gov. Smith signs bill cutting income tax; Lille, France—France pays Belguim's Queen unique honor; Los Angeles, Cal. Safety tunnel protects army of school children; Cologne, Germany—Cologne "free" again hails von Hindenburg; Atlanta, Ga.—Dubutantes of Dixieland train for footlights; Seattle, Wash.—Highbrow doggies compete for canine laurels; Peru, Indiana—Circus animals welcome Hoosier scholars; New York City—Roofs of skyscrapers made into gyms for workers; Milwaukee, Wis. (Omit Atlanta and Jacksonville)—Spring arrivals at the zoo; St. Petersburg, Fla.—Festival of States a gorgeous pageant; Twickenham, Eng.—King George sees Scotch take rugby championship; Fairbanks, Alaska—Disaster overtakes north pole flyers; Paris, France—Greyhound steeplechase racing season opens.

INTERNATIONAL NEWS. NO. 29: New York City—Intrepid aviators sail for hop to pole; Atlantic City—Easter fashion parade lures crowd to broadwalk; Portland, Oregon—New oxygen helmet for life-saving divers; Paris, France—Cavalry horses drill in perfect unison; Palo Alto, Cal.—"Flying Charlie" equals world speed record; Newark, N. J.—Bike racing season opens with thrillers; New York City—Greatest spring rush to Europe gets under way; Rome, Italy—Mussolini displays power of Fascism's seventh birthday; Washington, D. C.—Kiddies romp over White House grounds.

KINOGRAMS NO. 5173: Ice and floods wreak havoc in Oil City and wreck bridge at Franklin, Pa.; Paris—Thousands jam streets as Queen of Paris is chosen; Bridgeport, Conn.—Boxing kangaroo knocks out keeper as circus breaks up winter quarters; Culver City, Cal.—Bennett Hill drives 131 miles an hour average speed and breaks record; New York City—Stork defies hoodoo and brings mother Police Dog 13 puppies.

KNOGRAMS NO. 5174: Fairbanks, Alaska—Aeroplanes for Wilkins polar dash are christened; New York—Easter bonnets of fifty years ago are displayed by models; Pontresina, Switzerland—Girls use Alps mountain top as dance floor for classical exercises; Aiken, S. C.—Harry Payne Whitney referees exciting society polo match; Paris—French President inspects enormous prize bulls at annual cattle show.

KINOGRAMS NO. 5175: Tia Juana, Mexico—Carlaris wins Goffroth handicap and purse of $70,700; Kumbum, Tibet—Cameraman Lamb risks his life to get weird pictures of the dance of the Yak; St. Moritz, Switzerland—Final bob-sledding of season ends in bad accident when sled goes over bank; Aiken, S. C.—May tumbles thrill spectators at society horse show; Pontresina, Switzerland—Girls do slow-motion dance on top of Alps.

KINOGRAMS NO. 5176: Washington, D. C.—Police called to keep back crowds as President attends Easter services and other scenes on Fifth Avenue, New York, and boardwalk, Atlantic City; Putney, England—Cambridge defeats Oxford in big annual race on Thames; New York—"Our Mary" and Doug with their niece sail for Italy; New York—George Chapman, National outdoor motor-paced bike champion, loses thirty-mile race at opening of season.

Scenes from the Educational two-reel comedy starring Jack Duffy titled, "Dancing Daddy."

Helen Ferguson Signed for "U" Serial

Helen Ferguson has been signed by Universal to play the leading feminine role in "The Fire Fighter," a ten-episode serial which Jacques Jaccard is to direct. Jack Daugherty will star in the picture, with Miss Ferguson co-starred.

"The Fire Fighter" is an adaptation of the story by John Moroso, "Cap. Fallon, Fire Fighter." Included in the cast are Florence Allen, Lafayette McKee, Al Hart, Wilbur MacGaugh and others. The cast is now complete

Lew Archer to Make Film Debut for Christie

The vaudeville star, Lew Archer, will make his film debut as one of the leading comedians in the new Educational-Mermaid comedy, "Creeps" which will be released by Educational in the early spring. Archer got the role after he had favorably impressed Norman Taurog, director, who had given him a screen test. Phil Dunham will be co-starred with Archer, and the support will include Stanley Blystone, Nita Garvin, "Moonlight" and others.

Opinions on Current Short Subjects

"The Radio Detective"

(Adventure-Universal Serial—Three Episodes)

(Reviewed by M. T. Andrews)

THOSE fans who are partial to serials, have an abundance of entertainment coming to them in this Adventure-Universal production. The picture is a screen adaptation of Arthur B. Reeve's "Craig Kennedy" detective stories published in "Boy's Life," the Boy Scout's Magazine. The picture offers unlimited possibilities of exploitation through a national tie-up with the Boy Scout's organization, since the hero is also scoutmaster and there are a number of shots showing the life and work of this civilian army of preparedness.

The story is woven around Easton Evans, a scoutmaster, football hero and radio wizard, whose marvelous invention "Evansite" promises to revolutionize the radio industry. As an antithesis there is the nefarious radio syndicate which employs "Prof." Vario and his henchmen to seize the precious invention and thus to make themselves the sole beneficiaries of the vast fortune which the invention would bring. The hero is assisted by his friend Craig Kennedy, great scientific detective, his niece and his loyal scouts. The initial chapters show an abundance of thrills in hero's realistic fights with the malefactors, especially the one where he falls over the high cliff into the sea below.

The Cast

Jack Daugherty	Easton Evans
Margaret Quimby	Ruth Adams
John T. Prince	Craig Kennedy
Wallace Baldwin	Hank Hawkins
Howard Enstedt	Ken Adams
Jack Mower	Prof. Ronald Vario
Florence Allen	Rae Vario
Director	William Crinley

Summary—Judging from the first three episodes there is every indication that this picture will have a popular following. There is the Boy Scout's interest, the radio theme, besides the generous dose of customary serial action and suspense. Radio fans should eat this one up.

"Hearts and Showers"

(Pathe-Fable—One Reel)

ONE of the best cartoons that came from the pen of Paul Terry. Is fairly bubbling with clever ideas which evoke laughs in thick quantity. It is spring and Esmeralda's thoughts turn to love, thus she neglects the mice infested home of the old farmer Al, her boss. He is enraged and chases her and her lover out of the country, but on returning home he finds the life impossible with pesky mice in full control, and regrets. Just then the faithful Esmeralda returns and spreads terror among the mice. Farmer Al in gratitude accepts Esmeralda's husband and their twelve doughty kittens for his own.—M. T. ANDREWS.

"Madame Mystery"

(Pathe—Two Reels)

(Reviewed by M. T. Andrews)

THEDA BARA makes her debut in a Hal Roach two reel comedy, one of the best coming from that studio. Her appearance in the comedy field has been extensively advertised, and the exhibitors may rest assured that her first offering will live up to their expectation in every sense of the word. The former feature star is surrounded with an all star comedy cast in a screamingly funny yarn, which is entirely free of slapstick, and abounds in unusually good direction and photography.

Madame Mystery is engaged by the Government on a hazardous mission. She is entrusted to deliver to New York a sample of a newly discovered high explosive, and on her way is trailed by secret agents of another country. Two starving artists desperately in need of money, become involved in the plot. They steal the tiny package and one of them hides it in his mouth, but scared by a shot he swallows it. The terror stricken passengers are relieved when he is inflated to the size of a balloon and lifted in the air before he explodes.

The Cast

Theda Bara, Jimmie Finlayson, Tyler Brooke, Fred Malatesta and Babe Hardy. Richard Wallace directed.

Summary—An amazing assortment of hilarious situations and clever ideas in this comedy should please even the most critical audience. A sure fire gloom-chaser.

"Hooked at the Altar"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

HERE'S one of the very best Ralph Graves two reelers ever turned out of the Mack Sennett studios. It clips along from start to finish with as breezy a brand of comedy that any one could wish for and Graves has his customary excellent support from Thelma Parr and Marvin Lobach. And then, there's another Thelma—Thelma Hill—who certainly adds an interesting touch to the picture. Unquestionably, Miss Hill is a natural born comedienne who handles her role remarkably well under the able direction of Wesley Ruggles and Arthur Ripley. The story concerns the complications which enter into an elopement carefully planned by Ralph Graves and Thelma Parr. Graves' stout rival, Marvin Lobach, attempts to break up the marriage ceremony by engaging a former girl friend to appear at the proper moment and pose as Graves' neglected wife. Although the proceedings are nearly ruined, the ruse fails and Ralph finally manages to finish the ceremony.

The Cast

Ralph Graves, Thelma Parr, Marvin Lobach and Thelma Hill.

Summary—A scream of a comedy that will more than get by in any house. The cast is well known and the direction is excellent.

"The College Yell"

(Universal-Bluebird—One Reel)

HERE'S another Neeley Edwards one reel affair which will do well in the average program house. Edwards is again supported by Thelma Hill. Neeley plays the role of Goofus McNutt, who on the way home from college, meets and falls in love with a charming young lady whose car has run out of gas. They make a date to meet in a park the same afternoon. Arriving at his home, Neeley finds that his father has already picked out his future wife and further advises immediate marriage on a threat of cutting off his allowance. After several unsuccessful attempts to escape the impending ceremony, Neeley is confronted with the girl who turns out to be the lady of his choice.—EDW. G. JOHNSTON.

"Sky Bound"

(Educational-Mermaid—Two Reels)

(Reviewed by M. T. Andrews)

HERE'S a typical Al St. John two reel slapstick, crammed with gags that are familiar to his followers. However for the benefit of his fans Al introduces a new idea here, and elects to do his battle with villains in the clouds, on top the wings of an airplane. Al, the busiest lazy guy in town, is hypnotized and transformed into a battling athlete. He routs the pair of crooks who attempt to rob the safe and gives them chase in airplane, sets their machine on fire and forces them to land back in prison whence they escaped. The opening scenes in the country store are only mildly entertaining, but with the appearance of hypnotist story picks up in comedy, especially when Al is so absorbed in book on hypnotism that he jumps off the high bridge into the river below thinking he is mounting over back fence to deliver his groceries. Later the airplane fight and the parachute leap provide not only laughs but thrill and suspense as well.

The Cast

Al St. John, Zelma O'Neal, Otto Fries, Phil Dunham and Jack Lloyd. Supervised by Jack White.

Summary—A boisterous and rather crude comedy but offers lots of slapstick fun. An average St. John entertainment.

"Two Lips in Holland"

(Fox—Two Reels)

(Reviewed by M. T. Andrews)

A COSTUME farce showing the fortunes of Dutch immigrants. Ellis Island and picturesque Holland furnish the background, while the comedy is supplied by a conglomeration of horseplay which though flavored with fun, somehow misses fire. The director is begging for laughs in a number of chase scenes, when the boy tries to elude immigration officials and land with the girl on U. S. soil. But a villain foils their efforts and all are deported. A more genuine comedy follows toward the end when the hero, who is locked up while the girl is being married to the heavy, escapes and by a subterfuge creates panic, steals his sweetheart and after a hot pursuit they elope. Clever titling and a more effective cast would improve this picture fifty percent.

The Cast

The Boy	Arthur Housman
The Girl	Edna Marion
The Heavy	Edward Jamison

Summary—Despite Dutch atmosphere and quaint costumes the gags are too familiar to evoke laughs. May get thru with a strong feature attraction where patrons are not particular.

"Quick on the Draw"

(Universal-Mustang—Two-Reel Western)

(Reviewed by M. T. Andrews)

THIS is a fine, clean, fast moving western, starring Fred Humes. In total absence of all stock heroics rough play and gun fighting, we have plenty of amusing incidents,

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DETROIT
FILM EXCHANGE BLDG
CHICAGO
63 SOUTH WABASH AVE
PITTSBURG
[illegible] FORBES ST.
SAN FRANCISCO
20 GOLDEN GATE AVE.

brisk action and a peach of a fight at the end. The above qualities backed by a refreshing story, good direction and fine cast should please all patrons who follow two reel westerns. Fred Huntley, an Arizona plainsman, takes Ada Brisk, the pretty school teacher, to school when her flivver breaks down. A blustering stranger masquerading as Pecos Dandy, fastest gun fighter in the state, forces his attentions on Ada. Fred resents this, and goes away crestfallen. Next day Fred challenges Dandy to a quick draw, proves him a bluff, then bests him in a fist fight. Sheriff arrests Dandy for bank robbery, while Fred, the real Pecos Dandy, and Ada are left happy. William Crinley directed.

Summary—A splendid cast, jaunty hero, fast action, the scenes when Fred meets the teacher, when he challenges Dandy to a quick draw, the fight and the telling climax, should put this one over in all neighborhood houses.

"Dog Shy"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

HAL ROACH has scored another two reel comedy hit with this one which features Charley Chase and Stuart Holmes and other favorites of the screen. Apparently, this is further evidence of Roach's plan to supply exhibitors with the addition of a prominent star to a well balanced cast. So, call in your publicity man again—and tell your electrician to get busy—for here's one that will bring your patrons back for more. It sparkles all the way through with just about as high grade comedy as any one will want to witness. Charley Chase is cast in the most prominent role—however, Stuart Holmes teams up with him in great shape. As to the story—Charley, who has been "dog shy" since childhood, is chased into a telephone just vacated by Holmes who has the role of the fake Duke. The receiver is off the hook and at the other end of the line is the girl who is trying to avoid marriage with the supposed nobleman. She tells her troubles to Charley who gains entre to her home in the guise of a butler. A scream of a scene follows when Charley is given the task of washing a pet dog called "Duke." Charley siezes the real Duke instead of the dog. Events follow which reveal the pseudo-duke and Charley gains the good graces of the family and a fiance. Leo McCarey is credited with the direction.

The Cast

Charley Chase, Stuart Holmes, Mildred June, Josephine Crowell and William Orlamond.

Summary—A sure fire comedy attraction with a strong aggregation of players. Play up the prominent names and bill this one as an added attraction.

"Raisin' Cain"

(Educational-Juvenile—Two Reels)

(Reviewed by M. T. Andrews)

BUDDIE is the hero although Big Boy elicits several chuckles, especially when he appears dressed up for the evening in father's coat. The gang engages a rival team in a baseball game; last inning and they are five runs behind. They hold a conference and decide that unless Buddie comes to their assistance with his Babe Ruth stick, they are doomed to defeat. The gang calls on Buddie who is kept sick in bed by an old "doc," and he sneaks out, knocks a homer and returns to bed before anyone discovers his absence. Later he repeats the process but is hit by a tomato and when the "doc" sees his face he thinks Buddie has smallpox, consequently the whole gang is quarantined in Buddie's house. Here the mischievous kids raise havoc in the family bathroom, dress up for the masquerade and play pranks on the butler, with amusing results.

The Cast

Big Boy, Buddie, Bonnie, Jackie, Bobbie, Ginger and Pal.

Summary—Will not class as one of the Big Boy comedies at their best, but entertaining enough on the average program. Youngsters will delight in it.

"Mountain Molly O"

(Universal-Mustang—Two Reels)

(Reviewed by Edw. G. Johnston)

JOSIE SEDGWICK is featured in this two reel western which affords this lady an excellent chance to demonstrate her equine feats and prowess with the rope. All in all, Miss Sedgwick plays the part of a typical "clean up" man on a villain-infested ranch, with a deftness comparable to the hero of any Western melodrama. As Molly Mallory, a Hollywood actress on a vacation—and with a wig covering her blond curls, she takes a position on a ranch where a trio of "Bad Men" are the cause of considerable trouble to a ranch owner and his sister. Molly thwarts the three villains in their plan to hold up and rob the weekly pay roll—chases them out of the country—breaks up a romance between the ranch-owner's sister and an undesirable suitor and brings things to a close by bidding good-bye to Hollywood and carrying off the ranch-owner as her prize.

Summary—A pleasing two reel Western comedy with Josie Sedgwick in the featured role. Sutable for houses where they like the Western type of show.

"Say It With Love"

(Universal-Century—Two Reels)

(Reviewed by Edw. G. Johnston)

EDNA MARIAN is the whole show in this two reel Century comedy—her droll actions, quaint expressions and exhibition of slapstick furnishing at least ninety percent of the entertainment. However, there's a young fellow whose name does not appear in the synopsis, who is entitled to the rest of the honors. As to the plot—Edna, a poor girl out of work, finally edges her way through a crowd standing in front of a sign outside an employment agency. One offer attracts her and not having a piece of note paper, she writes the address on the collar of a young man who stands near. Her memory at fault, she follows him all over town only to find that the house she seeks is his home. The pair carry their attentions too far and Edna loses her position. A fire occurs and they stage an elopement.

Summary—A very fair attraction with Edna Marian as the featured player. Miss Marian's brand of entertainment will please the average comedy fan.

"A Swell Affair"

(Universal-Blue Bird—One Reel)

ARTHUR LAKE and his pal Cuthbert are rivals for the hand of Thelma, who in order to get rid of Cuthbert, pretends to have the mumps. Arthur hearing of this, bandages his face and making believe that he also has the mumps, gets in to see her. In the meantime Cuthbert contracts real mumps at the hospital ward and returns to see Thelma. Just then the house is quarantined so Cuthbert enjoys a long period of convalescence with Thelma, to whom he imparts the mumps, while the disconsolate Arthur is obliged to watch them from the outside through the French window. While this comedy is not particularly exciting, it offers a new idea which is cleverly carried out, has deft, sparkling titles and is capably acted throughout. George Summerville directed.—M. T. ANDREWS

"Felix the Cat Weathers the Weather"

(Educational-Cartoon—One Reel)

ALTHOUGH in a number of Pat Sullivan's Felix Cartoons of the past, the impression may have been that Felix led a bachelor life, this release discloses his double—or perhaps many times double—existence. This time his adventures have to do with a picnic which has been promised to Mrs. Felix and the three youngsters. They start out only to have the weather man drive them back to shelter with thunder, lightning and showers. Driven mad by these repeated frustrations, Felix reaches the headquarters of the weather man and turns the tables. This cartoon is amusing and the rain and cloud effects are well done.—EDW. G. JOHNSTON.

"So This Is Paris"

(Universal-Bluebird—One Reel)

THIS time Neeley Edward's adventure's are staged in Paris where enough of them occur to sufficiently fill a single reel of suitable entertainment for the average program theatre. Thelma Hill plays the part of Nanette, a vampish creature of the Montmartre where the sight-seeing Neeley is finally lured to a dive frequented by the "lower four hundred." Here, Nanette and her real lover whirl through the steps of the Apache dance which ends with Nanette being hurled to the floor. Neeley interferes and a duel results. Nanette fakes a death and Neeley, fearing the consequences, gives up his bank-roll. The police arrive and our hero escapes through a trap door.—EDW. G. JOHNSTON.

"Pathe Review No. 14"

(Pathe—One Reel)

HARRY CAREY'S California ranch figures conspicuously in this issue of the Pathe Magazine—and shows this out-of-the-way spot where Mr. Carey has established a trading post for the convenience of his employees and the natives of the surrounding country. Mr. Carey is an experienced cowman and is shown in an interesting display of his ability with the lasso. The next chapter deals with "Joe Magee," the trick chimpanzee. Joe is uncannily human while doing some of his stunts with his personal attire. The reel is concluded with a pictorial interpretation of Richard Henry Dana's "The Pleasure Boat." This number is well up to standard.—EDW. G. JOHNSTON.

"Pathe Review No. 16"

(Pathe—One Reel)

FIRST part of this review shows interesting shots of the telephone book in the making. The second part reveals glimpses of beauty of Berlin, in Pathecolor. Stress is laid on comparison between the city of today under republican regime, and its ancient militaristic glory under Kaiser. The shots include the views of the Tiergarten, the Parliament, Victory Monument, Brandenburg Gate, National Museum, Imperial Palace and a Cathedral. The third part of the review presents Arcturus Expedition to Galapagos isles. There is a marvelous shot of the volcanic eruption of Mt. Whiton, which sends clouds of smoke from the submarine lava outlets. Fadeout of Arcturus homeward bound.—M. T. ANDREWS.

"A Couple of Skates"

(Universal-Bluebird—One Reel)

ROLLER skating furnishes most of the action in this Neeley Edwards single reel comedy which is a fair example of slapstick work. Thelma Hill, though a better comedienne than a fancy skater, gives Edwards good support. Thelma's hard boiled dad has announced a roller-skate race for the hand of his daughter and the two contenders follow her around the rink and out to the street where several amusing situations develop when they become mixed up in the traffic. Neeley finally wins out over his rival.—EDW. G. JOHNSTON.

"The Merry Blacksmith"

(Pathe Fable—One Reel)

PAUL TERRY'S well known characters furnish the usual number of laughs in this latest release which shows the old man in the role of a blacksmith and being annoyed by the mischievous Thomas Cat. The old man mounts a wooden horse in pursuit of his pest and they are all eventually yanked into the air by a kite. The usual acrobatic stunts follow.—EDW. G. JOHNSTON.

Regional News from Correspondents

Florida

B. H. TRUMBULL has purchased the Dream Theatre in St. Petersburg and is having it completely remodeled. New equipment will be added and the seating capacity will be increased.

N. V. Darley, manager of the Rivoli in Ybor City, has been in the hospital for several days under going an operation. Mr. Darley is doing nicely and is expected back on the job in a few days.

The Metro-Goldwyn trackless train spent several days in Tampa, and made quite a hit.

George Alman, representative in North and Central Florida for First National Pictures, was a Tampa visitor this week. The manager of the Atlanta exchange, C. R. Beacham, was with him.

Another victim of highwaymen was Cecil Fernandez, who has charge of the projection department of the two B. H. Trumbull theatres in St. Petersburg. Cecil lives in Tampa and makes the trip home each night, a run of about 20 miles over the Gandy Bridge. One night last week a car passed him in a lonely spot, and then turned directly across the road in front of him. He made a quick stop, coming right up to the other car, and was greeted by a gun held out from the side of the car by one of the occupants. Taken so by surprise Cecil had no chance to get to his gun and so obeyed the command to "stick 'em up." Luckily all the cash he had with him was $5.50. They took the five spot and laughingly handed him back the 50c. After examining the box of films he had in the car they allowed him to proceed.

New York and New Jersey

GEORGE DILLON, New York exchange manager for Producers Distributing Corp., has been promoted to the post of District Manager for that organization.

The last week saw two more important local theatre openings—and others still to occur the latter part of this week and around the middle of April.

Sam Berman held the premiere of his Senate Theatre last Tuesday and an unusually representative gathering were present during the ceremonies. Mayor "Jimmie" Walker was introduced by the district leader and paid special tribute to Mr. Berman whom he characterized as "one of his best friends." Prominent exhibitors and exchange men who were present included Chas. O'Reilly, John Mannheimer, Charley Moses, Messrs. Rachmil and Rinzler, Sol Raives, Messrs. Grobe and Nobel, J. McNamara, Rudy Saunders, A. Hirsch, Pete Harrison, Stanley Hand of First National, William Raynor and Bob Horn of Pathe, Chas. Steiner, Dave Gross and Bernard Sholtz of Fox, H. Carlock of Educational, Perry of Renown, A. H. Schwartz, Abe Blumstein, Armand Schenck, Joe Hornstein and William Gluck of Howell's Cine Equipment Co., Max Fellerman of Pathe, Henry Nelson, A. Gould and William Brandt—in fact the entire T. O. C. C. were on hand to congratulate Mr. Berman. The Senate is a strictly modern house of about 1200 seats.

On Monday evening, April 5th, Irving Lesser reopened the Strand Theatre at Rockville Centre, L. I. and the event was a social affair in every sense of the word. Ernest Truex, as Master of Ceremonies, made a great hit with the audience among whom were the usual representative gathering of exchange officials and well known exhibitors. There were fifteen stars from the screen and the legitimate stage, who contributed to the evening's entertainment—not forgetting Rin-Tin-Tin. Mr. Lesser's Strand has been completely remodeled into a beautiful 2000 seat house.

Loew, Inc. have purchased a theatre site on 9th Street, between 5th and 6th Avenues, Brooklyn, where they plan to construct a 3000 seat theatre. An old Y. M. building, which will be torn down, is on the site at present. This is the neighborhood where Harry and Max Pear hold forth with several smaller houses.

L. Steinman, a New York exhibitor who does not fear even the strongest kind of competition, has another theatre under construction at Tremont and Daly Avenues, Bronx. Mr. Steinman also manages the Congress at 149th St. and So. Boulevard.

On the heels of Dave Gross' departure from the local Fox exchange where he has successfully filled the position of Sales Manager under Harry Buxbaum for the past year, comes word that Herbert Kaufman, also one of "Buxy's Gang," will join the Warner Bros. exchange, and will have charge of N. Y. City territory as far north as Poughkeepsie. Kaufman is the second man, who under Dave Gross' tutelage, has secured a more lucrative position. Gus Solomon, who went with Red Seal, is the other.

According to a recent report, the deal involving the sale of The Odeon, Annex and Roosevelt Theatres to Mayer and Schneider, was consummated this week. These houses are located on the upper West Side of New York City in the neighborhood of 145th Street and were the property of Messrs. Jenell and Peckelner The total seating capacity of these three theatres will run around the 3500 mark and mention has been made that other circuits had recently sought the acquisition of these houses.

Milton Kronacher, Pathe salesman with the William Raynor's New York exchange, is still holding by a safe margin, his standing as champion of the entire Pathe crew in the U. S. A. Kronacher has accomplished this despite the fact that he has been on the sick list for several months.

Frank Volk, who operates the Tuxedo Theatre at 42nd Street and 3rd Avenue, N. Y. City, spent an Easter vacation in Atlantic City. They say he divided his time between athletics and attending the Motion Pictures.

Eddie Carroll is once again flashing Associated Exhibitor press sheets in the eyes of New Jersey Exhibitors. Carroll, who used to win most of the prizes which were offered under the old regime of Associated Exhibitors, left that organization a short time ago and went with Pathe. Now, he is back again under Phil Meyer of the N. Y. exchange where he can be depended upon to hit the bull's eye.

Detroit

COL. W. S. BUTTERFIELD is back at his desk after six weeks spent at the Pancoast hotel, Miami Beach, Florida. He is as brown as a berry and says he never spent a more pleasant vacation in his entire life. He had his first ride in a brand new Packard car a few hours after he landed in town, which he had purchased before his departure.

Harlan Starr, Detroit manager for Educational, will be among those attending the company's annual sales conference in New York.

Universal Pictures Corporation held a big sales convention at the Book Cadillac Hotel, Detroit a few weeks ago, which was attended by Universal branch managers, salesmen, exploitation men and accessory managers from Universal exchanges in a half-dozen midwest exchanges.

Bill Hurlbut of the Favorite Film Co., and A. J. Moeller of the American Cinema Association will go to Columbus, Ohio this week on important business.

Jimmie Minter, general manager of A. B. C. spent the last week in New York in the interests of his company.

E. C. Beatty, general manager of the Butterfield Circuit, was in New York last week on business.

The Community Building, Harbor Beach, in which there is the Community Theatre, was almost completely destroyed by fire a few weeks ago. The theatre is closed and there is no telling when it will open again.

Alex Schrieber is back after a short business trip to Miami, Fla.

E. C. Headley, who recently purchased the Averill Theatre property in Averill, Mich., is getting ready to reopen it.

John Morgan, city salesman for Pathe, will welcome his wife and kiddies to Detroit this week. They have been spending the winter in various Florida cities.

Robert Peltier, leading exhibitor in Mt. Clements, Mich., was in Detroit last week booking new product.

Victor Tait, who hails from Omaha, Neb., has taken a position with Pathe in charge of the Poster Department.

Jimmie Grainger, general sales manager for Fox Film Corp., stopped off in Detroit last week just long enough to have a chat with manager Frank Drew.

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Des Moines

PERRY'S Sunday "movie" question continued to lie on the table of the city council. That body has indicated it is not ready to take up the question of acting upon petitions which were presented.

George Naylor has been made special representative for Universal and will work out of the Chicago office with M. Alexander, division manager.

Mrs. M. A. Graham, who owns the Lyric Theatre at Valley Junction, has bought a new spotlight for her theatre.

Ben Abrams, special representative from the New York office, has been visiting the Universal exchange.

C. W. Ross, doorman for the Strand Theatre, Des Moines, was down with the 'flu for a week. He followed Manager Jess Day as a victim of the epidemic.

The Gem Theatre at Charles City has been equipped with a new screen. The theatre is owned and operated by the Knights of Columbus of Charles City. The Exhibitors Supply Company put in the new equipment.

Manny Gottlieb, manager of the Universal office, has been actively engaged in presenting the new program of pictures to the exhibitors.

The Exhibitors Supply Company sold complete Mazda equipment to Alexander Frank of Waterloo. The equipment was bought for one of Mr. Frank's theatres, the Rialto of Waterloo.

F. C. Aiken, district manager for Pathe, has been paying the Des Moines branch a business visit.

F. E. Walters, exploitation man for Universal in this territory, was at Ida Grove and Carroll last week for special publicity work.

Charlie Petersen of the Windsor Theatre at Hampton, was in Des Moines for the Shrine conclave and visited M. Swarz at the Premier office.

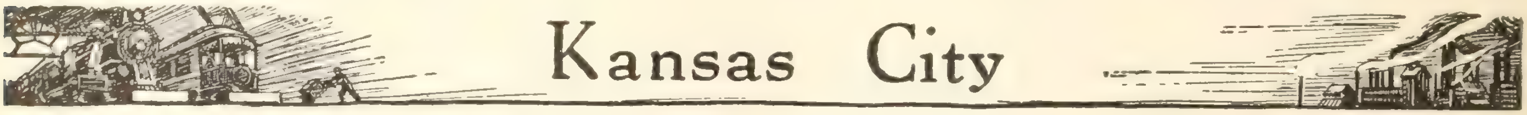
The boys of the Famous Players office have returned from the national convention at Atlantic City.

Webster and Nelson are opening up the Lincoln Theatre, Des Moines, on Easter Sunday. The theatre which was previously the property of Jake Cohen, who owns the Strand Theatre at Ottumwa, was bought by Webster and Nelson of Knoxville, recently. The Lincoln Theatre, which plays exclusively to colored audiences, will show with a program of vaudeville and pictures.

J. E. Flynn, district manager for Metro-Goldwyn, called upon W. E. Bamford, manager of the Des Moines office.

Complete Mazda equipment has been bought for the theatre at Harvey, Iowa. The Exhibitors Supply Company made the sale.

Visitors in Movie Row were Eller Metzger of the Strand Theatre Theatre at Creston, J. C. Collins of Perry, W. F. Curtis of the Peoples Theatre at Redfield, Mr. and Mrs. Byron Watson of the Grand Theatre at Knoxville, John Anderson of the Princess Theatre at Boone, Alexander Frank of Waterloo and Leo Moore of the Majestic Theatre at Centerville.



Kansas City

DOWN town exhibitors in Kansas City are staging a campaign against taxi-cab drivers in monopolizing parking space in front of the theatres at the close of performances, causing much annoyance to patrons with private cars. The police have been requested in solving the problem, which is becoming more acute each week.

The Byers Theatre of Excelsior Springs, formerly owned by R. B. Christian, now is under the management of A. H. Kloepper, former United Artists salesman.

A deal was completed this week whereby the Independent Film Corporation of Kansas City purchased the Standard Film Exchange, also of Kansas City. Joseph Silverman is president of the Independent Film Corp., and Charles Bessenbacher, manager. The consolidation gives Independent a large assortment of independent product.

Snowshoes were in style along Kansas City's movie row this week. R. E. Churchill, F. B. O. branch manager, after giving his desk a hurried last "once over," left for Los Angeles, where he will attend the F. B. O. sales convention.

C. D. Hill, district P. D. C. manager, was a Kansas City visitor, leaving for St. Louis later.

A. H. Levy, former Fox representative, has joined the Educational sales staff.

After a visit with Kansas City state right exchanges, Lou Rodgers, general sales manager for Arrow Pictures, left for Omaha, Neb.

Spring is almost here—and A. H. Chaffee, First National cashier, has purchased a marriage license.

W. E. Truog, assistant district sales manager; Harry Taylor, branch manager, and Rob Gary, exploiteer, all of Universal, had to hurry to catch a Chicago train to attend the Universal Middle Western sales meeting.

Hard work has earned W. C. Haynes a promotion from city salesman of Universal to special representative.

Ben Taylor, former city salesman for Fox, has succeeded Haynes as Universal city salesman.

E. M. Saunders, western sales manager, and J. E. Flynn, district manager, Metro-Goldwyn, were Kansas City visitors.

The Paramount branch assumed a vacant appearance with Ben Blotcky, branch manager; R. C. LiBeau, district manager; Earl Cunningham, exploiteer, and the entire sales force attending a sales convention in Atlantic City.

Four territorial screenings will be conducted before a price schedule is determined on First National product in the Kansas City territory in the future, according to William Warner, acting branch manager.

Clayton Ashton Jones has been appointed manager of the Educational Branch Exchange at Kansas City, succeeding Carl Senning who resigned a few days ago. Mr. Jones is one of the best known film sales representatives in the Kansas City territory, having worked in Kansas and western Missouri continuously since 1910.

Lee Jones of the American Theatres Company, who is associated with Jack Truitt in the operation of several Missouri theatres, has opened a business office at 1120 Chambers Building, Kansas City.

Lawrence Lehman, manager of the Orpheum Theatre, Kansas City, who underwent an operation at a Kansas City hospital the other day, is greatly improved and soon will be able to return to his work, it was said.

Bruce Fowler, manager of the Newman Theatre, Kansas City, has literally been head-over-heels in work since returning from the first Publix convention in Atlantic

Among the out-of-town exhibitors in the Kansas City market this week were: L. Bruenninger, Lawrence Theatres Company, Topeka, Kas.; O. F. Sullivan, West Theatre, Wichita, Kas.; T. S. Wilson, Casino, Excelsior Springs, Mo.; Frank Weary, Farris Theatre, Richmond, Mo.; Carl Cummings, Community Theatre, Gower, Mo.; William Frazier, Paola, Kas.; F. W. Meade, Meade Theatre, Kingman, Kas.

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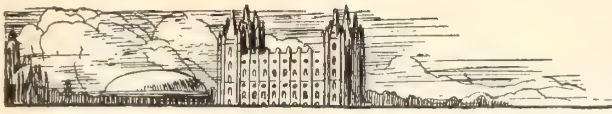
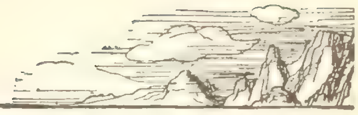


Salt Lake City



CLYDE H. MESSINGER, local manager for Educational, is spending a few days in Southern Utah.

L. J. McGinley is expected back to the Famous Players-Lasky exchange here within a few days from Atlantic City.

It is announced that Dad Rand, owner of the Isis Theatre here, will attend the banquet given by the F. B. O. officials in Los Angeles, during his stay there.

Walter S. Rand has returned to the local United Artists exchange after a trip into Idaho.

Milton Cohn, Montana representative for United Artists, leaves this week for all points in that territory.

Dave Frazer, district representative for Producers Distributing Corporation, is in the Salt Lake office for a two weeks' stay.

Al O'Keefe, branch manager for Producers here, is back from the Idaho territory.

Harry Kreiter has severed his connection as salesman for Producers Distribution Corporation.

John Ruger, owner of the American and Orpheum theatres at Park City, Utah, received word while attending to his bookings along the row, that the road to Park City is closed again due to another blizzard.

J. A. Epperson has left the local Pathe exchange for a week's trip into Idaho, according to E. H. Smyth, booker, who is in charge of the office during Epperson's absence.

R. D. Boomer, local manager for Associated Exhibitors, is now covering Idaho.

George Lindsey of the Star Theatres at Eureka, Payson and Springville, Utah, was an exhibitor visitor this week, as was C. M. Stringham, owner of the Colonial Theatre at Ogden, Utah.

W. H. Rankin, local manager for Warner Brothers, will return from the Montana territory within a few days according to K. K. Pack, booker at this office. G. C. Jones is on an extended trip through Montana. M. F. Keller is working the nearby points out of the office for a few days.

Claude Hawkes, Associated First National sales representative, came in from Wyoming and has now left for Southern Utah.

L. A. Davis, manager of the local F. B. O. exchange, has left for the convention in Los Angeles.

John Dewsnip, owner of the Broadway Theatre at Deseret, Utah, has been lining up new business along Film Row recently.

The Peery Brothers of the Egyptian Theatre, Ogden, Utah, have been in this week attending to their bookings.

Branch Manager Mathew Aparton of the Universal exchange here, and Jimmie Beale and Tony Hartford, sales representatives, are getting ready to leave for Los Angeles for the convention which starts April 5th.

Branch Manager H. Bradley Fish of the Fox exchange here, made a flying trip into Idaho last week.

Carsten Dahnken of the F. Dahnken Company, Incorporated, owners of the American Theatre, arrived in this city March 30th and has left with C. F. Montgomery, manager of the American, for Boise, Idaho, in the interest of the new theatre which will soon be constructed there by this company.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

Of Motion Picture News published weekly at Albany, New York, for April 1, 1926.

STATE OF NEW YORK } ss.:
COUNTY OF NEW YORK }

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Wm. A. Johnston, 729 7th Ave., N. Y. C. who, having been duly sworn according to law, deposes and says that he is the editor of the Motion Picture News and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Name of publisher, Motion Picture News, Inc., Post office address, 729 Seventh Ave., New York City; Editor Wm. A. Johnston, 729 Seventh Ave., New York City; Managing Editors, J. S. Dickerson and Oscar Cooper, 729 Seventh Ave., New York City; Business Manager, Wm. A. Johnston, 729 Seventh Ave., New York City.

2. That the owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Percy S. Alden, 729 7th Ave., N. Y. C.; Motion Picture News, Inc., 729 7th Ave., N. Y. C.; Carll Tucker, 729 7th Ave., N. Y. C.; Wm. A. Johnston, 729 7th Ave., N. Y. C.; Dorothy Ovens Johnston, 729 7th Ave., N. Y. C.; E. Kendall Gillett, 729 7th Ave., N. Y. C.; Isabel G. Gillett, 729 7th Ave., N. Y. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also, that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is * * * (This information is required from daily publications only.)

WM. A. JOHNSTON.

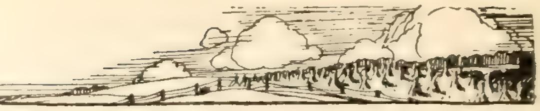
Sworn to and subscribed before me this 26th day of March, 1926.

R. G. GEORGE.

(My commission expires March 30, 1926.)

Sit Tight!
Until you see
Universal's Greater Movie List

Minneapolis



THE Paramount officials of Minneapolis, headed by A. W. Nicolls, district chief, are back from Atlantic City where the spring convention was held. The Minneapolis branch brought back fifth honors in the national contest recently held and the Sioux Falls branch, also in Mr. Nicolls' district, registered third. Fred Benno, O. M. Cobb and Frank Thayer of Minneapolis, brought back prizes as 100 per cent salesmen. Luther Putnam, exploiteer, was also a prize winner. J. R. Copeland of Des Moines also registered on the sales prizes.

Ray Stewart, Fox salesman, drew a trip to Los Angeles with Sydney Abel, manager, as the reward for his good work in the Iowa territory.

Universal's delegation is back from the Chicago convention much interested in the company's new profit sharing plan.

Eph Rosen, branch manager in Minneapolis for F. B. O., is on his way back from the sales convention at Los Angeles.

In the absence of Mr. Rosen and Max Weisfeldt, division manager, Roy Zimmerman is carrying the heavy burden at F. B. O.

Al Harris of Friedman Film company is the new F. B. O. booker in Minneapolis, replacing Dave Chapman who went to Pathe some time ago.

Julius Heilbron of the Regent theatre, St. Paul, is reported ill.

Charles Clausen of Anoka was a visitor along film row.

Bert Goldman, F. & R. booking manager, will be back at work soon after this is read. He is making a rapid recovery from two very serious operations.

Ray Coffee, formerly with Universal, has been added to the shipping department of the Minneapolis F. B. O.

Les Davis, manager of First National in Minneapolis, took a run up to Alexandria, Minn., for a couple of days last week.

Eddie Gallinagh of the Finkelstein & Ruben publicity department in Minneapolis, is coming to be Minneapolis' own special production man. Every time the amateurs want to put on something they call on Eddie.

After an illness of several weeks, L. Schwidelson has again taken up the management of the Star theatre in Sioux City, Iowa.

The Legion theatre at Hull, Iowa, has been reopened by Peter Luinstra.

C. F. Swerman of Bangor, Wis., has leased the Majestic theatre to Arnold H. Meier.

By turning over every one of its downtown theatres in Minneapolis and St. Paul for religious observances at noon on Good Friday, Finkelstein & Ruben gave a demonstration of the kind of cooperation which has won the company worlds of good will among the church people of the Twin Cities.

Not only were the theatres used on that day but two of them, the New Garrick and the Shubert, were used every noon of Holy Week for religious gatherings.

Fire did $4,000 damage at the Lotus theatre, Red Lake Falls, Minn. W. H. Gilfillan owner, reports. A short circuit in the wiring is believed to have been the cause.

F. B. Thompson is about to let contracts for a new 500 seat theatre in Brookings, S. D.

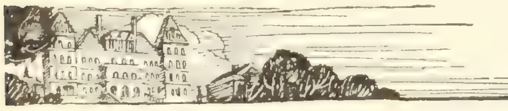
Two new theatres for De Pere, Wis., are said to be under consideration by Saxe Amusement enterprises, which operate the Grand there.

With excavation already started, the new Finkelstein & Ruben theatre at Aberdeen, S. D., is expected to be ready by August 1.

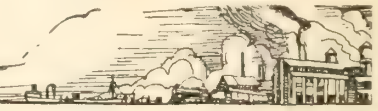
F. & R. announce remodeling for the State theatre at Winona and a new organ for their Rochester, Minn., theatre.

Ray and John Beck, Elmer Ohlendorf and Ray Wentz have taken over the Falke theatre at Remsen, Ia.

Alfred U. Erdman has turned the Pastime at Stratford, S. D., over to G. W. Tollefson and A. Krueger, who reopened it April 10.



Albany



THE sympathy of readers of this column is extended to Mr. and Mrs. Austin Interrante, of this city, in the loss of their ten-year-old son last week. Burial was made in Brooklyn.

T. H. McCarthy, of Fair Haven, a well known exhibitor in the Lake Champlain section, was in town during the week, and drove home a new car.

Frank Green, of Castleton, was on Film Row during the week, and stated that he is now running his theatre three nights a week.

Bert Stern, of New York City, special representative for Warner brothers, was in Albany during the week.

Proctor's new theatre in Schenectady, which has been in course of erection for nearly a year now, is expected to be in shape for opening during the latter part of August.

Harry Seed, new manager for Warner Brothers here, journeyed up to Buffalo last week, for an interview with Walter Hays, who does the booking for the entire Strand circuit of houses.

Ed Hochstim, is now connected with Warner Brothers Albany exchange and will replace Ben Smith in covering the towns along the southern tier.

A. T. Thornton, who runs the Walden in Williamstown, Mass., was in town during the past week.

J. H. MacIntyre, local manager for Famous Players, was in Saratoga Springs during the week, in going over the company's product with William Benton.

Chris Marx, who owns the Highland and Rialto theatres in Utica, is now convalescent from a recent operation for apendicitis.

W. H. Linton, who is building a new theatre in Utica, to replace the one destroyed by fire last year, announces that his new house will be in shape to open on May 15.

John Augello, of Utica, who has just built a new theatre in that city, to replace the Family, visited several of the exchanges here during the past week.

It looked like a Film Man's convention in Utica the other night, for among those in town were Ted O'Shea, Alec Herman, H. C. Bissell, Art Goldsmith and George Goldberg, as well as others connected with local exchanges.

Mrs. Dennis Regan, who operates the Star, in Greenwich, was in town during the past week.

Alec Papayanakos, owner of the American Theatre in Canton, plans to spend not less than eighteen months, according to reports, at his former home in Greece.

J. H. Gerner, announces that he will reopen the Opera House in Lowville on May 6. He is spending considerable money these days in fitting out the house and has installed new projection machines as well as a new booth.

James Papayanakos, of the Gravlin, in Gouverneur, is recovering from an attack of the grippe. Mike Kallet, of Rome, is in the same boat.

Vic Warren, of Massena, is planning to purchase another new car.

Cupid entered the Universal exchange here last week, and Miss Dorothy Borrell, a billing clerk, flashed an engagement ring, as a result.

Al Robbins, of Syracuse, was a guest of his brother, Nate, in Utica, during the week.

The Hudson Theatre in Albany, owned by Julius Berinstein, had a narrow escape last week from fire, when the bakery next door was destroyed shortly after midnight.

Burglars entered the home of Virgil -Lappeus, manager of the Hudson Theatre in Schenectady, last week, and made off with $928. The money represented a part of the receipts from the theatre.

W. W. Farley, with five theatres in Schenectady, is now increasing his newspaper space in that city.

Claude Fish owner of the American in Schenectady, and for two years president of the bowling clubs of that city, presided at a banquet last Saturday night, at which time prizes were awarded for the various winners.

Daylight saving becomes effective in Albany, the last week in April, much to the dissatisfaction of local exhibitors.

The fiddlers' contest and the country store have been discontinued by Edward Walsh, at the Albany Theatre in Schenectady, but amateur nights each week will be continued until well into May.

After a short and uneventful career, the Broadway Theatre in Schenectady, operated by Hickey and Roach, closed last week, but will be reopened next fall.

The Strand, in Carthage, gave an elaborate fashion show this week, for a period of three days. The house is one of the Schine circuit.

The Molly Mays! The Molly Mays!
In these Violet Mersereau frolics and plays.
Not a dull second! Assured of your praise,
The Molly Mays! The Molly Mays!

Arthur J. Lamb Productions

Sole Direction of Joseph Levering

Distributed by Cranfield & Clarke (Inc.)

729 7th Avenue New York City

Buffalo

GEORGE CANTY and Tommy Hughes have resigned from the sales staff of the Pathe exchange.

Despite the fact that last week Building Inspector Eugene J. McManus of Erie, Pa., refused to issue a permit for construction of a marquee in front of the Princess theatre at 1109 State street, the work was authorized in a permit issued from his office a few days later. Grant Harmon, manager of the Princess, appealed to the Erie common council after McManus had refused the permit on the grounds that the construction was not in accordance with the city building laws. The council overruled McManus' decision.

Henry Spann has been engaged to draw plans for the picture theatre which the Erie Amusement company, Jacob Rosing, president, will build at 887 Broadway, Buffalo. Architect B. Z. Kalinowski is preparing plans for the motion picture theatre to be erected in Lackawanna, N. Y., by M. Moral.

E. J. Smith, general sales manager of Associated Exhibitors, owns some land near Williamsville, N. Y., just outside Buffalo, on which gypsum has been struck and now E. J. and one other gentleman associated with him have been offered much gold per acre for the land. Ed, however, has just purchased 75 more acres in the town of Williamsville and expects to make Florida realtors blush with shame at his profits.

Charlie Fornessi of the Seneca theatre in Seneca Falls, N. Y., got a hitch on a Howell truck coming into Buffalo last Tuesday, but the truck burned out a bearing and Charlie's arrival was somewhat delayed. But he couldn't kick as he has saved railroad fare. He put the saving into one sheets.

J. Emerson Dickman, Fox film peddler de luxe, took a chance the other night and visited the beauty parlor operated by Mrs. H. E. Hughes, wife of the F. B. O. salesman. "Emmy" got in the electric chair, or at least it looked like one to him and stood for everything until the operator began to use the vibrator. Right there "Emmy" went up in the air, hit the ceiling, came down, paid his $1.50 and rushed from the place.

The circus wagon motor truck which did valiant exploitation service for the Strand in Auburn is now doing the same duty for the new Kenmore theatre in Kenmore, also a Fitzer-operated house.

Colonel Howard F. Brink, manager of the Buffalo office of Educational, is now in New York conferring with home office officials. The colonel is having his gas wagon painted and decorated in preparation for the spring drive.

The worst thing that came back from the Paramount pow-wow in Atlantic City was the yellow and black striped sport coat which Erne Williams, ad sales manager at the Buffalo F. P.-L. office, sprung on the exchange. It reminded us of the racket made by those spring drives in France.

Seattle

FOURTEEN employees of the Famous Players-Lasky organization attended their company's annual convention at Atlantic City. With Manager George P. Endert of the local office went Royce Brown, W. E. Nelson, A. A. Haley, Morris Segel and Harry Lanstrom. From Vancouver, B. C. went William Hauscher and W. R. Marshall. At Portland this group was joined by Manager H. Neal East, Harry Lawrence, Al Taylor, Louis Stang, V. B. Kenworthy and Vernon Whitcomb.

Old-timers on Seattle's Film Row had the pleasure last week of greeting a Northwest film pioneer in the person of George Grombacher, now a banker in Cleveland. He is a brother of Ray Grombacher, Spokane theatre magnate, and a visit to his brother's territory was included in his visit on this Coast.

J. L. Spickett, owner and manager of the Palace Theatre in Juneau, Alaska, spent several days in this territory last week, while en route to Los Angeles.

Art Aronson, popular member of Seattle's Film Row and owner of the Western Poster Company of this city, left several weeks ago for San Francisco where he was married to Miss Rena Sugarman of that city.

Not to be outdone by Mr. Aronson's exploits, Joe Brady, former owner of the Good Luck Theatre, and now associate owner of the Roycroft Theatre with John Danz, was married about the same time to Miss Regina Gonier of Portland. The ceremony took place at the home of Mr. and Mrs. J. M. Hone, the former being executive secretary of the M. P. T. O. W., and was followed by a bridal dinner given at a prominent local cafe by John Danz and Mrs. Danz. Mr. Bradt is secretary of the Seattle Film Board of Arbitration.

L. K. Brin, Northwest representative of the Warner Brothers theatre department and local manager of Warner's Egyptian Theatre in this city, sailed with Mrs. Brin last week for Honolulu, where they expected to remain for several weeks. They were accompanied by Mr. Brin's father and mother-in-law.

J. H. Zimmerman, traveling auditor for the Metro-Goldwyn-Mayer organization, arrived here from New York City last week.

Fred Mercy of Yakima spent several days here last week on a booking trip.

Another visitor on Film Row was Ray Grombacher of the Liberty and Columbia Theatres in Spokane, who came over to attend various committee meetings of the M. P. T. O. W., as well as arrange future spring bookings.

Manager Fred G. Sliter of the local First National office, and Al Raleigh, exploitation and publicity director, returned to their offices last week after several days on the road.

Alvin A. Bruce, formerly covering the Eastern Washington territory in a sales capacity, for Manager James Reilly's local Universal exchange, last week announced his resignation with that company, and has joined the sales staff of the First National company in this city.

Frank Morgan, recently appointed West Coast manager for the Associated Exhibitors company, was expected to pay this city a visit within a short time.

Paul Gray, Western division exploitation manager for the Pathe organization, has been spending the last several weeks in this territory.

R. S. Stackhouse, manager of the Associated Exhibitors office in this city, returned last week from a sales trip into Spokane and Eastern Washington.

The year-old son of A. J. Sullivan, booker and office manager of Clarence W. Hill's local Metro-Goldwyn-Mayer exchange, is rapidly recovering from a case of scarlet fever.

Reports were received here last week from the Tacoma Theatre Managers' Association, announcing a Tacoma Movie Ball to be held in that city early in April.

J. B. Reilly, manager of the Universal exchange here, was the only Seattle manager included in the January Fire Prevention Honor Roll, according to information received last week. H. Neal East of the Famous Players exchange in Portland, was the leading "fire-fighter" in the Oregon

Play Safe!
DATE BOOK
Universal's Greater Movie List

Philadelphia

BEN TOLMAS, who recently joined Sierra Pictures, Inc., has returned to Philadelphia and is acting as special representative for De Luxe.

Mike Landow, sales manager, Ulric Smith, booker and Carl Suelke, salesman, were elected members of the Paramount Hundred Per Cent Club at the national convention of Famous Players recently held in Atlantic City.

Edgar Moss, Philadelphia branch manager for Fox, was recently called to St. Louis, Mo., on account of the death of his mother, who was 74 years old. In addition to Mr. Moss she is survived by four sons and four daughters. Charles Zagrins acted as branch manager during Mr. Moss' absence.

Hiller Innes, a former well-known Harvard athlete, has joined the sales force of the Philadelphia branch of Film Booking Offices and will cover territory adjacent to Philadelphia.

Members of the Philadelphia exchange of Film Booking Offices tendered Jerome Saffron, branch manager, a luncheon prior to his departure to attend a conference of branch managers in Los Angeles. Jack McFadden, assistant branch manager, served as master of ceremonies, and presented Mr. Saffron with an appropriate gift.

Miles Gibbons, Philadelphia manager for Pathe, Bill Henan, branch manager for First National and Gene Marcus of Twentieth Century, have been appointed by the Film Board of Trade to serve as exchange members of the Arbitration Board during April.

Upon the completion of the Felton Theatre, which is now being erected by Charles Shapiro and his associates, the house will be operated under the direction of the Stanley Company of America along the same lines as other individually owned theatres which the Stanley Company controls in this city and nearby towns.

The East Coast Theatres Co., of which Oscar Neufeld and Sam Stiefel are the proprietors, has taken an eight-year lease with an option to buy of the Palace Theatre, Coatesville, Pa., formerly operated by H. Neumans. Jack Nugent, who has been a member of the East Coast sales force for a few months past and who in the past has been manager for several Jersey houses for East Coast, has been appointed resident manager.

Extensive alterations are being made in the offices of Producers Distributing Co., at 1235 Vine street. An addition is being built at the rear of the building, and the projection room has been eliminated, thereby allowing for larger office space and for the expansion of the poster and shipping department.

WILLIAM HUMPHRIES, manager, and Joseph Engel, assistant manager, of the Philadelphia exchange of Producers Distributing Cohporation, attended the annual dance of the Jazz Bow Club, which was held at the Astor Hotel, New York, on March 26th.

Mr. nad Mrs. Jules E. Mastbaum have announced the engagement of their daughter, Miss Louisette Mastbaum, to Elias Wolf, 2nd, son of Mr. and Mrs. Louis Wolf, of Elkins Park, Pa.

John Evans, who has been confined to his home for several months, on account of illness, is being welcomed back to his old haunts by his many friends. Mr. Evans is contemplating making a trip to California with Mrs. Evans, and expects to be present at the M. P. T. O. of A. convention in the Golden State.

The Theatrical Ball and All Star Show, to be given under the auspices of the Relief Fund of the Theatrical Stage Employees Local No. 8, will be held at the Academy of Music on Wednesday evening, April 7th. The grand march, in which many prominent theatrical stars and motion picture artists will participate, will start promptly at 12 o'clock.

A fire occurring in the Opera House Building, Easton, Pa., on March 26th, did considerable damage to the lobby of the theatre and destroyed a store of theatrical supplies belonging to Wilmer & Vincent, who recently signed a thirty-year lease on the building and contemplated making improvements to cost approximately $250,000.

C. S. Trowbridge, formerly branch manager for United Artists, now special repsentative for Al Christie, with offices in New York, was a recent visitor on Vine Street.

William Schwalbe, Jr., formerly a salesman for First National, has been appointed sales manager for the Electric Theatre Supply Company, succeeding Ralph Binns, who has been appointed manager of Warner Brothers Washington exchange.

Joseph D. Tomar, formerly with Jack Rosenthal, has taken over the Bell Theatre, 31st and Wharton streets, Philadelphia. Mr. Tomar is one of the veterans of the industry.

Felix Mendelssohn, recently division manager of the Metro-Goldwyn-Mayer organization, has been appointed manager of the Chicago distributing office of the company.

C. W. Anthony has joined the local sales force of Producers Distributing Company.

Al Rosenberg, formerly on the sales force of Independent Pictures Corporation, has taken a similar position with Imperial Pictures.

Plans are being drawn for a new 2,000-seat theatre to be built on Sixth street, Reading, Pa., for N. G. Albert.

Lewen Pizor has taken a four-year lease on the Broadway Theatre, 52nd street and Greenway avenue, Philadelphia, owned by Mrs. Dora Pelicose and Mr. Samuel Bell.

George Dembow, recently appointed manager of the Robert T. Kane Productions, was a recent visitor in Philadelphia.

Vine street was well represented at the opening of the new Capitol Theatre, Shamokin, Pa., on March 25th. Following the formal opening of the theatre, the guests were escorted to the Shamokin Country Club, where a buffet supper was served. The new theatre, which seats 1,200, is one of the most commodious and thoroughly equipped houses in the central section of the state.

The Bellevue Theatre, 2212 N. Front street, Philadelphia, was recently sold by the Bellevue-Stratford Amusement Co., to Mrs. Julia Axler.

New England

IN an action in equity in the Massachusetts Supreme court, Judge Carroll has handed down a decision in favor of the Haverhill Strand Theatre, Inc., lessors of the Strand Theatre in Haverhill, to prevent the owners of the property from forfeiting the lease. The original lease was executed in 1915 for ten years and renewed for another period of ten years in accordance with the terms of the original lease at a rental of about $200 per week. Owners of the property claimed the property had not been kept in proper repair in accordance with the lease but a master who first heard the case, found otherwise except that it might need some painting. It developed that the owners had made no complaint to the lessees nor had they given them time to make such repairs, hence the finding in favor of the lessors and the restraining order to the owners. The court found that the value of the plaintiff's leasehold interest was approximately $100,000.

Division Manager Al Blofsom of Associated Exhibitors, New York City, was a visitor to the Boston exchange during the week.

The Strand Theatre in Fitchburg, Mass., is being extensively redecorated at a cost of about $4,000. Some remodelling will also be done by Manager Faulke.

Theatre Repair & Service Co., Boston, has incorporated with 1000 shares of no par value. Incorporators are Ernest H. Horstmann and Ethel M. Young.

Al Hurteau, assistant cashier for Pathe at the Boston exchange, has the sincere sympathy of his host of friends in the death of his little son. Al is also laid up with a severe attack of the grip.

H. M. "Chubby" Davis has joined the staff of Warner Brothers and is assigned to cover the Vermont territory.

Herbert Higgins, broker, and Dave Grover, cashier at the Pathe exchange had a narrow escape from serious injury when the former's brand new sedan was hit amidships by a large sedan and completely demolished.

R. J. "Bob" Murray, for some time with Associated Exhibitors, has joined Warner Brothers staff and will cover Western Massachusetts.

By an unusual coincidence, two Pathe men had their autos stolen from the same spot within a week. Frank Ross, city salesman, and Dave Grover, cashier, are the losers. Each parked his car near Loew's State theatre and both cars were gone when the men looked for them.

Jacob Klein, branch manager for Warner Brothers, Boston, has resigned.

Irving Shiffman, one of the well known New England salesmen for Fox, is at the Fenway Hospital, Boston where he underwent an operation for appendicitis.

It is rumored that L. J. Hacking, manager of Producers, Boston exchange, is to have additional territory added to his charge.

Lloyd Willis, special representative of the Pathe home office, New York City, has been in Boston a few days on business.

R. C. Cropper, branch manager for Pathe in Boston, spent several days in New York City at the Home office during the week.

H. E. Elder, division manager of New England for Warner Brothers, is also looking after the New Haven and Albany territories.

EMPIRE LABORATORIES INC.
723 Seventh Ave., N. Y. Bryant 5437-5736
DEVELOPING AND PRINTING MOTION PICTURE FILM

Denver

MAX ROTH, special representative for James Grainger, general sales manager for Fox, arrived in Denver from Omaha last Thursday. While here he will comple negotiations for a new building to be erected near the present location of the Film Building.

Gerald Whitney, popular sales representative for the Denver branch of Producers Distributing Corporation, had a very serious operation performed last Sunday night. His condition was very critical immediately after the operation, but he has shown some improvement during the last week. His many friends among the exhibitors and exchange employees are watching his condition with much anxiety and hope he will soon be on the road to complete recovery.

A. H. Stewart, manager of the Rex and America Theatres of Casper, Wyoming, was a visitor in Denver last week, transacting business with a number of the exchanges. Mr. Stewart is president of the Rex Investment Company, owner of the theatres.

Another distinguished visitor seen along Film Row was James Lynch of Laramie, president of the Wyoming Theatre Managers Association, owner and operator of the theatres in Laramie and one of the leading sportsmen of the community.

Eugene Gerbase, Associated Exhibitors' manager, arrived back in Denver after spending a week visiting exhibitors in the Black Hills.

C. A. Mulock, owner and manager of the Iris Theatre of Thermopolis, Wyoming, made one of his rare visits to Denver, transacting some business and calling on all the boys.

G. E. Rosenwald, Universal's Denver branch manager, made a short trip to Colorado Springs and Pueblo a few days ago.

Sidney D. Weisbaum, manager for F. B. O. has left for San Francisco to attend the annual sales convention of Film Booking Offices of American managers.

Jack Krum, live wire manager for United Artists, recently spent a week visiting exhibitors in Deadwood and the surrounding South Dakota territory.

The Denver Joint Arbitration Board held a very lengthy and interesting session last Friday afternoon, at which several important cases were disposed of.

The grand opening of the new Broadway theatre, Pueblo, Colorado, will take place in about ten days. This theatre will contain about 750 seats and will be Pueblo's most beautiful and up-to-date house.

Seth Perkins, district manager for Metro-Goldwyn-Mayer, has just arrived in Denver from Salt Lake City. He will be in Denver about two weeks visiting with R. J. Garland, local branch manager of Metro.

S. B. Rahn, local branch manager for Pathe, returned to Denver Saturday from Colorado Springs and Pueblo. Mr. Rahn reports a very successful sales trip.

J. H. Ashby, First National manager, also returned to Denver Saturday from a sales trip to Western Nebraska.

A. P. Archer, manager of the local branch office of Educational, has announced that everything is in readiness for the Educational convention which will be held in Denver April 19 and 20. The Albany Hotel will be headquarters for the convention.

Max Roth, assistant to James Grainger, general sales manager for Fox, spent a few days with Mel Wilson, manager of the local branch of his exchange. Mr. Roth left for Salt Lake City Wednesday.

G. E. Rosenwald, Universal manager of Denver, left for Los Angeles, Cal., Friday to attend the annual sales convention of the Universal exchange. He will probably return to Denver in about two weeks.

Gene Sherman, manager of the Sunshine theatre of Albuquerque, New Mexico, is in Denver for a short visit with the various exchanges.

Jack Eaton, manager of the State theatre, is in New York transacting business and conferring with officials of the New York office of his company. He will return to Denver by automobile.

L. Marcus, district manager of Paramount, is expected to leave Salt Lake City for Denver the first part of next week.

Charles Ernst, manager of the Palm theatre of Pueblo, Colo., is visiting the exchanges in Denver this week and making arrangements for future service for his theatre.

Milwaukee

LOUIS SHIMON and William Shapiro who recently leased the Aurora Theatre, Sheboygan, Wisc., from J. O. Schmidt, reopened that house on April 3rd, after completing extensive alterations. A new and modern stage has been installed—a new front and many other improvements. Messrs. Shimon and Shapiro have both been identified for the past several years with a number of successful Milwaukee theatres. Shimon for the last three years was assistant manager and director of advertising and exploitation for the Milwaukee theatre, and Shapiro, in addition to being a seasoned theatrical man, is also an accomplished musician and will introduce to Sheboygan audiences the best of Milwaukee's musical talent by establishing a series of guest recitals. As to their policy in connection with the Aurora, Shimon states: "We hope to win a generous following by presenting the ultimate in reliable entertainment."

Art Roberts, assistant manager of the Milwaukee office of F. B. O., has been left in charge of affairs in that office while S. H. Abrams, the manager is in attendance at the sales convention in the F. B. O. studios at Hollywood which opens April 1. The local manager, in company with M. J. Weisfeldt of Minneapolis, F. B. O. district manager, left Milwaukee Saturday to join other officials at Chicago before starting for the coast.

John W. Heff, manager of the Pastime Theatre at Horicon, Wis., deserted his managerial duties long enough to pay a hurried visit to local film exchange houses last week.

B. Kane of Sheboygan Falls, manager of the Falls Theatre in that town, was another visitor at offices in Film Row recently.

Manager George Levine of the Milwaukee Universal office, and his sales staff, have resumed their duties after spending a few days in Chicago where they attended the Universal's sales conference held in the Drake Hotel March 25 to 27.

William Tracey, formerly with the Producers' Distributing Company's Milwaukee office, has been appointed a member of the F. B. O. sales staff and will work through the northern Wisconsin and upper Michigan territory. He succeeds M. R. Schreinbaum who recently resigned his position to accept a similar one with the Milwaukee office of the Fox Film Corporation.

J. G. Frackman, manager of the local exchange of Progress Pictures, has spent a great deal of his time in recent weeks on business visits with exhibitors operating in towns in Wisconsin.

Charles Bauman, manager of the Star Theatre at Oshkosh which was damaged by fire several weeks ago, was in Milwaukee recently and will soon reopen his theatre. While here he visited several of the local film exchanges and theatre supply houses.

Mrs. Henrietta Eckart of the Palace Theatre at Wisconsin Rapids, transacted business at a number of the offices along Film Row during the past week.

Mr. and Mrs. S. Olson of the Pastime Theatre at Delavan were also among the out-of-town exhibitors who were business visitors of Milwaukee exchange managers during the past week.

Stay free
Hold dates for
BOOKED SOLID
NO OPEN DATES
Universal's
Greater
Movie List

Cleveland

KEITH'S Palace theatre, in Akron, a new house, will definitely open April 19th. Shows will be continuous and the program will be mixed pictures and vaudeville. The house has 2000 seats.

Christy Deibel, manager of the Liberty theatre, Youngstown, and national golf expert, is ill with influenza.

P. J. Wood, secretary of the M.P.T.O. of Ohio was in town last week-end. Wood has been making a tour of the territory in quest of added members.

The register of the Film Exchange Bldg. brought to light the following list of out-of-town exhibitor visitors for the past week: A. G. Constant, who has theatres in East Liverpool and Steubenville; Nat Charnas, whose chief pastime is collecting theatres in Toledo; Joe Trunk, the fellow who puts 'em over at the Strand theatre, Youngstown; August Ilg, whose Ohio theatre in Lorain is one of the prettiest theatres in the territory; John Kessler, Alhambra, Canton; Harry Carl, Opera House, Ashland; Arthur Dunlevy, Strand, Akron; Messrs. Werner and Pfester, of the Crescent theatre, Hicksville, and the Happiness, Sherwood.

F. G. Nafus, who has been associated with John Furrer in the ownership and management of the Rivoli theatre, Defiance, has bought out Furrer's interest in the theatre and is now operating it alone.

M. C. Barth, who is well known in the local field of motion picture exhibition, has recently purchased the Glen theatre, Cleveland, from N. Gerson. Barth formerly had the Majestic.

J. Bronasky is the new owner of the Roma theatre in Bellaire. He recently bought the house from F. E. Childs.

Albert Horowitz last week bought the Castle theatre, 7305 Wade Park Ave. from M. Mottl.

Hats off to William K. Selman of the local Paramount sales force. He is enjoying an orgy of winning prizes. He just came through as a 100 percenter at the national convention. He also won the local sales contest.

The Board of Directors of the Cleveland Motion Picture Exhibitors' Association will hold its next regular meeting on Tuesday of this week. The principal topic of discussion is ways and means to attend the exhibitor convention in Los Angeles. From present prognostications, there'll be about two car loads of northern Ohio exhibitors to join in the general trend westward in June.

Al Mertz, local Universal exchange manager, has received Al Atkinson back into the fold of the local sales force, and has taken on George Wilson, formerly with Pathe.

David Blythe, P.D.C. home office representative, paid the Cleveland office a short visit last week.

Ward Scott, local Fox exchange manager, and D. S. Davidson, in charge of city sales, are among those present on their way to California to attend the national Fox convention. They left Cleveland on Wednesday. Roger Ferri, in charge of Fox publicity in this territory accompanied them.

Clifford E. Almy, for nine years manager of the Cleveland branch for Metro-Goldwyn, is going to Buffalo to manage the Warner exchange there.

Mrs. Elizabeth Dessez, director of the Pathe educational department, was out here last week and appointed Brandon, representative covering Pittsburgh, Philadelphia and Washington, D. C.

Houston

BENNETT FINN has been named manager of the Palace to fill the position made vacant by Elliott S. Forman who left last week for New York. Mr. Finn has been in Houston for two seasons as director of the Palace players, and will continue in this capacity.

The Cozy Theatre, built during the war, has changed its name to the Royal Theatre. Charlie Camp, manager, announced that the policy will be pictures and family musical comedy in the future.

M. Casper, general sales manager of the Harcio Motion Picture Industries, Inc., which will film a picture of Houston, is in town for a short business trip.

Sam Miley has been named director of the Royal Theatre Company, succeeding Virgil Siner who has gone to San Antonio. Miley is well known throughout the south as a director and a comedian.

Tom Kelly who was connected with the Majestic and Palace Theatres early in the season has moved to San Antonio.

Bad weather has again delayed the opening of the Ritz Theatre, which was set for Easter Sunday. It will open at an early date, however.

M. Silverberg, owner of the Crown Theatre, has been in Galveston at the bedside of his wife who has been ill for several days.

Harve-Holland Tent Theatre have moved from their up-town location to the 4200 block on Harrisburg boulevard.

Lew Cody and a troupe of Metro-Goldwyn picture players will be in Houston for a short visit soon, according to a wire from the coast.

SYD CHAPLIN THE MAN ON THE BOX
THEIR BUTTONS

Exploitation for "The Man on the Box" at the Strand Theatre, Memphis, is shown above. The presentation was advertised as a "Korking Komedy Karnival." At left is the lobby display with the clown performer on his miniature bicycle, and at the right is the boy exhibiting the buttons, in a glass jar, alleged to have been "laughed off" the clothing of amused witnesses of the performance.

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents.

Wanted

FAMILY of four would take full charge of your theatre — manager, operator, musician and ticket seller. Fifteen years' experience. Will lease or buy small theatre. Box 665, Motion Picture News, New York City.

CAMERAMAN.— Open soon for local news reel, special stunts, screen prologues, exploitation, amateur photoplays, contests, etc.; want permanent place; salary basis; reliable theatre only; own camera. Address, Rowe, 6855 Vinewood, Detroit, Mich.

MOTION PICTURE PHOTOGRAPHER at liberty, desires position anywhere. Have my own cameras. Write J. H. D., 159 Orchard Street, Elizabeth, N. J.

PIANIST desires engagement to play alone evenings only, in picture theatre within commuting distance from New York City. Box 680, Motion Picture News, New York City.

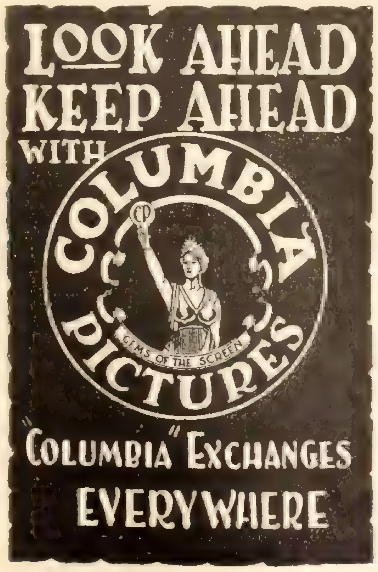
WANTED.—To rent or buy motion picture theatre. Give full particulars in first letter. Mrs. J. Beucher, 2880 Elston Ave., Chicago, Ill.

WANTED.—Portable stereopticon, with or without slides. Spot cash. Must be cheap. Lyric Theatre, Odell, Illinois.

WANTED. — To lease a good theatre or take job as manager. Have had twelve years' experience. Married. Can give best of reference. Address E. L. Marquet, Opera House, Richwood, Ohio.

WANT to lease movie theatre 600 seats or over; anywhere in State of Wisconsin; would consider house somewhat run down, or will buy interest in bona fide proposition where owner wishes to retire; all replies absolutely confidential. Address, Box 660, Motion Picture News, Chicago, Ill.

OPERATOR and electrician with 9 years' experience in large houses; married; wants work at once. W. F. Ingalls, 313 So. "B" St., Oskaloosa, Iowa.


LOOK AHEAD
KEEP AHEAD
WITH
COLUMBIA
PICTURES
GEMS OF THE SCREEN
"COLUMBIA" EXCHANGES
EVERYWHERE

For Sale

SEVERAL used pipe and pit organs of standard makes, completely overhauled, traded on new; Page organs; priced to sell. The Page Organ Company, Lima, Ohio.

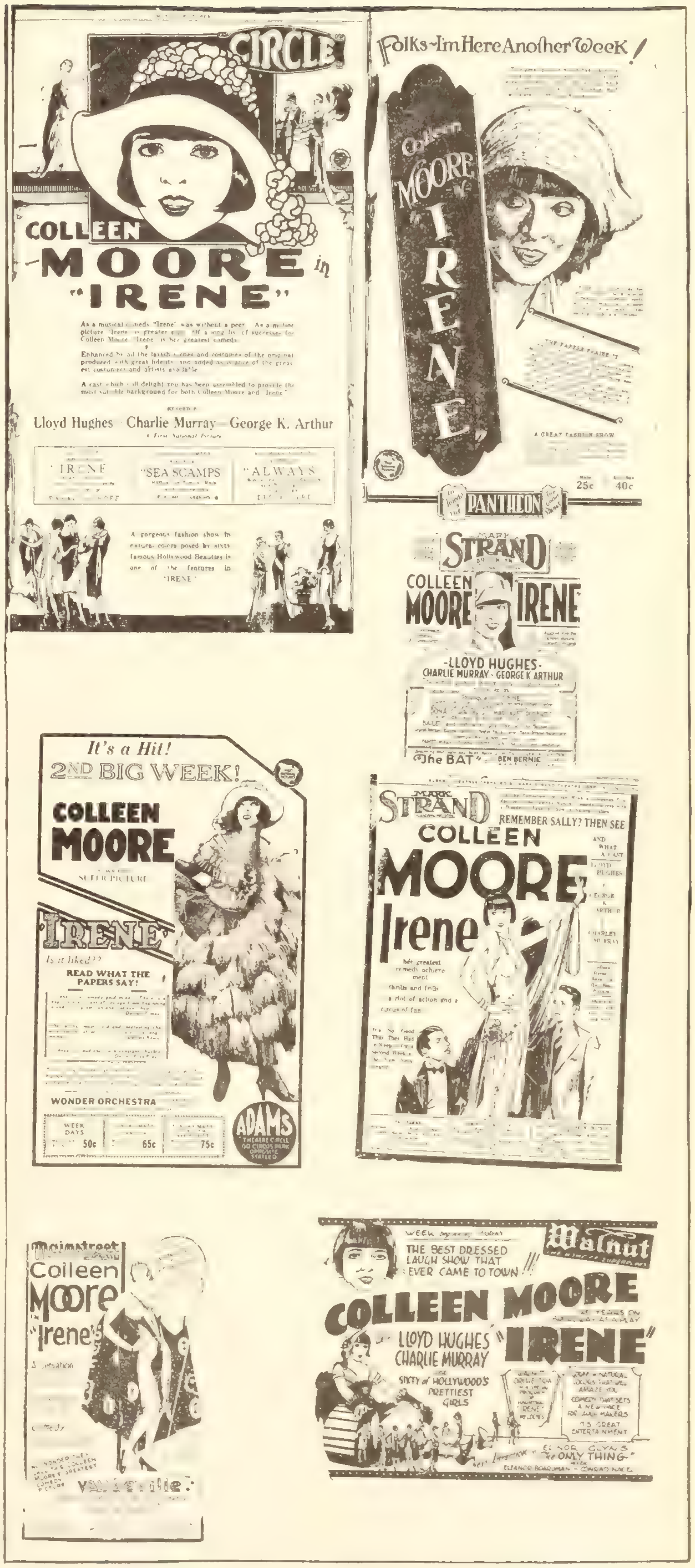
THEATRE for long lease or sale. Fully equipped pictures or road shows. Seating capacity 900. Charles Bellinger, Findlay, Ohio.

PRICED RIGHT for quick sale. Theatre fully equipped, pictures and road shows. Four apartments, store-room. Eastern Pennsylvania town. Box 675, Motion Picture News, New York City.

TWO SIMPLEX MACHINES, complete with motors; fine condition, $300 each; National ticket-selling machine, $50; Brandt Changer (cost $100), $25. Box 82, Canton, Ohio.

FOR SALE. — Beadle's dime novels; invaluable plot material. James Madison, 544 Market St., San Francisco.

DEALERS. — Verascope stands and mechanisms; Edison supermechanisms at bargain prices; Gundlach Radiant lenses, new, 5¼, 5½ and 7-inch focus; value, $45; sell $15 each; like new Kliegl plugs and pin connectors, 5, 15 and 30-ampere, 50 cents each. Brinkman, 607 W. 137th St., New York. Mail only.


CIRCLE
COLLEEN MOORE in "IRENE"
Lloyd Hughes Charlie Murray George K. Arthur
"IRENE" "SEA SCAMPS" "ALWAYS"
Folks-I'm Here Another Week!
Colleen Moore
IRENE
PANTHEON
25c 40c
MARK STRAND
COLLEEN MOORE IRENE
LLOYD HUGHES
CHARLIE MURRAY · GEORGE K ARTHUR
"The BAT" BEN BERNIE
It's a Hit!
2ND BIG WEEK!
COLLEEN MOORE
"IRENE"
READ WHAT THE PAPERS SAY!
WONDER ORCHESTRA
50c 65c 75c
ADAMS
STRAND
REMEMBER SALLY? THEN SEE
COLLEEN MOORE
Irene
Mainstreet
Colleen Moore
"Irene"
Walnut
THE BEST DRESSED LAUGH SHOW THAT EVER CAME TO TOWN!!!
COLLEEN MOORE
LLOYD HUGHES
CHARLIE MURRAY
"IRENE"
SIXTY of HOLLYWOOD'S PRETTIEST GIRLS
ELINOR GLYN'S "The ONLY THING"

With a popular star and an elaborate fashion sequence to exploit, exhibitors found at their disposal ammunition with which to bombard the public with selling points in their advertising for First National's "Irene," judging from the representative displays gathered from newspapers and shown above. These theatres whose ads comprise the group are: Mark Strand, Albany; Mark Strand, Brooklyn; Mainstreet, Cleveland; Walnut, Cincinnati; Adams, Detroit; Circle, Indianapolis, and Pantheon, Toledo.

Pre-release Reviews of Features

The Flaming Frontier

(Universal—8829 Feet)

(Reviewed by George T. Pardy)

A GLORIOUS super-Western throbbing with dynamic vitality, visualizing the stirring days of 1876 when redskin warriors still battled desperately against the white men, and the news of the Custer Massacre sent a thrill of horror throughout the nation. Custer's Last Stand is the big punch scene of a picture that glows with color and realistic action which reaches its stupendous climax in that tragic, never-to-be-forgotten battle on the Little Big Horn. The photography is superb from first to last, offering a wealth of beautiful natural settings, the grouping and handling of the fighting scenes could not be better and a love romance of which Hoot Gibson is the dashing, hard-riding hero neatly interwoven with the historical theme. Dustin Farnum gives a splendid performance as the gallant ill-fated Custer and excellent support is provided by the talented members of a truly all-star cast.

THEME. Western historical melodrama. Deals with days of 1876, Indian fighting, a love romance and Custer massacre in battle of Little Big Horn.

PRODUCTION HIGHLIGHTS. Magnificent photography, atmosphere, continuous thrills, love interest, Gibson's ride for aid, battle episode, all-around fine acting.

EXPLOITATION ANGLES. Bill as greatest Western epic of this particular period. Co-operate with educational centers. Play up big battle. Feature all-star cast.

DRAWING POWER. Any house should pack 'em in with this one.

SUMMARY. Sure-fire box office hit. A great film in every sense of the word. Splendidly acted and directed, action plus all the way up to scene of Custer's Last Stand and crashing climax. Beautifully photographed.

THE CAST

Bob Langdon	Hoot Gibson
Betty Stanwood	Anne Cornwall
General Custer	Dustin Farnum
Lucretia Belden	Kathleen Key
Lawrence Stanwood	Harold Goodwin
Senator Stanwood	George Fawcett
President U. S. Grant	Walter Rogers

Author and Director, Edward Sedgwick. Photographed by Virgil Miller.

SYNOPSIS. Deals with days of 1876, when politician profiteers were selling whiskey and arms to the Indians. Bob Langdon, army scout, gets a West Point appointment, surrenders it to cover up scandal in which Lawrence Stanwood, brother of Betty, the girl Bob loves, is involved. He returns to Custer's command. Custer attacks Indians on Little Big Horn, is outnumbered. Bob rides to bring reinforcements which fail to arrive. Custer and his men are slaughtered. Bob wins Betty.

Hoot Gibson, featured in "The Flaming Frontier," a Universal production.

The Flaming Frontier (Universal)

PRESS NOTICE

A STUPENDOUSLY realistic picture dealing with the days of 1876 in the wild West and the Custer Massacre—"The Flaming Frontier," a veritable epic of American history, into which an appealing love romance is woven; will be the banner attraction at the ——— Theatre on ———.

Hoot Gibson plays the hero scout who after being expelled from West Point for shielding the brother of the girl he loves from scandal, rejoins Custer's command, and rides furiously thro the lines on the fated day of the massacre in an attempt to bring aid to his comrades. A wonderful film, as artistic as it is thrilling.

CATCH LINES

The great Super-Western thriller, a historical picture and throbbing realistic romance no one can afford to miss!

"Custer's Last Stand!"

The Greater Glory

(First National—Eleven Reels)

(Reviewed by Frank Elliott)

EVERYONE identified with the making of this production may well feel proud. The producers claim that it took a year to make it. The result proves the statement not exaggerated, for there is meticulous care evidenced throughout in an effort to obtain realism without regard for expense. Here is a picture of massive sets of throng-packed scenes, of luxurious moments in the haunts of those made rich by the misfortunes of others, of heart-tugging sequences depicting the sorrows of those whose lives have been shattered by war's unrelenting hand. Superb camera work is present throughout, especially in the large groupings, in the mobilization shots, in the sky ridings of the horsemen (remindful of "The Four Horsemen") and other allegorical views. While Conway Tearle and Anna Q. Nilsson are acceptable in the star roles. much credit must also go to Lucy Beaumont who gives a touching portrait of Tante Tilde and May Allison as Corinne.

THEME. Romantic drama of a girl's sacrifice in war-torn Austria; banished from home she later comes to the rescue of all those who formerly shunned her.

PRODUCTION HIGHLIGHTS. The cafe episode and the falling of Fanny and von Hartig from balcony into river.

EXPLOITATION ANGLES. Play this up as a real super-production. Boost Anna Q. Nilsson, Conway Tearle, May Allison and other well known stars.

DRAWING POWER. Suitable for the finest everywhere.

SUMMARY. An elaborate and worth while offering which paints in stirring pictures Vienna life before and after the war. Acted by a notable array of players.

THE CAST

Tante Ilde	Lucy Beaumont
Fanny	Anna Q. Nilsson
Corinne	May Allison
Gustav Schmidt	Jean Hersholt
Count von Hartig	Conway Tearle
Lieut. von Hartig	Thur Fairfax
Irma	Katherine Chambers

Based on Edith O'Shaughnessy's novel, "The Viennese Medley." Directed by Curt Rehfeld. Photographed by John Boyle.

SYNOPSIS. Fanny, daughter of Austrian aristocracy, becomes outcast from family. Reduced to scrubbing woman by incident and vicissitudes of war, she becomes mistress of Gustav Schmidt, who has become rich. Eventually she comes to aid of all those who cast her out, when they are reduced to starvation by war. Fanny becomes toast of Vienna but eventually chooses count in preference to luxury with Schmidt, when former returns to her.

Conway Tearle, featured in "The Greater Glory," a First National production.

The Greater Glory (First National)

PRESS NOTICE

"THE GREATER GLORY." will come to the ——— theatre, commencing ———.

The plot of this massive production deals with life in Vienna before and after the World war and relates the poignant heart story of one girl who was caught in the swirling eddy of events. It is a tragedy without tears, a conflict without arms, the throbbing atmosphere of war without the actual field of action.

Conway Tearle, Anna Q. Nilsson, Lucy Beaumont, May Allison, Ian Keith, Jean Hersholt and Hale Hamilton are just a few of the popular players who interpret the roles in this dynamic drama.

CATCH LINES

All the atmosphere of war's cataclysm without a single war scene. A drama of the war's greatest sacrifice!

The most amazing drama of all time—one whole year in the making!

The Gilded Highway

(Warners Brothers—6900 Feet)

(Reviewed by George T. Pardy)

RATHER a sorry article of entertainment! The story recalls the old-time stage melodrama at its sentimental and crudest worst, there's a fine cast in evidence, but the members are hopelessly handicapped by the awful roles they have to struggle with and the uncompromising foolish drift of a superlatively silly yarn. Director J. Stuart Blackton certainly hadn't much of a plot to tackle and possibly did his best under distressing conditions, but his best wasn't enough to keep interest in this film alive, except in spots. It's the sort of picture that intelligent audiences will either be bored by, or find amusement in kidding the supposedly pathetic situations. Macklyn Arbuckle, always an accomplished artist, furnishes an excellent character sketch of the father of the fool Welby family, Dorothy Devore is good to look at, others work hard but can't achieve much.

THEME. Melodrama. Welby family comes in for money, which spoils whole outfit. They live the high life until broke, later repent, parted lovers are united.

PRODUCTION HIGHLIGHTS. The clean-cut characterization of old Jonathan Welby contributed by Macklyn Arbuckle, comedy relief, scene where Welbys learn of the fortune being left them. The parties. Episode in which lovers come together again.

EXPLOITATION ANGLES. Harp on slogan that "riches don't bring happiness!" Bill as melodramatic romance, stress heart appeal. Feature Macklyn Arbuckle and Miss Devore.

DRAWING POWER. May get by at daily change houses, or as half of a double bill.

SUMMARY. Dreary mixture of forced pathos and melodrama. Story lacks conviction, leaks maudlin sentiment. Acting O. K., but roles impossible. Macklyn Arbuckle good in father part. Picture won't pass critical patrons, has no real sympathetic lure.

THE CAST

Primrose Welby	Dorothy Devore
Jack Welby	John Harron
Jonathan Welby	Macklyn Arbuckle
Irene Quartz	Myrna Loy
Mrs. Welby	Florence Turner
Uncle Nicholas Welby	Sheldon Lewis
Amabel Price	Andre Tourneur

Author, W. B. Maxwell. Director, J. Stuart Blackton. Photographed by Nick Musaraca.

SYNOPSIS. Rich uncle dies, leaves money to Welby family. Results are disastrous. Young Jack Welby abandons Amabel, girl he is engaged to; his sister quits her fiance Hugo, the whole family go in for high living. In the end when broke, they come to their senses, but not before all experience considerable grief. A faithful former servant who runs their old home as a boarding house comes to their assistance. The lovers are reunited.

Dorothy Devore, appearing in "The Gilded Highway," a Warner Bros. production.

The Gilded Highway (Warner)
PRESS NOTICE

A DRAMA of surpassing heart interest, a double love romance and incidents replete with human sympathy are the characteristics of "The Gilded Highway" featuring Dorothy Devore and John Harron, scheduled as the big screen attraction at the ——— Theatre on ———.

The narrative deals with the fortunes of the Welby family, a contented lot until left a fortune by a rich uncle's will. They follow the bright lights and fast life, Jack Welby forsakes the girl he loves and his sister deserts her fiance, and not until they are broke do the revelers come to their senses. In the end the lovers are reunited.

In support, Macklyn Arbuckle, Myrna Loy, Florence Turner, Sheldon Lewis, Andre Tourneur.

CATCH LINES

Wealth brought new distractions, but not happiness, for Love was neglected but triumphed in the end!

When Riches flew in at the window, Love flew out of the door, thus reversing the old proverb!

Kiki

(First National—8299 Feet)

(Reviewed by George T. Pardy)

THIS film version of David Belasco's big stage success looms up as a worthy successor to the original entertainment. It gets over with unfailing zip and unbounded merriment, provides Norma Talmadge with a role in which that noted star shine resplendent and measures up as a comedy that will delight fans in general and register rich box office returns. You never get tired watching the antics and artful plotting of this Paris street-girl heroine, who graduates from the status of newspaper peddler to chorus girl, fixes her somewhat tigerish affections on a theatre manager, ousts her rival with impish cunning and swarms into the finale with her marital quarry safely hooked. Miss Talmadge is an ideal Kiki, always amusing, but manages to shade the humor of the part with a touch of pensiveness, like the genuine artiste she is. Ronald Colman a likeable hero, support capital.

THEME. Paris chorus girl falls in love with theatre manager, has star actress for rival, fascinates him, successfully evades plotters, outwits star, gets man.

PRODUCTION HIGHLIGHTS. Excellent theatrical and Paris atmosphere and settings. Star's work. Scenes where Kiki drinks too much champagne and fakes a catalepsy.

EXPLOITATION ANGLES. Refer to successful Belasco stage production. Bill as sparkling French romantic comedy. Feature Norma Talmadge, Ronald Colman, Gertrude Astor.

DRAWING POWER. A good card for any house, large or small.

SUMMARY. Has universal appeal, a merry, madcap comedy, with great French atmosphere, handsome settings, smooth, sparkling action. Norma Talmadge a hit in role of the vivacious Kiki. Laughs all the way. Artistic and commercial success.

THE CAST

Kiki	Norma Talmadge
Renal	Ronald Colman
Paulette	Gertrude Astor
Baron Rapp	Marc MacDermott
Adolphe	George K. Arthur
Brule	William Orlamond
Pierre	Frankie Darro

Adapted From Stage Play by Andre Picard. Director, Clarence Brown.

SYNOPSIS. Kiki, Paris street gamin, graduates from newspaper-seller to chorus girl and incurs enmity of Paulette, star and sweetheart of theatre manager Renal. Latter becomes interested in Kiki and a battle of wits and counterplotting takes place between her and the star. Baron Rapp persuades Kiki that Renal loves her rival and she is about to elope with him but gets wise in time. After many adventures Kiki triumphs and wins Renal.

Norma Talmadge, star of "Kiki," released through First National Pictures.

Kiki (First National)
PRESS NOTICE

NORMA TALMADGE'S latest screen success, "Kiki," adapted from the world-famous stage comedy, will be given its local premiere at the ——— Theatre on ———.

This bright and charming picture with its wonderful Parisian backgrounds, sparkling situations and merry romantic theme is universally admitted by the critics to be one of the season's biggest film hits and an unqualified triumph for the star. Miss Talmadge portrays a vivacious little Paris gamin who graduates from street peddler to the chorus, fixes her affections on a theatre manager, plots to win him by hook or crook and does so despite the frantic opposition of a leading actress who wants him.

CATCH LINES

Norma Talmadge's smiles, wiles and beauty irresistible in the pert, fascinating role of the girl who pursued and got "her man"!

The Nut-Cracker

(Associated Exhibitors—Six Reels)

(Reviewed by Frank Elliott)

HERE'S one that should add to the joy of the nations. And, incidentally, it will help put Edward Everett Horton up another notch in the ladder of popularity for here he equals his work in "Ruggles of Red Gap," putting over a thoroughly enjoyable portrait of a hen-pecked husband, who like the proverbial worm—turns. The feature is packed with laughs. They start when Horatio is discovered with another woman by his wife. They continue as the hero under the assumed name of Pete Peters of Peru, pretends loss of memory following an accident, saunters into a broker's office and cleans up by buying the lowest-quoted stock on the board. They grow louder as Pete holds a reception which is attended by his wife whom he falls in love with but keeps up his new role. Then comes the hilarious climax in which the wife determines to make Pete "come out of it," and has him kidnapped and rushed off to his former home where three surgeons await him.

THEME. Comedy. Hen-pecked husband pretends loss of memory, waxes rich, is pursued by other women but again falls in love with wife.

PRODUCTION HIGHLIGHTS. Horatio's dash from home and his awakening in hospital. His lucky strike in broker's office. The arrival of wife and former employer at his sumptuous apartment. The chase. The kidnapping and near-operation.

EXPLOITATION ANGLES. Put on saxaphone contest. Tie-ups with music and book stories. Play up Edward Everett Horton, Mae Busch, Harry Myers.

DRAWING POWER. Suitable for average house. Will please most audiences.

SUMMARY. A good, clean comedy well acted and attractively mounted. Has more than its quota of laughs. Winds up with a whirlwind finish. Good film entertainment.

THE CAST

Horatio Slipaway	Edward Everett Horton
Martha Slipaway	Mae Busch
Oscar Briggs	Harry Myers
Isaac Totten	Thomas Ricketts
Julia Totten	Martha Mattox
Saki	George Kuwa
Hortense	Katherine Lewis

Author, Frederick S. Isham. Directed by Lloyd Ingraham.

SYNOPSIS. Horatio Slipaway is henpecked at home and abused at office. He flees from home. He is injured by street car. Awakening in hospital, he is given $500 to settle case. He pretends he has lost his memory. Gives name of Pete Peters of Peru. He takes a flyer in market and wins fortune. Takes apartment, furnished a la Peru. Eventually discovered by wife. Threatened with operation to restore memory, admits he's Horatio. Happy reunion ensues.

Mae Busch, featured in "The Nut-cracker," an Associated Exhibitors' release.

The Nut-Cracker (Associated Exhibitors)

PRESS NOTICE

HEADED by Edward Everett Horton and Mae Busch, an all-star cast will appear on the ——— screen, commencing ——— in "The Nut-Cracker," an adaptation of Frederick Isham's famous story which is replete with excruciatingly funny situations. With Horton as the hen-pecked and unhappy husband of Miss Busch, in a gingham apron and with a sharp tongue, the picture begins its hilarious unreeling. Mae didn't appreciate hubby until one day he became rebellious, left home, was struck by trolley, pretended loss of memory and went through the hoax with the most unexpected and mirth-provoking results. You bet in the end Mae did appreciate him.

CATCH LINES

You'll find him living everywhere—this mild, meek, peaceable person who wants to be left alone with his innocent hobbies—and is kept in torment by a wife!

The Non-Stop Flight

(F. B. O.—Six Reels)

(Reviewed by M. T. Andrews)

IT was inevitable that one of the most colorful incidents of current times should find its way to the screen. Accordingly, we have here the famous Non-Stop Flight of the U. S. Navy giant seaplane, PN 9, from San Francisco to Hawaii. Emilie Johnson wrote a story of drama and adventure into the great ocean passage, and the plot is not altogether plausible or commensurate with the main theme, which deserved more dignified treatment. After an exceptionally fine first reel, where the director shows flashes of skill in introducing characters, the action slackens. However, the big rescue scene and fight with Chinese coolies, plus the heart-gripping opening and smashing climax sustains fairly good interest throughout. Knute Erickson gives a virile, convincing characterization of the Swedish captain Bob Anderson, as the Swedish mechanic on the PN 9, almost steals acting honors with his comedy.

THEME. Melodrama. Story of adventure is woven into Non-Stop Flight of U. S. Navy seaplane PN 9, dealing with Chinese smuggling and love affair.

PRODUCTION HIGHLIGHTS. The excellent photography and fine characterizations by Knute Erickson and Bob Anderson. Fast action and thrills. The fight with Chinese coolies off the California coast, good subtitles. Satisfactory climax.

EXPLOITATION ANGLES. You should be able to obtain co-operation on picture from Navy posts. Refer to newspaper publicity given the flight. Stress thrill stuff.

DRAWING POWER. Suitable for neighborhood and smaller houses.

SUMMARY. Offers remarkably fine views of the famous Non-Stop Flight executed by Navy seaplane PN 9. Weaves in not particularly strong romance, but there are enough melo thrills to keep the interest alive. Will please average fan.

THE CAST

Lars Larson	Knute Erickson
Anna Larson	Marcella Daly
Eric Swanson	Bob Anderson
Marie Larson	Virginia Fry
Jack Nevers	C. Ogden
Jan Johnson	Frank L. Hemphill
Pilot	Skiles Ralph Pope

Author, Emilie Johnson. Director, Emory Johnson. Photographed by Gilbert Warrenton.

SYNOPSIS. Captain Lars Johnson returns from voyage, finds wife missing, supposes she has eloped. Bitter against world, he turns smuggler. Twenty years later U. S. seaplane makes forced landing on island. Crew finds old man and Larson's daughter, Marie. Nevers, second mate, falls in love with Marie. Latter is claimed by Ah Wing. Fight with coolies follows. U. S. submarine comes and rescues all white people.

Skiles Ralph Pope, star of "The Non-Stop Flight," an F. B. O. production.

The Non-Stop Flight (F. B. O.)

PRESS NOTICE

"THE Non-Stop Flight," dealing with the recent world-famous voyage of U. S. Seaplane PN 9, and offering a story rich in romance and melodramatic thrills, will be shown on the screen of the ——— Theatre on ———.

The narrative deals with a Swedish sea captain, who supposes his wife to have deserted him for a lover, is embittered against the world, turns smuggler and is the unconscious means of delivering his own daughter, of whose identity he is unaware, into the power of Chinaman Ah Wing. The seaplane makes a forced landing on an island. Second mate Nevers falls in love with Larson's daughter Marie. A fight with collies follows and a rescue achieved by a U. S. submarine.

CATCH LINES

An epic of Old Ocean, offering some of the most remarkable and realistic views ever filmed!

Forbidden Waters

(Producers Distributing Corp.—5333 Feet)

(Reviewed by George T. Pardy)

A LIGHT, breezy farce comedy, not much to the plot but plenty of smoothly-flowing swift action, snappy situations that are real laugh-getters, all-in-all a picture that provides pleasant entertainment and will satisfy a majority of patrons. The director has managed to deftly inject quite a few thrills into the progress of events, thrills that teter you on the tenter-hooks of suspense, even though the spirit of burlesque melodrama lurks in the background. In fact Alan Hale's smart direction is responsible for holding up much of the interest of a slender story, aided by excellent work of principals and supporting cast. Priscilla Dean never looked more alluring and enters into the role of Nancy with unfailing zest and keen appreciation of its humorous opportunities. Walter McGrail gets a lot of fun out of his impersonation of the kidnapped hubby, other performances first chop!

THEME. Comedy. Young divorced wife gets in financial trouble, sends for ex-hubby, accepts his aid, saves him from designing blonde, remarries him.

PRODUCTION HIGHLIGHTS. Capable direction and clever acting of principals and supporting cast. Motorcycle cop's pursuit of heroine, chase across marshes, kidnapping of Austin by ex-wife, mysterious night shooting. Grand finale on island.

EXPLOITATION ANGLES. Play up unique notion of divorced wife immediately starting campaign to regain hubby. Bill as amusing farce comedy. Feature Miss Dean.

DRAWING POWER. Good for any house where star is favored or light comedy holds 'em.

SUMMARY. Bright farce comedy, presents Priscilla Dean in alluring role, star gets all the humor out of her part, is well supported. Lightly constructed plot, but well directed, amusing, puts over thrills, registers some suspense. A likely card.

THE CAST

Nancy	Priscilla Dean
J. Austin Bell	Walter McGrail
Nugget Pete	Dan Mason
Sylvester	Casson Ferguson
Ruby	De Sacia Mooers
Detective	William Smith

Author, Percy Heath. Director, Alan Hale. Photographed by Georges Benoit and William Coopersmith.

SYNOPSIS. Nancy gets a Reno divorce from her husband, J. Austin Bell, is afterwards pinched for speeding, has no funds and wires Bell for aid. He arrives, pays the fine and falls into the clutches of a clever blonde crook girl and her pal. Nancy fights to prevent Bell being ensnared by the blonde and they have many adevnutres which wind up on Duck Island in Forbidden Waters, where Nancy and Bell are again united, the crooks that have followed them arrested and all ends happily.

Priscilla Dean, star of "Forbidden Waters," a Producers Distributing Corporation release.

Forbidden Waters (Producers Dis. Corp.)

PRESS NOTICE

A SPARKLING farce comedy, scintillating with wit, filled with snappy situations and starring Priscilla Dean, is that well-known screen favorite's latest vehicle, "Forbidden Waters," scheduled to be shown at the ——— Theatre on———.

The versatile Miss Dean is seen in a great comedy role, that of a young wife who finds herself in financial difficulties immediately after getting a divorce, and has to appeal to her ex-hubby for aid, which he gives, with the result that she is moved to protect him from a blonde adventuress and ends up by remarrying him.

A brilliant supporting cast is in evidence.

CATCH LINES

Watch for the great chase across the marshes, the expose of the crooks by Nugget Pete, the kidnapping of hero by his ex-wife—some of the big thrills in "Forbidden Waters."

His Jazz Bride

(Warner Brothers—6900 Feet)

(Reviewed by George T. Pardy)

WITH both title and plot shrilling the modern note sharply this picture ought to fetch 'em in and get a majority satisfaction vote. The main theme is, of course, as old as the jazz age itself in atmosphere, and marital troubles where a gay young wife insists on stepping about and spending dough lavishly have been a fruitful source of dramatic material long before films were thought of. But it's the treatment that counts, and director Herman Raymaker has given the fans just what the average moviegoer wants in the line of hectic appeal, hurry-up action, liquorish parties, tidal waves of passionate love, etc. The result is entertainment of a sort that can be depended upon to score decisive box office hits. Marie Prevost, as the flapperish spouse, is cast in a role suiting that vivacious young person in every detail, Matt Moore is good, support pleasing.

THEME. Jazz drama. Young wife joins fast set, husband unable to restrain her. With drunken party aboard steamer, they are saved when ship sinks. She reforms.

PRODUCTION HIGHLIGHTS. Expert direction, good acting by principals and cast. The feverishly fast action, handsome settings, colorful backgrounds and sets, jazz appeal. Scene where steamer's boilers explode and hero and heroine are saved.

EXPLOITATION ANGLES. You can promise them a real zippy story, with loads of jazz stuff, love romances, color. Play up steamer explosion thrill. Feature leads.

DRAWING POWER. Has universal appeal, good for any house.

SUMMARY. Well directed jazz drama, has color and swift action, puts over a big thrill in scene where steamer disaster occurs. Will appeal to a large fan majority, clever treatment varnishes up old theme with great success.

THE CAST

Gloria Gregory	Marie Prevost
Dick Gregory	Matt Moore
Stanley Wayburn	John Patrick
Jim Carewe	Don Alvarado
May Seymour	Mabel Julienne Scott
Alec Seymour	George Irving
Edward Martindale	Gayne Whitman

Author, Beatrice Burton. Director, Herman Raymaker.

SYNOPSIS. Gloria Gregory's extravagance causes trouble for her husband Dick. She is influenced by a chum, May Seymour, and both are jazz-crazy. Alec Seymour accepts a bribe as inspector and passes an unsafe steamer as seaworthy. The boat is put in excursion trade. Gloria is aboard on a trip Dick reaches the vessel and tries to warn the captain and passengers but is ignored. The boilers explode. Dick and Gloria are saved. She reforms.

Marie Prevost, featured in "His Jazz Bride," a Warner Bros. production.

"His Jazz Bride" (Warner)

PRESS NOTICE

MARIE PREVOST and Matt Moore play the leading roles in "His Jazz Bride," the up-to-date, colorful drama of youthful married life which comes to the screen of the ——— Theatre on ———.

Hectic thrills, joys, comedy and near tragedy are all included in this stirring story of the flapper wife whose disregard of the conventions and extravagance nearly wreck the lives of herself and loyal husband. Marie Prevost has never been seen to such great advantage than in the character sketch of the heedless young wife, and a smashing melodramatic punch is scored in the scene showing the sinking of a steamer, while its reckless passengers dance and drink.

CATCH LINES

John Patrick, Mabel Julienne Scott and George Irving play important roles in this greatest of modern life dramas!

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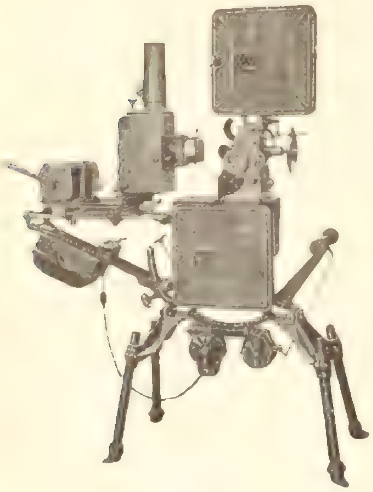

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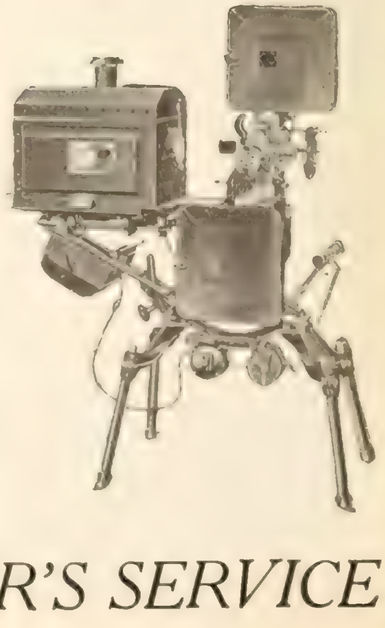

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POWER'S DISTRIBUTORS GIVE POWER'S SERVICE

THEATRE MANAGEMENT
EQUIPMENT CONSTRUCTION OPERATION

Patrons Elect Winners of Staff Contest

California Chain Uses Questionnaire to test Public's Opinion of Service

GOING directly to the public for the public's opinion of the service accorded patrons of various theatres operated by the organization, is the method which has been put into effect by the Venice Investment Company, owners of eight theatres in Southern California.

The means adopted in this unique plan to learn definitely the effect upon the theatre patrons of the "courtesy code" in force at the various houses of the company, is an "Employee's Service and Courtesy Competition," with prizes for the attaches who receive the largest share of public commendation through the return of questionnaires distributed at the theatres.

The plan is being executed by Jack Retlaw, general manager of the organization, who is well known as a theatre executive through his several prominent associations in California. Retlaw served as the general manager of the 1924 and 1925 Greater Movie Seasons for Los Angeles and Southern California.

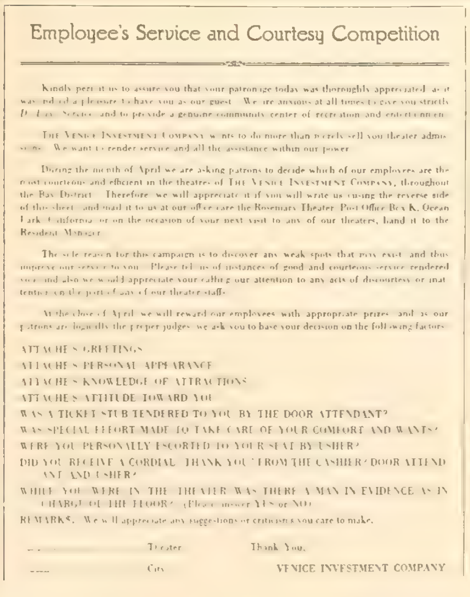
The idea worked out in the questionnaire and the prize competition covers two important phases of theatre operation, in that the contest itself is designed to stimulate the interest and efforts of the employees, while the questionnaire will produce direct evidence as to the effectiveness of their service system as a definite box office asset.

Service which emphasizes courtesy toward the patrons of the theatre is a business builder of established value. Possibly no phase of theatre management today is receiving more attention from the leading theatre operators than this recognized box office asset.

After all has been said and done, the service system of a theatre justifies itself when it wins the public approval and works day in and day out toward the continued patronage of a theatregoer who has been pleased with treatment received while the "guest" of the management. Rules and systems which attain perfection in the execution of ideas and theories of a house manager or personnel director, or supervisor of service, do not necessarily represent the last word in "service." According to "the book," written by one who has made a study of service, the ushers and the other employes coming into contact with the public may be the last word in perfection, but it remains for the reaction of the mass of the theatregoers, the man in the street, to say whether or not the system is paying dividends in keeping the regular patron pleased and winning new patrons from among the ranks of the casual attendees.

The conventional note in the program, inviting, soliciting patrons to inform the management, of any case of discourtesy or incivility on the part of employes, is worth the paper it's printed on, if for no other reason than that it represents a public avowal of a desire to please the patron. But experience shows that patrons will not communicate their grievances, if they have grievances, because of these notices.

The entire scheme which is being put into execution by the Venice Investment Company is explained in the questionnaire which is reproduced on this page. The complete details of the plan may be discovered without difficulty by reading the message to the public contained in that reproduction. The questionnaire is printed on a sheet of regular typewriter size bond paper. It is being distributed at the eight theatres of the company. These include the Capitol and Art, Redondo Beach; Metropolitan, Hermosa; Criterion, Santa Monica; California and Neptune, Venice; and the Dome and Rosemary at Ocean Park.



Employee's Service and Courtesy Competition

Kindly permit us to assure you that your patronage today was thoroughly appreciated, as it was indeed a pleasure to have you as our guest. We are anxious at all times to give you strictly De Luxe Service and to provide a genuine community center of recreation and entertainment.

The Venice Investment Company wants to do more than merely sell you theater admissions. We want to render service and all the assistance within our power.

During the month of April we are asking patrons to decide which of our employees are the most courteous and efficient in the theatres of The Venice Investment Company, throughout the Bay District. Therefore, we will appreciate it if you will write us (using the reverse side of this sheet) and mail it to us at our office care the Rosemary Theater, Post Office Box K, Ocean Park, California, or on the occasion of your next visit to any of our theaters, hand it to the Resident Manager.

The sole reason for this campaign is to discover any weak spots that may exist and thus improve our service to you. Please tell us of instances of good and courteous service rendered you, and also we would appreciate your calling our attention to any acts of discourtesy or inattention on the part of any of our theater staff.

At the close of April we will reward our employees with appropriate prizes, and as our patrons are logically the proper judges, we ask you to base your decision on the following factors:

ATTACHE'S GREETINGS
ATTACHE'S PERSONAL APPEARANCE
ATTACHE'S KNOWLEDGE OF ATTRACTIONS
ATTACHE'S ATTITUDE TOWARD YOU
WAS A TICKET STUB TENDERED TO YOU BY THE DOOR ATTENDANT?
WAS SPECIAL EFFORT MADE TO TAKE CARE OF YOUR COMFORT AND WANTS?
WERE YOU PERSONALLY ESCORTED TO YOUR SEAT BY USHER?
DID YOU RECEIVE A CORDIAL "THANK YOU" FROM THE CASHIER, DOOR ATTENDANT AND USHER?
WHILE YOU WERE IN THE THEATER WAS THERE A MAN IN EVIDENCE AS IN CHARGE OF THE FLOOR? (Please answer YES or NO)
REMARKS. We will appreciate any suggestions or criticisms you care to make.

_____ Theater Thank You.
_____ City VENICE INVESTMENT COMPANY

Questionnaire to determine winner of "courtesy contest" by vote of patrons. Used by Venice Investment Company for chain of theatres in southern California.

Equipment

Fixtures

By P. M. ABBOTT

WE were recently shown through the exhibit rooms of a maker of theatre lighting fixtures. We saw there more than a variety of brass, glass and gold trimmed chandeliers and wall brackets; ornamental fountains, pictures artistically illuminated and many other objects that we could well imagine adding atmosphere to some nook or corner of a theatre where on display. We mentioned our ideas concerning the uses for these objects to the manufacturer, and were told that they were designed for exactly those purposes.

This manufacturer, in our opinion is up to the times—working along the lines of the theatre of to-morrow.

Modern pictures and theatres have gained for this industry the success it now enjoys. But for greater success we can hardly look to a material improvement in the modern theatre—not in pretentiousness or quality.

YET we firmly believe that the theatre of to-morrow will be different and that it will instigate greater patronage from that part of the public that are not now vitally interested in pictures.

For these new theatres will be designed and appointed to give originality and character—each theatre will have its own distinctive atmosphere.

Such pleasing and inviting touches as the lighting fixture manufacturer is providing, displays of fine arts—and most important—color. These are a few of the factors that will go toward making the theatre of to-morrow different—perhaps as different as the elaborate structures of to-day are to the picture houses of ten years ago.

Stolte Booking for Blank Chain

Cunningham Succeeds To Managership of Capitol, Des Moines

A. G. Stolte, for some time past manager of A. H. Blank's Capitol Theatre in Des Moines, has taken the position of head booker of photoplays and stage attractions for that organization. Mr. Stolte is familiar with the work of the new post which he has assumed, having held the office several years ago.

The announcement of Stolte's promotion to his new charge was made last week by the Blank organization.

He will be succeeded as manager of the Capitol by Arthur Cunningham, formerly manager of the Strand theatre in Omaha, and who has been with the Blank organization for nearly six years. Cunningham announced that no changes will be made in the personnel of the Capitol.

Miniature Revues at Fox Philadelphia Last Week

Two excellent miniature revues featured the surrounding bill at the Fox theatre, Philadelphia, last week. They were Harry Carroll's "Arabian Nights Revue," a colorful medley of songs and dances, and Lee Mattison and his Syncopated Funsters. The settings and costumes were elaborate and artistic. The feature was "Too Much Money." During Easter Week, Karyl Norman, "The Creole Fashion Plate," was the headliner at the Fox.

Waring's Pennsylvanians scored another big hit in their final week at the Stanley in an original presentation entitled "Campus Frolic." The feature was "Behind the Front."

Ascher Vaudeville Dept. Books for 3 Fox Houses

Ascher Brothers have enlarged their vaudeville booking department in charge of Harry Beaumont, who is now buying acts, not only for nine Ascher houses in Chicago, but for the Fox houses in Detroit, Philadelphia, Cleveland and Buffalo. Further enlargements of the buying activities of the department of Ascher Brothers are expected at an early date.

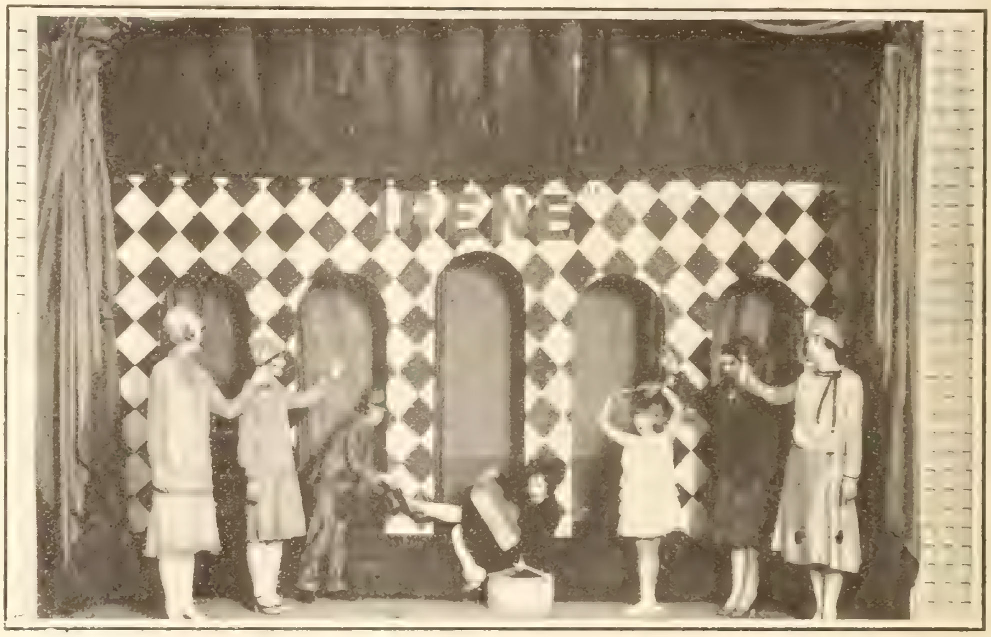
Francis Celebrates His Tenth Year as Lincoln Manager

Frank M. Francis celebrated his tenth year as manager of the Lincoln and Rex theatres in Charleston, Ill., on April 1st. The houses are operated by the Charleston Theatre Company.

Charleston, which has a population of [illegible], has been a non-competitive town for the last eight years.

Need Permits to Enter Contests

St. Paul public school children may not participate in Charleston contests unless given a permit from the office of Mayor Arthur Nelson and no child is to receive a permit whose work is below grade in school. Children are required to be more than 10 years old.



PROLOGUE FOR "IRENE"

One of the presentations staged with local talent for special features at the Grand at Ennis, Tex., is shown above. It was a miniature musical review carrying out the fashion show idea of the First National production starring Colleen Moore.

Local Talent Nights Supply Players for Prologues at Small Town Theatre

Sandberg Builds Receipts With Presentations Staged at Grand, Ennis, Texas, for "Specials"

Harry G. Sandberg, Manager of the Grand, Ennis, Texas.

Russell F. Brown, of the McDonald Theatre in Eugene, Ore., related the interesting and remarkable accomplishments in the presentation field with a local stock company as the source of supply for talent, in this department. Before page proofs on Mr. Brown's article reached this desk, *THEATRE MANAGEMENT* received a communication from Harry G. Sandberg, manager of Robb and Rowley's Grand & Jewel Theatre, Ennis, Texas, informing us of his successful experiments and achievements in the field of presentations enacted by talent wholly local and amateur.

Mr. Sandberg has done a most unusual thing in his presentation enterprise- that being the direct tie up of box office interest in "local talent nights" and "Prologues." Both on their own account have been used to promote the interests of the picture theatres, but the idea of making one contribute to the interest in the other is a piece of showmanship of marked ingenuity.

The "local talent nights" at the Grand are in effect try out for the prologue production which Sandberg puts on with "special" photoplays at his theatre.

We are reproducing above a photo showing Mr. Sandberg's prologue for "Irene." The stage at the Grand is shallow and rather narrow in the bargain, but as will be discovered by a study of the photo, it is plain that a bit of ingenuity in stagecraft will enable the director to accomplish a good "flash act" even within the restricted limits of a mere platform.

Sandberg introduced "presentations" to Ennis at the Grand a short time ago, and the idea proved a "go" from the start. The newspaper greeted the innovation with enthusiasm, a reflection of the attitude of the Grand's patrons. The initial production was a prologue for "A Kiss for Cinderella." Two weeks ago Sandberg put on a presentation for "Irene," it went bigger than ever and now presentations at frequent intervals will be offered regularly at the theatre.

"I personally believe that the small town audiences will appreciate and turn out better for prologues than those in the larger cities, and I have now had the experience of both," says Sandberg.

Add Book of Violin Pieces to "Whole World" Series

A new work, "Operatic Violin Pieces" has been added to the "Whole World" series of music selections published by D. Appleton and Co., New York. The addition to this exhaustive library of music, used as an authoritative and complete source of supply and inspiration by musical directors at many motion picture theatres, contains choice selections from every one of 53 world-famous operas.

New Policy at Rialto, New York

Publix Inaugurates Long Run Plan With "For Heaven's Sake"

THE Rialto theatre this week joined the group of Broadway picture theatres operating on a policy of extended engagements, the switch from the weekly-change plan being inaugurated with the presentation of Harold Lloyd's "For Heaven's Sake."

The Lloyd vehicle will occupy the house for several weeks—estimates at present being that "For Heaven's Sake" will last fourteen or fifteen weeks at least—and at the expiration of this engagement another picture of the "special" class will go into the Rialto for an indefinite run.

Surrounding programs offered with the pictures presented at the Rialto under the new policy will be less pretentious than those attempted heretofore, when they were supplemental attractions. With the specials as attractions at the Rialto, the presentations will consist of an overture, one or two short screen features and a prologue.

The current bill at the Rialto includes "Tunes of the Day" as an overture; the Rialto Cinemevents; "Sons of the Surf," a Bruce Scenic; an organ solo and a prologue headed by the Melody Sextette.

Gus Edwards Presentation at Rivoli This Week

Gus Edwards offers his second presentation for Publix Theatres Corporation at the Rivoli, New York, this week. "Kids in Kandyland," a blend of song and dance numbers, is the title of the act. It is a confection in name and spirit—the settings and costumes carrying out the candy-shop idea. There are bon bons, kisses, lolly pops, peppermints, gumdrops, etc. The Kandy Makers Quartette sings "We Make Life Sweeter" and as a finale the entire company presents the "Parade of the Lolly Pops."

"The Blind Goddess" is the featured photoplay, with "Songs of Scotland," a Famous Melody Series film, and Rivoli Movievents making up the other screen offerings.

Montmartre Atmosphere in Capitol Presentation

The Parisian locale of the picture "Kiki" strikes the keynote of the presentation offered in conjunction with the Norma Talmadge vehicle this week at the Capitol Theatre in New York.

The main stage number is called "Carnival Montmartre." Vlasta Maslova, Russian Ballerina, has been retained for another week to dance one of the principal roles. She appears in a number called "Flirtation," with Bayard Rauth as a partner, and Alice Wynne. Doris Niles and Dan McCarthy present a "Danse Apache." The augmented Ballet Corps contributes to the picturesque background.

Kibbler Orchestra Allen Feature

The Gordon Kibbler Orchestra headed the stage attractions at the Allen, Cleveland, last week. "Ave Maria" sung by a ladies quartet was offered as a seasonal addition to the presentation program, which also included Ina Haywood, and a group of violin solos by Rubinoff.

The MANAGER'S OFFICE

FRANK GRAPHENBACH, associated with the Blue Mouse Theatre in Seattle for several years, has been appointed house manager of the Blue Mouse Theatre in Tacoma by John Hamrick. He succeeds Ned Edris, who resigned to take up a new association with the Northwest theatre chain.

B. W. SIMON, formerly manager of the City theatre and the Academy theatre in New York for Fox, has been transferred to manage the Fox Washington in Detroit.

WALTER D. SHAFER, for the past five years manager of the Fox Washington, Detroit, resigned that connection to become general supervisor of theatres for the Woodward Theatre Company, of which Henry S. Koppin is president. The Woodward chain now numbers 14 theatres, having acquired three additional houses within the past three months.

Waring's Pennsylvanians at Met, Washington

Waring's Pennsylvanians are playing a return engagement at Crandall's Metropolitan, Washington, D. C., this week. It is the first appearance of this popular musical organization at the Metropolitan since last year, when they scored heavily with the Washington public.

While the presence of Waring's Pennsylvanians on the bill at Crandall's Metropolitan theatre this week necessarily precludes the presentation of a concert overture by the Metropolitan Symphony, Daniel Breeskin, conductor, nevertheless has arranged a musical setting for the pictured subjects. The themes of the interpretative orchestral score for "Sally, Irene and Mary" will be the hit tunes from the musical comedy of the same name.

Aaronson Commanders Score in Return to St. Louis

Aaronson and his Commanders played a return engagement at Loew's State Theatre, St. Louis, the week of March 27 and lost none of their local popularity by doing so.

"I'm Forever Chasing Rainbows" was put on with some electrical effects, but the big hits of their turn were "Let It rain" and "Thanks for the Buggy Ride."

Don Albert and his orchestra offered "Bits from Hits" and apparently the audiences relished the chop suey arrangement of the popular sellers. Tom Terry also told another of his delightful organ stories. It was entitled "Don't Be Afraid to Come Home."

The screen offerings of the week were "Don't" and "Marionettes."

Herb Straub Continues at State

Herb Straub, director of "Herb and His Bunch," popular attractions at the State Theatre in Detroit, is remaining indefinitely with that organization, and not "leaving in a short time" as erroneusly stated in an item under the Detroit Regional News heading in a recent issue of this journal.

Phonographs in Orchestra Novelty at Circle

A novelty was introduced at the Circle Theatre, Indianapolis, Ind., during the presentation of the overture last week. Constantin Bakaleinikoff, the director of the orchestra, selected "Rigoletto" for the overture, and obtained through the courtesy of the Baldwin Piano Company a new Victor Orthophonic Electrola, the first of its kind to be received in Indianapolis, for use with the overture "Caro Nome," from "Rigoletto."

The new record recently made by Marion Talley, amplified through radio tubes on this new instrument, was heard at its natural volume throughout the entire theatre. The orchestra accompanied Miss Talley through the singing of this number.

Drake U Glee Club Feature at Des Moines Theatre

The Des Moines Theatre, Des Moines, last week presented the Drake University men's glee club as a feature of the program, headed by the photoplay "Three Faces East." The glee club appeared on the stage of the Des Moines at three shows daily, singing ensemble numbers. The program also included an organ solo, "Some One to Love," played by Vergne Ford.

Kiddie Frolic Offered by F & R at Garrick, St. Paul

The Garrick Theatre, St. Paul, last week presented a special "double bill" in which "Just Suppose" and the F & R Semi-annual Kiddie Frolic shared honors in the billing. The presentation was directed by Alice Lilligren, who was the only adult member of the troupe. The cast of the Kiddie Frolic was composed of 10 children enlisted from the Twin Cities.

U. S. Infantry Band Plays at State, Minneapolis

The Third U. S. Infantry Band, composed of 40 musicians under the conductorship of Carl Dillon, appeared on the stage of the State Theatre, Minneapolis, last week in conjunction with the presentation of "The Grand Duchess and the Waiter." The organization from Fort Snelling offered a varied program which was well received by patrons of the State.

"On the Dock" Stage Act at Capitol, Des Moines

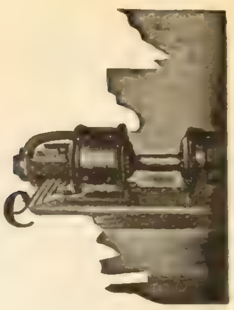
An elaborate stage act entitled "On the Dock" was featured at the Capitol, Des Moines, last week as a presentation with the photoplay "Fifth Avenue." The number presented several specialtny acts including Kerenoff and Maris in an Apache dance; Britt Wood, harmonica player and Steve Savage, character dancer.

Ruth Glanville at Omaha Rialto

Ruth Glanville, programmed as the "world's greatest saxophone player," was an added feature at the Rialto, Omaha, last week, when "Desert Gold" was presented as the leading screen attraction.

Projection

Optics, Electricity, Practical Ideas & advice



Inquiries and Comments

E. C. BOLDUC, Bijou Theatre, Conway, N. H., rears himself up from among the White Mountains to hurl forth at us a flock of questions. Yes, sir; a whole doggone fllock of them, and nothing loath, we are going to attempt answers to all of them.

It might be remarked in passing, that Friend Bolduc does not appear to be of the ordinary garden variety of projectionists. For that matter, we do not know if he is a projectionist, as he talks of having "another theatre," so perhaps we had better change that to read "he does not appear to be of the ordinary garden variety of exhibitors."

His questions, which are pertinent and to the point, are given below.

Painted Screens

"Dear Sir:—Am writing to see if you will enlighten me on several points concerning my projection screen. A friend of mine told me that I could have a much clearer screen if I gave it a coat of aluminum paint. I was tempted into trying this so I painted an old screen I had and then compared it with the white screen I regularly use by projecting a picture on both at the same time.

"That half of the picture on the aluminum surfaced screen showed up much brighter than the one on the white screen. Do you know if this has ever been tried before with continued good results?

"Also, how would it do to take a screen and give it a coat of gold leaf bronze—Would this work out like a gold fibre screen?

"My present screen is 9x12 ft. and is made of three separate pieces of duck canvas stretched over a frame with steel tensions and springs. It has had at least eight coats of white calcimine. It is surrounded by a three foot black border.

"The house seats 400; size of floor, 45x60 ft.; throw, 65 ft. We use two motor driven Simplex projectors with A. C. arcs pulling from 40 to 60 amperes at the arc.

"Any information you can give me on this line-up will be very much appreciated.

"I also have another theatre where I use Mazda equipped Simplex projectors. This theatre is 40x50 ft., throw, 60 ft. The lamphouse is equipped with the same kind of condensers as are used with my arc outfits. (Plano convex, 6½ in—7½ in.—Ed.)

"I recently visited a theatre that used Mazda on Simplex projectors, just as I do, but they had different condenser lenses. One of the lenses was much larger than the other. (Bausch & Lomb Parabolic Condensers.—Ed.)

"I was told that this combination gives 60 per cent more light than my old arc type lenses and, besides, their throw was 87 ft.

"Since then, I have tried to purchase this new condenser combination but am informed that I must have a different condenser holder. Can you tell me if this is so and if I have to get a new lamphouse? Or can I have a new condenser holder installed on my old lamphouse?

"I will greatly appreciate any information you can give me on any of the above questions."

No Comparison

Well, Friend Bolduc, depending upon the angle at which you observed the two screens, we would say that the aluminum painted screen would appear very much brighter than your white screen for two good reasons.

In the first place, you were comparing a freshly surfaced screen with one which, it is safe to say, was old and, therefore, had lost a good bit of its reflective power, due to depreciation of its painted surface and to dust collections.

In the next place, and what is more important, you were comparing a highly reflecting type of screen surface with one which favored a high degree of diffusion. These are the two extremes, in screen surfaces, since the former is used in very narrow houses, whereas the latter is used in very wide houses.

If you compared both screens from the centerline of your theatre, and the chances are even that you did, then the aluminum surface would quite naturally show up to best advantage. What you should have done was to walk down the side aisle observing both surfaces as you went.

Had you done this it is quite certain that at high angles to screen 40–60° degrees, your old screen, even though its surface was probably in poor reflecting condition, would have shown up better than the other.

Results Are Relative

Concerning the "continued good results" from painting screen surfaces, we would say that this depends entirely upon what your idea of good results is. A freshly painted surface is obviously better than an old one which has been permitted to gather the dust of the ages.

It is an open question as to whether home-made screens are worth the trouble and money spent upon them. We have always maintained that, other things being equal, they are not. A calcimined surface is nice when new—but it doesn't remain so. The proof of it lies in your statement wherein you say that you have already repainted your screen eight times.

A new screen, made by a reputable manufacturer, should last about five years, with proper care. Beyond that time, their life is a matter of guesswork. The projection room and the screen are your two greatest assets, for upon them depends the quality of your show. These two things should receive the lion's share of any money spent for maintenance.

Concerning a bronze painted screen, that is largely a matter of doubt. Bronze has lower coefficient of reflection than aluminum and would, therefore, require more power to produce a given screen brightness.

With a 40-60 ampere A. C. arc, even on a throw of 65 feet, we would say that you have not any too much screen illumination to warrant sacrificing some of it in order to obtain a slight degree of tinting so as to tone down the white light of the arc.

Use Mazda

It is our recommendation that, rather than experiment with screen tinting, you install an incandescent outfit, if the color quality of your present arc is unsatisfactory. For that matter, with a house of the size you mention, we should think that Mazda would be ideal.

On such a short throw you should obtain a screen intensity that would make your present arc appear weak by comparison.

Parabolic Condenser

Since you are already using Mazda in another theatre, you should be acquainted with its performance. It is our humble opinion, however, that you are not obtaining all that there is in this outfit. With this in mind, we are asking the Edison Lamp Works to send you one of their bulletins describing in detail the operation of this equipment. This undoubtedly will be of some help to you.

As for the new condenser combination you describe and which you saw in another theatre, that is the Bausch & Lomb Parabolic set adapted to Simplex lamphouses.

You can purchase this outfit either from your dealer or direct from the International Projector Corp., 90 Gold Street, New York City. By the time this is printed, you will have received complete information on this condenser from the above named company.

This condenser consists of *two* lens elements; each element having *one* parabolic surface to correct for unequal bending of the light flux in different zones. This is commonly referred to as spherical aberration—a high sounding name, indeed, yet simple when once understood.

(*Continued on page* 1846)

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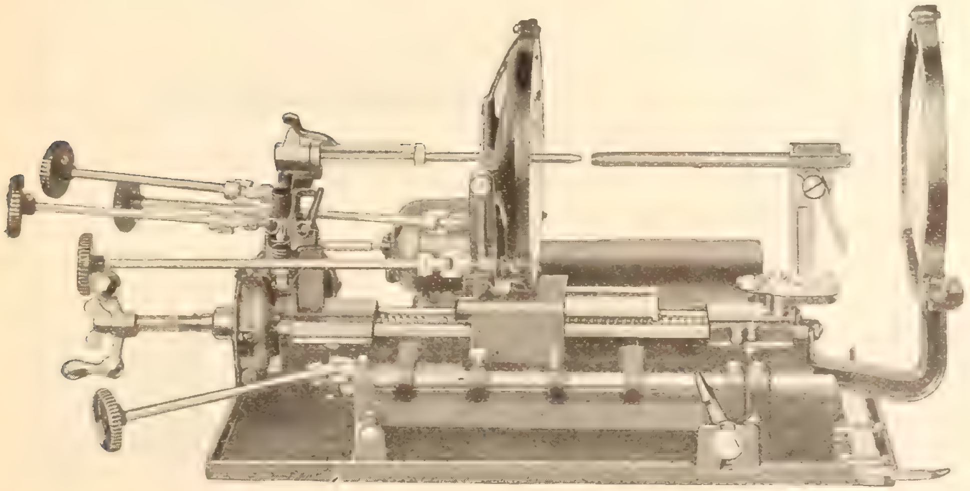
Close consideration of Performance, Quality, Ruggedness and Projection results placed this order for Peerless Reflector Arc Lamps.
You can decide likewise and by so doing you entirely eliminate all possibility of misjudgment, costly experimenting and dissatisfaction.
Peerless Performance is a matter of record evidenced by thousands of installations and Printed Promises are replaced by Actual Results so—

WHY EXPERIMENT?



Have You Sent for Your Copy of Our New Catalogue

J. E. McAULEY MFG. CO.

552-54 W. Adams St.,
Chicago, Ill.

Distinguished Gathering Attend Opening of the Roger Sherman, New Haven

ON the evening of the recent opening of the new Roger Sherman Theatre in New Haven, Conn., the latest addition to Connecticut's first run houses. Arthur S. Friend, president of the Roger Sherman Corporation, entertained at dinner at the Hotel Taft a distinguished gathering.

The affair was started in the ball room of the hotel and after the dinner the 300 city officials, state officials and men prominent in the theatrical world were entertained at the opening performance of the playhouse itself, located across the street from the hotel.

Col. Lewis Field was toastmaster and Mr. Friend welcomed the guests. The new Roger Sherman Theatre is the first to be erected by the Friend interests, but it is to be followed by many others through Connecticut. The new playhouse in New London, now under construction, is another of the Friend chain.

The new Roger Sherman Theatre cost approximately $1,280,000 and is of old Spanish mission style architecture. The decorative scheme is in keeping with the old Spanish style, with rude construction, rough cross beams, rough plaster, tinted and outlining marine figures. The outer lobby is of black marble while from the inner lobby is a broad, sweeping stairway to the balcony and mezzanine floor. Behind the balcony is a spacious lounge, covered by a dimly lighted sky blue arch.

Edwin Mochary is manager of the house. The theatre has a seating capacity of 2400. Daily performances are given from one until 11 p. m. The policy includes feature, short subject, news and comics and there is a 20-piece orchestra and organ for the musical program.

The Roger Sherman Theatre Corp., New Haven, Conn., has been organized and incorporated with capital of $50,000, to operate the Roger Sherman Theatre. Graham Whitelaw of East Orange, N. J., heads the list of incorporators.

Berman Reopens Embassy at Baltimore, Md.

After having been built at a cost of about $225,000, the newly constructed Embassy Theatre, 415 East Baltimore street, was opened to a specially invited audience on Sunday night, February 28.

This playhouse was built inside the four walls of the former Victoria Theatre by the Independent Film Corporation, Philadelphia, Louis Berman president.

It has a seating capacity of 1,500 persons and the interior design and decorations are in the Spanish style. The floors are carpeted heavily, the lighting effects are subdued, the stage decorations and hangings are beautiful and the artistic presentation method is well handled.

About 2,000 persons attended the opening performance of the 5,000 invitations said to have been sent out. Music was furnished by a Hope-Jones Wurlitzer organ and an orchestra of 25 musicians.

Short talks were made by Mayor Howard Jackson, of Baltimore, Walter Graham, comptroller of that city, George Walsh, film actor and Louis Berman president of the company which built the playhouse. Mr. Berman is a native Baltimorean and it has been his dream to build a first-class motion picture playhouse here.

The operating staff of the Embassy includes: James V. Carney, managing director; Lee Harvey, house manager; Olga Schapiro, director of stage presentations; Jules Cocozza, musical director; Harold Paresky, associate director; Louis Jackobson, solo organist, Bernard L. Schnaper, publicity and Hazel Hennion treasurer.

Upper N. Y. State House to Open Soon

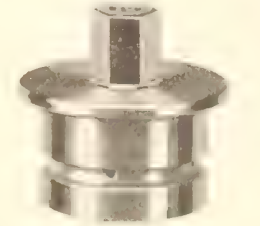
The new Hollywood theatre will be opened in Gowanda, N. Y., about Easter time with the veteran showman, Judge John W. Schatt as manager. The theatre, which is on the site of the old Gowanda Opera House, burned several years ago, was erected by the Gowanda Realty Company. It has a seating capacity of 1,300. The Becker Theatre Supply Company of Buffalo installed the booth equipment, which includes two Simplex machines, with Peerless low intensity lamps; one Hertner generator, a Metallic screen, Brenkert spotlight and a Fulco rewinding machine.

Geo. W. Sparks to Build at Moberly, Mo.

A contract has been let for the construction of the new Grand theatre, Moberly, Mo., to cost $100,000, being built by George W. Sparks, owner. The house will seat 1,000.

SURE-FIT Parts *for* Simplex Projectors

B-16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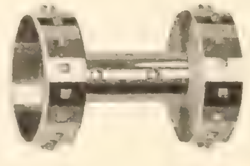
KAPLAN SURE-FIT PARTS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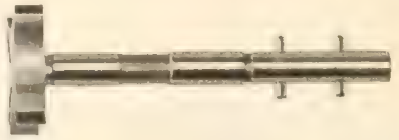
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SAM KAPLAN

729 SEVENTH AVENUE *Manufacturer* NEW YORK CITY

Taylor to Rebuild Gillis at Kansas City

A new Gillis theatre, Kansas City, is planned for the same site on which the former Gillis theatre was demolished by an explosion last summer. The new building, to be erected by James E. Taylor, will cost about $235,000 and will be fire-proof, including all the latest equipment and innovations of theatre construction. Although the house will be of the same dimensions, 120 x 127 feet, as the old theatre, it will not be quite as large, due to more room being given over to office space, bowling alleys and recreational amusements. Under the present plans the theatre will seat about 2,000. It is planned to complete the structure by early fall.

Announce New House for Coffeyville, Kas.

John Tackett is planning the erection of his third theatre in Coffeyville, Kas., he has announced. Work on the new house, which will be named the Grand, will start immediately. The house will seat 1,000 on the main floor and will be 75 x 140 feet. The stage will be 30 x 75 feet. A. C. Henderson, Kansas City architect, is preparing the plans.

Keith-Albee's New Ohio Holds Premiere

Keith-Albee new house in Youngstown was opened to the public on February 28th, according to report. It is stated that the new house will run a combination picture and vaudeville policy, following the policies used in other Keith Albee houses.

West Coast Theatres, Inc. Add Two More "Class A" Houses to Circuit

M. GORE, president of West Coast Theatres, Inc., announces the completion of another neighborhood theatre, the West Coast Balboa, located at 87th and Vermont, which will open April 6th.

The Balboa theatre represents an investment of over $250,000 and is of class A-1 construction. The lot is 80 x 130 feet on the west side of Vermont just south of 87th street. This location was selected by the South Side Theatres, Inc., which is affiliated with West Coast Theatres, Inc., as being the fastest growing section of the city with a splendid residential district surrounding the theatre. The erection of this beautiful playhouse has increased property values and helps the upbuilding of the section very materially, stated Ralph B. Grunauor, general manager of South Side Theatres, Inc., also an official of West Coast Theatres, Inc.

The building was designed by L. A. Smith, the architect who has designed most of the West Coast Theatres, and is of the Spanish style of architecture. The theatre will seat 1250 and is designed in an intimate cozy style which makes it an ideal neighborhood house. The interior lighting is a soft blending of colored lights which lends a charm and atmosphere. The interior decoration is being done by the Robert Powers studio.

The new West Coast Belmont theatre, First and Vermont, representing an investment of $750,000, was opened at Los Angeles, Tuesday, March 2nd under the personal supervision of Arthur L. Bornstein, executive of West Coast Theatres, Inc.

This theatre, store and office building, is entirely of Class A construction, of reinforced concrete and steel, and of the latest type of fire-proof construction, according to J. J. Warrick, of the Bimini Income Properties. The building is of the Spanish type of architecture and faced with terra cotta, heavily columned on the Vermont Avenue side.

The building has a frontage of 250 feet on Vermont Avenue and 180 foot depth. There are 12 stores on the main floor, while offices and loft space occupy the second. The basement is occupied with a bowling parlor with 16 alleys.

This house has a seating capacity for 1800, with the greater part of the comfortable loge type. The lobby, foyer and theatre auditorium are of the very latest in modern interior decoration, with richly appointed lounging and rest room for the ladies.

With the opening of this theatre, this district is representative of one of the finest amusement centers in Los Angeles.

New Theatre Planned for Mount Carmel, Pa.

Joseph Wagner announces he is planning the erection of a motion picture theatre in the town of Marion Heights, near Mount Carmel, Northumberland county, Pa. It will occupy a site 100 by 30 feet and will have apartments in the second floor. It will be the first theatre to be erected in Marion Heights.

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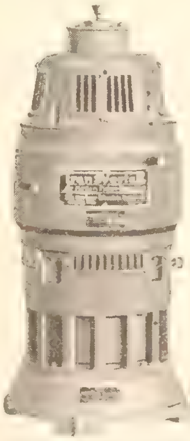

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Inquiries and Comments

(*Continued from page* 1842)

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If you have any more questions, shoot them along—we shall be glad to answer them.

It is not necessary for you to tell us how clever you think we are, though we appreciate the compliment, and will try to absorb it without letting it influence the natural expansion of our headgear.

When correspondents pay us compliments, as quite frequently they do, we are often led to wonder if some of them are not doing it because they feel that such compliments are necessary in order to make us answer their questions.

This, of course, is not the case, for while we appreciate sincere compliments, still—"oil or no oil," your questions will be answered.

West Coast Jr. Circuit to Broadcast Programs

Harry M. Sugarman, secretary and general manager of West Coast Junior Theatre Circuit, announces that the finest input panels obtainable, will be immediately installed in all the theatres of the Junior Circuit, to broadcast organ solos, vaudeville acts and other noteworthy features of the regular theatre program. Sound proof studios will also be built in the new Junior theatres now being erected in Ontario and Montebello, also in the theatres that are to be erected at Burbank, Santa Maria and Redlands.

Mr. Sugarman states that at the present time the Royal Theatre in Los Angeles is the only theatre in Southern California, broadcasting organ solos, and that in the near future the other Los Angeles Junior theatres of West Coast's will also contribute to these programs through KNRC.

The broadcasting of those programs is considered a forward step for radio, and is in keeping with the progressive spirit of Harry M. Sugarman to provide splendid programs on the air, through the medium of the West Coast Junior Circuits.

F. & R. Plan New House at Rochester, Minn.

Finkelstein & Ruben will spend half a million dollars on a new theatre at Rochester, Minn., it is announced. It will seat 1,800 and will have an expensive pipe organ and other equipment in accord. The company controls the Lawler and the Metropolitan theatres there and will also put a new pipe organ in the former.

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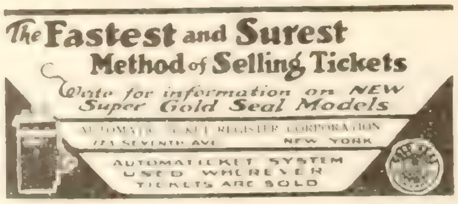

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Acquires Long Term Lease on Georgia Theatre

E. J. Sparks has recently announced the acquisition of a long term lease on a new theatre building to be erected on the southwest corner of Jackson and North Patterson streets, Valdosta, Ga. The plans and specifications have been completed—contracts will be let at once—and actual construction will start at an early date.

The building will have four stores on the first floor and a floor of offices above. The second floor will also contain the necessary space for the theatre manager's office, projection booth and rest rooms for ladies and gentlemen.

Entrance to the theatre proper will be made between the two centre stores and an arcade will lead to the doors of the main auditorium. A generously large marquee will extend over the sidewalk. The auditorium will be of the single floor design with a seating capacity of 1200. The dimensions of the stage are 67 x 30 feet with an orchestra pit located below the proscenium arch. Complete stage equipment will be furnished and ample provision made for dressing rooms. An expensive organ will be installed and the interior of the house will receive most careful consideration in the matter of drapes and other decorative effects.

The exterior of the theatre will be of Venetian design with the front trimmed of marble and stone. Tall circular windows decorated with leaded glass will also grace the upper part of the building.

Permit Issued for New House at Joplin, Mo.

A building permit has been issued for John W. Freeman's new theatre at 20th and Main streets, Joplin, Mo. It will be two-story, 120 by 175 feet and cost about $75,000. Smith & Van Pelt, are the architects.

Construction will start very soon on J. R. Cook's new house in Maryville, Mo. Plans were prepared by Boller Brothers, Kansas City, while Mr. Cook will personally supervise the construction. The house will be one story, 44 by 132 feet, and of semi-fire proof construction.

S. Morgan plans to spend upwards of $75,000 on his new theatre at Blytheville, Ark. Plans are being prepared by James H. Bliss, architect, Little Rock. E. G. Pearce will manage the house.

Montreal Man Promotes New Playhouse for Rochester, N. Y.

WITH the backing of prominent Rochester business men, the Capitol, a new $350,000 motion picture theatre will be constructed at Main street east and Illinois street, Rochester, it is announced by Maurice West, Montreal theatrical promoter. Ground for the new structure will be broken next week by the Vastile Construction company of Rochester, contractors. Plans have been drawn by M. J. De Angelis, Rochester architect.

The new theatre, which will embody the very latest in theatrical design will be of fireproof construction, and will have a seating capacity of 1600 with 1000 seats on the ground floor, 500 in the balcony and 100 loge seats.

The site chosen gives the theatre a frontage of 80 feet on Main street east, with a depth of 180 feet. In design, both inside and out, it will be of the Italian renaissance period. According to present plans, it will be completed by September 15, and will be open for business not later than October 1.

One of the features of the house will be a large organ, declared to be the equal of any community theatre organ in the country. A huge dome, with colored lights playing on it, will be another feature. Throughout, an indirect lighting scheme will be carried out.

While the policy of the theatre will be motion picture, it will be of such construction as to permit the staging of legitimate shows. It will have a large stage. Four stores on the Main street front, with six offices on the upper floor, are included in the plans, according to Mr. West.

Construction Started on New F. & R. House

Construction is under way on Finkelstein & Ruben's new theatre at Minot. It will cost $25,000 according to J. F. Cubberley.

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Andantino .... Lemare
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Angelus .... Massenet
Anitra's Dance ...... Grieg
Aragonaise ...... Massenet
Ase's Death .... Grieg
Ave Maria .... Gounod
Ave Maria .... Schubert
Barcarolle .... Offenbach
Berceuse (Jocelyn) ... Godard
Berceuse .... Schytte
Bridal Chorus ...... Wagner
Cantilene Nuptiale ... Dubois
Cavatina .... Raff
Chants Russes .... Lalo
Cinquantaine . Gabriel Marie
Consolation No. 5..... Liszt
Consolation .... Mendelssohn
Coronation March .. Meyerbeer
Cradle Song .... Hauser
Cradle Song ..... Iljinsky
Cygne, Le .. Saint Saens
Dance of the Hours Ponchielli
Dead March (Saul) . Handel
Dervish Chorus .... Sebek
Erotik, Op. 43, No. 5 Grieg
Evening Prayer .... Reinicke
Evening Star .... Wagner
Fanfare, Op. 40 .... Ascher
Festival March .... Gounod
Funeral March .. Chopin
Gavotte in D .... Gossec
Grand March (Aida) .. Verdi
March (Tannhauser) Wagner
Hallelujah Chorus ... Handel
Humoreske .... Dvorak
Hungarian Dance . Brahms
Hymn to the Sun R. Korsakow
Idyl (Evening Rest . Merkel
Intermezzo .... Mascagni
Kol Nidrei .... Hebrew
Largo (Symphony) .. Dvorak
Largo (Xerxes) .... Handel
Larme, Un (A Tear) Moussorgsky
Lost Chord, The . Sullivan
Madrigal .... Simonetti
March (Tannhauser) Wagner
Marche Celebre .... Lachner
Marche Militaire .. Schubert
Marche Nuptiale .. Ganne
Melodie Op. 10 . Massenet
Melody in F .. Rubinstein
Military Polonaise .. Chopin
Minuet in G .... Beethoven
Minuet .... Mozart
Miserere .... Verdi
Moment Musical ... Schubert
My Heart (Samson) Saint-Saens
Nocturne, Op. 9, No. 2 Chopin
Norwegian Dance .... Grieg
Orientale .... Cui
Pilgrim Chorus .... Wagner
Playera, Op. 5..... Granados
Poeme .... Fibich
Prayer ...... Humperdinck
Prayer (Octette) ... Schubert
Prelude in C Sharp Minor Rachmaninoff
Prelude (Lohengrin) Wagner
Pres de la Mer.... Arensky
Prize Song ...... Wagner
Quartet (Rigoletto) ... Verdi
Rameaux, Les (The Palms) Faure
Reverie, Op. 9....... Strauss
Romance ...... Rubinstein
Romance, Op. 26 Svendsen
Romance Sans Paroles Faure
Russian Patrol .. Rubinstein
Salut d'Amour .... Elgar
Sarabande ...... Handel
Scotch Poem .... MacDowell
Serenade .... Drigo
Serenade .... Gounod
Serenade .... Schubert
Serenade .... Widor
Serenata .... Moszkowski
Sheherazade ... R. Korsakow
Sextette (Lucia) .. Donizetti
Simple Aveu . Thome
Song .... Tschaikowsky
Song of India . R. Korsakow
Souvenir .... Drdla
Spring Song .... Mendelssohn
Torchlight March .... Clark
Traumerei .... Schumann
Triumphal Entry .. Halvorsen
Unfinished Symphony Schubert
Vision .... Rheinberger
Voix Celeste .... Batiste
Volga Boatmen Song Russian
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War March .... Mendelssohn
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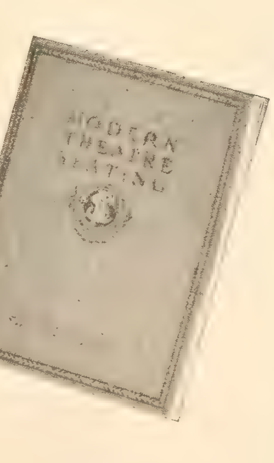

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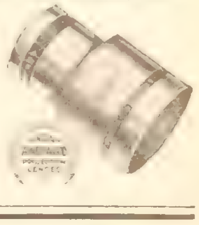

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FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Amazing Quest, The	Henry Edwards	Cranfield & Clarke	5500 feet	
As No Man Has Loved	Special Cast	Fox	7929 feet	Feb. 28
Battler, The	Kenneth McDonald	Bud Barsky (S. R.)	5000 feet	
Below The Line	Rin-Tin-Tin (dog)	Warner Brothers	6001 feet	Oct. 31
Big Pal	William Russell	Ginsberg Dist	4543 feet	Oct. 24
Black Cyclone	Rex (horse)	Pathe	5058 feet	May 30
Business of Love	Pitts-Horton	Astor Dist. (S. R.)	6008 feet	Dec. 19
California Straight Ahead	Reginald Denny	Universal	7238 feet	Sept. 12
Coast of Folly	Gloria Swanson	Paramount	6840 feet	Sept. 12
Coming of Amos	Rod La Rocque	Prod. Dist. Corp	5677 feet	Sept. 19
Cyclone Cavalier	Reed Howes	Rayart (S. R.)	4928 feet	Sept. 26
Dark Angel, The	R. Colman-V. Banky	First National	7311 feet	Sept. 26
Don Q, Son of Zorro	Douglas Fairbanks	United Artists	10264 feet	June 27
Free to Love	C. Bow-D. Keith	B.P.Schulberg(S.R.)	4825 feet	Jan. 2
Freshman, The	Harold Lloyd	Pathe	6883 feet	July 25
Galloping Jinx	Buddy Roosevelt	Artclass Pict	4488 feet	
Great Sensation, The	W. Fairbanks-P. Garon	Columbia (S. R.)	4560 feet	Sept. 26
Havoc	Special Cast	Fox	9200 feet	Aug. 29
High and Handsome	" Lefty " Flynn	F. B. O	5669 feet	Feb. 20
His Majesty Bunker Bean	M. Moore-Devore	Warner	7149 feet	Sept. 26
His Master's Voice	Thunder (dog)	Lumas Film	5700 feet	Nov. 14
If Marriage Fails	J. Logan-C. Brook	F. B. O	6006 feet	May 23
Keep Smiling	Monty Banks	Assoc. Exhib	5456 feet	Aug. 1
Kentucky Pride	Special Cast	Fox	6652 feet	Sept. 19
Knockout Kid, The	Jack Perrin	Rayart Pict. Corp. (S. R.)	4901 feet	Jan. 9
Let's Go Gallagher	Tom Tyler	Film Book. Offices	5182 feet	Oct. 3
Live Wire, The	Johnny Hines	First National	7000 feet	Sept. 12
Lost World, The	Special Cast	First National	9700 feet	Feb. 21
Man of Nerve	Bob Custer	F. B. O	4452 feet	Nov. 28
Man Who Found Himself	Thomas Meighan	Paramount	7168 feet	Sept. 5
Manhattan Madness	Dempsey-Taylor	Assoc. Exhib	5580 feet	July 25
Mystic, The	Pringle-Earle	M-G-M	6239 feet	Sept. 12
Never the Twain Shall Meet	Stewart-Lytell	Metro-Goldwyn	8143 feet	Aug. 8
New Champion, The	Wm. Fairbanks	Columbia Pict. (S.R.)	4547 feet	Dec. 19
Not So Long Ago	Betty Bronson	Paramount	6849 feet	Aug. 8
Once In a Lifetime	Richard Holt	Gerson Pict. (S. R.)	5000 feet	Dec. 5
Outlaw's Daughter, The	Josie Sedgwick	Universal	4375 feet	Dec. 19
Parisian Nights	E. Hammerstein - L. Tellegen	F. B. O.	6278 feet	June 20
Part Time Wife	Alice Calhoun	Lumas Film (S. R.)	6100 feet	Dec. 5
Plastic Age, The	Special Cast	B. P. Schulberg (S.R.)	6848 feet	Oct. 10
Pretty Ladies	Zazu Pitts	Metro-Goldwyn	5828 feet	July 25
Primrose Path, The	Bow-MacDonald	Arrow	5475 feet	Oct. 31
Ridin' the Wind	Fred Thomson	Film Book. Offices	5014 feet	Oct. 24
Scandal Street	Kennedy-Welch	Arrow	6923 feet	Nov. 14
Sealed Lips	Revier-Landis	Columbia Pict. (S.R.)	5770 feet	Nov. 7
Seven Days	Lillian Rich	Prod. Dist. Corp	6974 feet	Sept. 12
Shore Leave	Barthelmess-Mackaill	First National	6856 feet	Aug. 29
Siege	Virginia Valli	Universal	6424 feet	June 20
Son of His Father, A	Special Cast	Paramount	6925 feet	Sept. 19
Souls for Sables	Windsor-O'Brien	Tiffany (S. R.)	7000 feet	Sept. 12
Speed Madness	Frank Merrill	Hercules Film	4579 feet	
Spook Ranch	Hoot Gibson	Universal	5247 feet	May 2
Steppin' Out	Sterling-Revier	Columbia	5267 feet	Dec. 19
Sun Up	Special Cast	Metro-Goldwyn	5906 feet	Aug. 29
Tearing Loose	Wally Wales	Weiss Bros. (S. R.)	5060 feet	June 13
Teaser, The	Laura La Plante	Universal	6967 feet	May 30
Three Wise Crooks	Evelyn Brent	Film Book. Offices	6074 feet	Oct. 24
Timber Wolf, The	Buck Jones	Fox	4869 feet	Sept. 26
Trouble With Wives, The	Vidor-T. Moore	Paramount	6489 feet	Aug. 11
Wall Street Whiz, The	Richard Talmadge	Film Book. Offices	5452 feet	Nov. 7
What Fools Men	Stone-Mason	First National	7349 feet	Oct. 10
Wheel, The	Special Cast	Fox	7325 feet	Aug. 2
White Outlaw, The	Jack Hoxie	Universal	4830 feet	June 27
Wild Horse Mesa	Special Cast	Paramount	7221 feet	Aug. 22
Wild, Wild Susan	Bebe Daniels	Paramount	5774 feet	Aug. 15
With This Ring	Mills-Tellegen	B. P. Schulberg	5333 feet	Oct. 3

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
American Pluck	George Walsh	Chadwick	6000 feet	July 11
Beautiful City	R. Barthelmess	First National	6460 feet	Nov. 14
Bobbed Hair	Prevost-Harlan	Warner Brothers	7781 feet	Oct. 31
Borrowed Finery	Louise Lorraine	Tiffany (S. R.)	6500 feet	Dec. 5
Bustin' Through	Jack Hoxie	Universal	4506 feet	Oct. 24
Circle, The	Eleanor Boardman	Metro-Goldwyn	5511 feet	Oct. 31
Circus Cyclone, The	Art Acord	Universal	4609 feet	Aug. 22
Classified	Corinne Griffith	First National	6927 feet	Oct. 17
Clothes Make the Pirate	Errol-D. Gish	First National	7000 feet	Nov. 14
Compromise	Irene Rich	Warner Bros	6586 feet	Nov. 7
Desert Demon, The	Buffalo Bill, Jr	Artclass Pict	5012 feet	Feb. 27
Dollar Down	Ruth Roland	Truart (S. R.)	5860 feet	Aug. 29
Everlasting Whisper, The	Tom Mix	Fox	5611 feet	Oct. 24
Exchange of Wives, An	Special Cast	Metro-Goldwyn	6300 feet	Oct. 17
Fighting Heart, The	Geo. O'Brien	Fox	7032 feet	Oct. 3
Golden Princess, The	Bronson-Hamilton	Paramount	6395 feet	Sept. 19
Heads Up	" Lefty " Flynn	F. B. O	5482 feet	Nov. 21
Heartless Husbands	Gloria Grey	Madoc Sales	5000 feet	Dec. 26
Hell's Highroad	Leatrice Joy	Prod. Dist. Corp	6084 feet	Sept. 5
His Buddy's Wife	Hunter-Murphy	Assoc. Exhib	5218 feet	July 25
Hurricane Horseman, The	Wally Wales	Artclass Pict	5000 feet	Mar. 20
In Search of a Hero	Richard Holt	Gerson Pictures	5000 feet	Feb. 13
Iron Horse, The	O'Brien-Bellamy	Fox Film Corp	10424 feet	Sept. 13 '24
Keeper of the Bees, The	Robert Frazer	F. B. O	6712 feet	Oct. 17
Little Annie Rooney	Mary Pickford	United Artists	8850 feet	Oct. 31
Lorraine of the Lions	Kerry-Miller	Universal	6753 feet	Aug. 15
Lovers in Quarantine	Daniels-Ford	Paramount	6570 feet	Oct. 24
Luck and Sand	Leo Maloney	Clarion Photoplays	5000 feet	Feb. 27
Man on the Box, The	Sydney Chaplin	Warner Bros	7282 feet	Oct. 10
Midshipman, The	Ramon Novarro	Metro-Goldwyn	7498 feet	Oct. 24
New Brooms	Hamilton-Love	Paramount	5443 feet	Oct. 24
No Man's Law	Bob Custer	F. B. O	4042 feet	Nov. 21
One of the Bravest	Ralph Lewis	Lumas Film (S.R.)	5679 feet	Dec. 5
Other Woman's Story	Calhoun-Frazer	B. P. Schulberg	6080 feet	Nov. 7
Pace That Thrills, The	Ben Lyon	First National	6911 feet	Oct. 29
Peacock Feathers	Logan-Landis	Universal	6802 feet	Aug. 26
Pony Express, The	Betty Compson	Paramount	9801 feet	Sept. 26
Prairie Pirate, The	Harry Carey	Prod. Dist. Corp	4603 feet	Sept. 21
Pride of the Force, The	Tom Santschi	Rayart	5139 feet	Nov. 21
Red Hot Tires	Monte Blue	Warner Bros	6447 feet	Oct. 31
Regular Fellow, A	Raymond Griffith	Paramount	5027 feet	Oct. 17
Seven Keys to Baldpate	Douglas MacLean	Paramount	6648 feet	Nov. 7
Storm Breaker, The	House Peters	Universal	6093 feet	Sept. 26
Substitute Wife, The	Jane Novak	Arrow	5994 feet	Nov. 7
Thunder Mountain	Special Cast	Fox	7537 feet	Oct. 10
Tower of Lies	Chaney-Shearer	Metro-Goldwyn	6849 feet	Oct. 10
Under the Rouge	Moore-Moore	Assoc. Exhib	6055 feet	July 25
Wandering Fires	Constance Bennett	Arrow	6600 feet	Oct. 17
Wandering Footsteps	Taylor-Washburn	Ginsberg Dist. Corp	5060 feet	Nov. 21
Why Women Love	Blanche Sweet	First National	6750 feet	Oct. 31
Win, Lose or Draw	Leo Maloney	Clarion Photoplays	4988 feet	
Winding Stair, The	Special Cast	Fox	6107 feet	Oct. 17
Without Mercy	Vera Reynolds	Prod. Dist. Corp	6550 feet	Oct. 24

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Action Galore	Buddy Roosevelt	Artclass Pict	4659 feet	
After Marriage	Margaret Livingston	Madoc Sales	5500 feet	Nov. 14
All Around Frying Pan	Fred Thomson	F. B. O	5519 feet	Nov. 28
Ancient Highway, The	Jack Holt	Paramount	6034 feet	Nov. 21
Best Bad Man, The	Tom Mix	Fox	4983 feet	Dec. 12
Best People, The	Special Cast	Paramount	5700 feet	Nov. 7
Bright Lights	Ray-Starke	Metro-Goldwyn	6260 feet	Nov. 28
Calgary Stampede, The	Hoot Gibson	Universal	5924 feet	Oct. 10
Call of Courage, The	Art Acord	Universal	4661 feet	Sept. 19
Camille of the Barbary Coast	Busch-O. Moore	Assoc. Exhib	5408 feet	Aug. 1
Clash of the Wolves	Rin-Tin-Tin (dog)	Warner Bros	6478 feet	Nov. 28
Cobra	Valentino	Paramount	6895 feet	Nov. 21
Daring Days	Josie Sedgwick	Universal	4622 feet	Mar. 6
Durand of the Bad Lands	Buck Jones	Fox	5844 feet	Oct. 24
Eagle, The	Rudolph Valentino	United Artists	6756 feet	Nov. 21
East Lynne	Special Cast	Fox	8553 feet	Oct. 10
Fifty-Fifty	Hope Hampton	Assoc. Exhib	5531 feet	June 24
Fight to a Finish, A	Wm. Fairbanks	Columbia (S. R.)	4603 feet	Dec. 5
Flower of Night	Pola Negri	Paramount	6374 feet	Oct. 31
Fool, The	Edmund Lowe	Fox	9488 feet	April 25
Galloping On	Wally Wales	Artclass Pictures	4292 feet	Feb. 27
Go West	Buster Keaton	Metro-Goldwyn	6256 feet	Nov. 7
Home Maker, The	Alice Joyce	Universal	7755 feet	Aug. 8
King on Main St., The	Adolphe Menjou	Paramount	6229 feet	Nov. 7
Last Edition, The	Ralph Lewis	Film Book. Offices	6400 feet	Oct. 17
Lazybones	Special Cast	Fox Film	7236 feet	Oct. 31
Lights of Old Broadway	Marion Davies	Metro-Goldwyn	6437 feet	Nov. 14
Merry Widow	Mae Murray	Metro-Goldwyn	10027 feet	Sept. 12
Midnight Limited	Glass-Hawley	Rayart	5855 feet	Jan. 2
New Commandment	Sweet-Lyon	First National	6980 feet	Nov. 14
Old Clothes	Jackie Coogan	Metro-Goldwyn	5915 feet	Nov. 14
Only Thing, The	Special Cast	Metro-Goldwyn	5824 feet	Dec. 5
People vs. Nancy Preston	Bowers-De La Motte	Prod. Dist. Corp	6300 feet	Nov. 7
Phantom Express, The	Special Cast	Ginsberg Dist	4614 feet	Dec. 12
Phantom of the Opera	Lon Chaney	Universal	8464 feet	Sept. 19
Ridin' Streak, The	Bob Custer	Film Book. Offices	4540 feet	Dec. 12
Road to Yesterday, The	Joseph Schildkraut	Prod. Dist. Corp	9980 feet	Nov. 21
Romance Road	Raymond McKee	Truart	5000 feet	Aug. 8
Rose of the World	Special Cast	Warner Bros	7506 feet	Nov. 21
Saddle Cyclone	Buffalo Bill Jr	Artclass Pict	5000 feet	Mar. 20
Satan in Sables	Lowell Sherman	Warner Bros	7000 feet	Oct. 24
Scarlet Saint, The	Astor-Hughes	First National	6880 feet	Nov. 21
Seven Sinners	Marie Prevost	Warner Bros	6286 feet	Dec. 19
Shadow on the Wall	Creighton Hale	Lumas Film (S. R.)	5800 feet	Dec. 12
Simon the Jester	Rich-O'Brien	Prod. Dist. Corp	5070 feet	Oct. 24
Some Pun'kins	Chas. Ray	Chadwick (S. R.)	6500 feet	Sept 19
S.O.S. Perils of the Sea	Elaine Hammerstein	Columbia Pict	5118 feet	Dec. 26
Sporting Life	Special Cast	Universal	6763 feet	Sept. 26
Stage Struck	Gloria Swanson	Paramount	6691 feet	Nov. 28
Stella Dallas	Bennett-Colman	United Artists	10157 feet	Nov. 28
Tessie	McAvoy-Agnew	Arrow	6221 feet	Oct. 24
Thank U	Special Cast	Fox	6839 feet	Sept. 19
Unchastened Woman, The	Theda Bara	Chadwick (S. R.)	6800 feet	Jan. 2
Unguarded Hour, The	Sills-Kenyon	First National	6613 feet	Dec. 5
Wedding Song, The	Leatrice Joy	Prod. Dist. Corp	7373 feet	Nov. 28
We Moderns	Colleen Moore	First National	6609 feet	Dec. 5
When Husbands Flirt	Dorothy Revier	Columbia	5625 feet	Dec. 5
Where Was I?	Reginald Denny	Universal	6630 feet	Aug. 29
Wild Girl	Louise Lorraine	Truart (S. R.)	5000 feet	Mar. 6
Wyoming Wild Cat, The	Tom Tyler	F. B. O	5156 feet	Nov. 28

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Blind Trail, The	Leo Maloney	Clarion Photoplays	4900 feet	
Blue Blood	George Walsh	Chadwick	5600 feet	Feb. 13
Bluebird's Seven Wives	Lyon-Wilson-Sweet	First National	7774 feet	Jan. 9
Broadway Lady	Evelyn Brent	F. B. O.	5500 feet	Dec. 12
Counsel for the Defense	House Peters	Assoc. Exhib	6022 feet	Nov. 21

Feature	Star	Distributed by	Length	Reviewed
Cowboy Musketeer, The	Tom Tyler	Film Book. Offices	4500 feet	Dec. 26
Desert's Price, The	Buck Jones	Fox	5529 feet	Dec. 19
Don't	S. O'Neill-B. Roach	Metro-Goldwyn	6000 feet	Mar. 6
Fate of a Flirt	Dorothy Revier	Columbia Pict	5823 feet	Jan. 23
Golden Strain, The	Special Cast	Fox	5989 feet	Jan. 2
Goose Woman, The	Special Cast	Universal	7500 feet	Aug. 22
Great Love, The	Dana-Agnew	M-G-M	4521 feet	Mar. 20
Handsome Brute, The	W. Fairbanks-Corbin	Columbia Pict. (S.R.)	4779 feet	Feb. 20
His People	Rudolph Schildkraut	Universal	8983 feet	Nov. 14
His Secretary	Norma Shearer	M-G-M	6433 feet	Jan. 2
Hogan's Alley	Harlan-Miller	Warner Bros.	6610 feet	Dec. 5
Infatuation	Special Cast	First National	5794 feet	Jan. 16
Irish Luck	Thomas Meighan	Paramount	7008 feet	Nov. 28
Joanna	Mackaill-Mulhall	First National	7900 feet	Dec. 26
Kiss for Cinderella, A	Betty Bronson	Paramount	9221 feet	Dec. 26
Lady Windermere's Fan	Special Cast	Warner Brothers	7816 feet	Dec. 19
Lodge in the Wilderness, The		Tiffany (S. R.)	6500 feet	
Lord Jim	Percy Marmont	Paramount	6702 feet	Nov. 21
Lovers' Island	Hope Hampton	Assoc. Exhib	4624 feet	Jan. 23
Madam Behave	Eltinge-Pennington	Prod. Dist. Corp	5417 feet	Nov. 14
Man From Red Gulch	Harry Carey	Prod. Dist. Corp.	5437 feet	Dec. 5
Masked Bride, The	Mae Murray	Metro-Goldwyn	5699 feet	Dec. 12
Midnight Flyer, The	Landis-Devore	F. B. O.	6200 feet	Jan. 9
Morals for Men	Tearle-Mills	Tiffany (S. R.)	6500 feet	Dec. 5
North Star, The	Strongheart (dog)	Assoc. Exhib.	4692 feet	Jan 16
Northern Code, The	Eva Novak	Lumas	5920 feet	Jan. 9
Pals	Louise Lorraine	Truart (S. R.)	5500 feet	Mar. 13
Perfect Clown, The	Larry Semon	Chadwick	5600 feet	Dec. 26
Pinch Hitter, The	Glen Hunter	Asso. Exhibitors	6259 feet	Dec. 12
Pleasure Buyers, The	Irene Rich	Warner Brothers	7202 feet	Feb. 13
Prince of Pep	Richard Talmadge	F. B. O	4911 feet	Jan. 2
Sally, Irene and Mary	Special Cast	Metro-Goldwyn	5564 feet	Dec 19
Smilin' at Trouble	"Lefty" Flynn	F. B. O.	5175 feet	Dec. 19
Soul Mates	Special Cast	M-G-M	6000 feet	Jan. 6
Splendid Road, The	Anna Q. Nilsson	First National	7646 feet	Dec. 12
Streak of Luck, A	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4884 feet	
That Royle Girl	Dempster-Fields	Paramount	10253 feet	Dec. 19
Three Faces East	Goudal-Ames	Prod. Dist. Corp	7369 feet	Jan. 2
Thundering Through	Buddy Roosevelt	Artclass Pict.	4527 feet	Mar. 6
Time, The Comedian	Cody-Busch	Metro-Goldwyn	4557 feet	Dec. 20
Triple Action	Pete Morrison	Universal	4800 feet	Nov. 14
Tumbleweeds	Wm. S. Hart	United Artists	7254 feet	Nov. 28
Two Fisted Jones	Jack Hoxie	Universal	4555 feet	Dec. 5
Waning Sex, The	Windsor-Cody	M-G-M		
Wages for Wives	Special Cast	Fox	6352 feet	Dec. 5
When the Door Opened	Special Cast	Fox	6515 feet	Nov. 28
Woman of the World, A	Pola Negri	Paramount	6353 feet	Dec. 26
Womanhandled	Richard Dix	Paramount	6765 feet	Jan. 16

JANUARY

Feature	Star	Distributed by	Length	Reviewed
American Venus, The	Special Cast	Paramount	7931 feet	Jan. 16
Arizona Sweepstakes, The	Hoot Gibson	Universal	5418 feet	Nov. 21
Bashful Buccaneer, The	Reed Howes	Rayart (S. R.)	5000 feet	Nov. 14
Black Bird, The	Lon Chaney	M-G-M	6688 feet	Feb. 13
Blue Streak, The	Rich, Talmadge	F. B. O	4954 feet	Feb. 22
Braveheart	Rod LaRocque	Prod. Dist. Corp	7256 feet	Jan. 16
Checkered Flag, The	Elaine Hammerstein	Ginsberg Dist. Corp. (S. R.)	6071 feet	Feb. 13
Cowboy and the Countess, The	Buck Jones	Fox	6 reels	Jan. 9
Dance Madness	Windsor-Nagel	Metro-Goldwyn	6393 feet	Feb. 6
Danger Girl, The	Priscilla Dean	Prod. Dist. Corp.	5660 feet	Feb. 6
Demon, The	Jack Hoxie	Universal	4539 feet	Mar. 27
Desperate Moment	Hawley-Von Eltz	Ginsberg Dist. Corp	5781 feet	Jan. 9
Enchanted Hill, The	Special Cast	Paramount	6326 feet	Jan. 9
Fifth Avenue	De La Motte	Prod. Dist. Corp	5503 feet	Feb. 6
Fighting Edge, The	Harlan-Miller	Warner Brothers	7 reels	Feb. 20
First Year, The	Special Cast	Fox	6038 feet	Feb. 6
Flaming Waters	Special Cast	F. B. O	5700 feet	Jan. 30
Gilded Butterfly, The	Special Cast	Fox	6200 feet	Jan. 16
Girl from Montmartre	La Marr-Stone	First National	8 reels	Feb. 13
Golden Cocoon	Chadwick-Gordon	Warner Bros.	7200 feet	Dec. 26
Hands Up	Raymond Griffith	Paramount	5883 feet	Jan. 16
Hearts and Fists	Bowers-de la Motte	Assoc. Exhib	5393 feet	Jan. 23
His Jazz Bride	Prevost-Moore	Warner		
Hoodoo Ranch, The	Buddy Roosevelt	Artclass Pictures	4800 feet	
Husband Hunters		Tiffany	6500 feet	
Just Suppose	Richard Barthelmess	First National	7 reels	Jan. 30
Lady from Hell	Stewart-Sweet	Assoc. Exhib	5337 feet	Feb. 6
Little Giant, The	Glenn Hunter	Universal	6850 feet	Jan. 30
Lure of the Wild	Jane Novak	Columbia (S. R.)	5570 feet	Feb. 13
Mannequin	Special Cast	Paramount	6981 feet	Jan. 2
Man Rustlin'	Bob Custer	Film Book. Offices	4666 feet	Jan. 16
Memory Lane	Boardman-Nagel	First National		Jan. 23
Outsider, The	J. Logan	Fox	5424 feet	Jan. 30
Phantom of the Forest	Thunder (dog)	Lumas Film	5800 feet	Feb. 6
Prince of Broadway	George Walsh	Chadwick	5800 feet	Jan. 2
Queen O'Diamonds	Evelyn Brent	F. B. O	5129 feet	Feb. 6
Reckless Lady	Belle Bennett	First National	7336 feet	Feb. 6
Roaring Rider, The	Wally Wales	Artclass Pictures	4800 feet	
Rocking Moon	Bowers-Tashman	Prod. Dist. Corp	6000 feet	Jan. 23
Sea Beast, The	John Barrymore	Warner Bros	6393 feet	Jan. 30
Shadow of the Law	Clara Bow	Assoc. Exhib	4525 feet	Feb. 20
Splendid Crime	Daniels-Hamilton	Paramount	6000 feet	Dec. 26
Steel Preferred	William Boyd	Prod. Dist. Corp	6680 feet	Dec. 26
Stella Maris	Mary Philbin	Universal	5786 feet	Jan. 30
Stop, Look and Listen	Larry Semon	Pathe	5305 feet	Jan. 30
Sweet Adeline	Charles Ray	Chadwick	6000 feet	Jan. 23
Thrilling Youth	Billy West	Rayart (S. R.)	5000 feet	
Too Much Money	Nilsson-Stone	First National		Jan. 23
Traffic Cop, The	"Lefty" Flynn	F. B. O.	5175 feet	Feb. 27
Western Pluck	Art Accord	Universal	4207 feet	Feb. 6
What Happened to Jones	Reginald Denny	Universal	6700 feet	Dec. 19
When Loves Grows Cold	Mrs. Rudolph Valentino	F. B. O	7 reels	Feb. 13
Where the Worst Begins	Ruth Roland	Truart (S. R.)	5800 feet	Dec. 12
White Mice	Jacqueline Logan	Associated Exhib.	5412 feet	Mar. 6
Without Orders	Leo Maloney	Clarion Photoplays	4900 feet	
Yankee Senor, The	Tom Mix	Fox	5 reels	Jan. 16

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Auction Block, The	Boardman-Ray	M-G-M	6239 feet	Feb. 27
Beautiful Cheat, The	Laura La Plante	Universal	6583 feet	Feb. 13
Behind the Front	W. Beery-Hatton	Paramount	5335 feet	Feb. 20
Beyond the Rockies	"Bob" Custer	F. B. O	4851 feet	Feb. 20
Broadway Boob, The	Glenn Hunter	Assoc. Exhib	5683 feet	Mar. 13
Cave Man, The	Prevost-Moore	Warner Bros.	7 reels	Feb. 27
Cohens and the Kellys, The	Special Cast	Universal	7774 feet	Mar. 6
Count of Luxembourg	George Walsh	Chadwick	6300 feet	Dec. 26
Dancer of Paris, The	Special Cast	First National	7 reels	Mar. 13
Desperate Game, The	Pete Morrison	Universal	4450 feet	Dec. 12
Devil's Circus, The	Norma Shearer	M-G-M		
Double Fisted	Jack Perrin	Rayart (S. R.)	5000 feet	
Driftin' Thru	Harry Carey	Pathe	5 reels	Jan. 30
Far Cry, The	Sweet-Mulhall	First National	8 reels	Mar. 6
Fighting Cheat, The	Wally Wales	Artclass Pictures	5000 feet	April 3
Grand Duchess and the Waiter	Menjou-Vidor	Paramount	6314 feet	Feb. 6
Heavy Odds	Leo Maloney	Clarion Photoplays	4900 feet	
Ibanez' Torrent	Garbo-Cortez	M-G-M	6769 feet	Mar. 6
Irene	Colleen Moore	First National	9 reels	Feb. 27
Johnstown Flood, The	Special Cast	Fox	6258 feet	Mar. 13
King of the Turf	Special Cast	F. B. O	6210 feet	Mar. 6
Ladies of Leisure	Elaine Hammerstein	Columbia (S. R.)	5257 feet	April 3
Made for Love	Leatrice Joy	Prod. Dist. Corp	5700 feet	Feb. 13
Man Upstairs, The	Monte Blue	Warner Bros	7 reels	Feb. 13
Million Dollar Handicap, The	Vera Reynolds	Prod. Dist. Corp	6117 feet	Jan. 30
Miracle of Life, The	Busch-Marmont	Assoc. Exhib	4757 feet	
Moana		Paramount	6133 feet	Jan. 30
My Own Pal	Tom Mix	Fox	6083 feet	Mar. 27
Night Cry, The	Rin-Tin-Tin	Warner Bros	7 reels	Mar. 20
Outside the Law	Dean-Chaney	Universal (re-issue)		
Palace of Pleasure	Special Cast	Fox	5467 feet	Jan. 23
Pleasures of the Rich	Special Cast	Tiffany Prod. (S. R.)		
Rainbow Riley	Johnny Hines	First National	7 reels	Feb. 20
Road to Glory, The	Special Cast	Fox	5600 feet	Feb. 20
Ship of Souls	B. Lytell-L. Rich	Assoc. Exhib	5198 feet	Feb. 6
Sky High Corral	Art Acord	Universal	4871 feet	April 3
Sky Rocket, The	Peggy Hopkins Joyce	Assoc. Exhib	7350 feet	
Song and Dance Man, The	Tom Moore	Paramount	6997 feet	Jan. 30
Speed Limit, The	Raymond McKee	Lumas Film	5940 feet	Feb. 20
Thrill Hunter, The	Special Cast	Columbia	5520 feet	Mar. 27
Tough Guy, The	Fred Thomson	F. B. O.	5455 feet	Feb. 27
Transcontinental Limited	Special Cast	Chadwick (S. R.)	6400 feet	Mar. 13
Trumpin' Trouble	Buffalo Bill, Jr	Artclass Pict. (S. R.)	4800 feet	
Two Can Play	Clara Bow	Assoc. Exhib	5465 feet	Mar. 6
Under Western Skies	Norman Kerry	Universal	6452 feet	Mar. 20
Vanishing American, The	Dix-Wilson	Paramount	10063 feet	Nov. 7
Wanderer, The	William Collier, Jr.	Paramount	8173 feet	Sept. 12

MARCH

Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion		Truart (S. R.)	5800 feet	
Arizona Streak, The	Tom Tyler	F. B. O	4540 feet	April 3
Bar C Mystery, The	Phillips-MacDonald	Pathe	5 reels	
Barrier, The	Kerry-Barrymore	Metro-Goldwyn-Mayer	6480 feet	April 3
Bat, The	Special Cast	United Artists		
Beverly of Graustark	Marion Davies	M-G-M		
Beyond All Odds	Eileen Sedgwick	Chesterfield (S. R.)	5 reels	
Big Show, The	Lowell-Russell	Assoc. Exhib		
Blue Blazes	Pete Morrison	Universal	4659 feet	Jan. 23
Broadway Billy	Billy Sullivan	Rayart (S. R.)	5000 feet	
Chip of the Flying U	Hoot Gibson	Universal	6596 feet	Mar. 6
Combat	House Peters	Universal	6714 feet	Feb. 20
Coming and Going	Buffalo Bill, Jr	Artclass Pictures	4800 feet	
Dancing Mothers	Special Cast	Paramount	7169 feet	Feb. 27
Dangerous Virtue	Jane Novak	Lee-Bradford (S. R.)	6000 feet	
Dixie Merchant, The	Special Cast	Fox	5126 feet	Mar. 20
Earth Woman, The	Alden-Bonner	Assoc. Exhib.		
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp		
Happiness	Special Cast	Film Book. Offices		
Hearts and Spangles	Wanda Hawley	Lumas Film	6200 feet	
Hell's Four Hundred	Margaret Livingston	Fox		
Her Second Chance	Nilsson-Frazer	First National		
Highbinders, The	Tilden-Daw	Assoc. Exhib.		
High Steppers	Special Cast	First National		
Honeymoon Express, The	Special Cast	Warner Bros		
How to Train a Wife	Valli-O'Brien	Assoc. Exhib.		
Let's Get Married	Richard Dix	Paramount	6664 feet	Mar. 13
Little Irish Girl, The	Special Cast	Warner Bros		
Love Toy, The	Lowell Sherman	Warner Bros	6 reels	Mar. 13
Man Four Square	Buck Jones	Fox		
Manhood	Special Cast	Fox		
Man in the Saddle, The	Hoot Gibson	Universal	5738 feet	
Marriage	Special Cast	Fox		
Miss Brewster's Millions	Bebe Daniels	Paramount	6457 feet	Mar. 20
M!le Modiste	Corinne Griffith	First National		
Monte Carlo	Special Cast	M-G-M		
My Old Dutch	Special Cast	Universal		
New Klondike, The	Thomas Meighan	Paramount	7 reels	Mar. 27
Night Patrol, The	Richard Talmadge	F. B. O	6 reels	Mar. 20
Non-Stop Flight, The		F. B. O		
Nutcracker, The	E. E. Horton	Assoc. Exhib		
Oh, What a Nurse	Syd Chaplin	Warner Brothers	6930 feet	Mar. 6
Other Women's Husbands	Blue-Prevost	Warner Bros	7 reels	April 3
Partners Again	Sidney-Carr	United Artists	5562 feet	Feb. 27
Red Dice	Rod La Rocque	Prod. Dist. Corp	6 reels	April 3
Roaring Forties, The	Special Cast	Jans (S. R.)		
Sap, The	M. Moore-D. Devore	Warner Bros.		
Sea Horses	Special Cast	Paramount	6671 feet	Feb. 27
Secret Orders	Evelyn Brent	F. B. O	5506 feet	Mar. 27
Siberia	Special Cast	Fox		
Six Shooting Romance	Jack Hoxie	Universal	4837 feet	Jan. 30
Social Celebrity, A	Special Cast	Paramount		
Tangled Herds	Buddy Roosevelt	Artclass Pictures	4800 feet	
Taxi Mystery, The	Roberts-Agnew	Ginsberg (S. R.)		
Test of Donald Norton	George Walsh	Chadwick		
Tramp, Tramp, Tramp	Harry Langdon	First National		
Unknown Dangers	Frank Merrill	Hercules (S. R.)	4700 feet	
Untamed Lady, The	Gloria Swanson	Paramount	6132 feet	Mar. 27
Vanishing Hoofs	Wally Wales	Artclass Pictures	4800 feet	
Why Girls Go Back Home	Marie Prevost	Warner Brothers		
Winning the Futurity	Landis-C. Horton	Chadwick (S. R.)		
Yellow Fingers	Olive Borden	Fox		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts	Special Cast	Fox		
Among Those Present	Lloyd-Davis	Assoc. Exhib.		
Bells, The	Lionel Barrymore	Chadwick Pictures		
Blind Goddess, The	Special Cast	Paramount	7249 feet	April 3
Border Sheriff, The	Jack Hoxie	Universal	4440 feet	Mar. 13
Brown of Harvard	Jack Pickford	Metro-Goldwyn		
Crown of Lies, The	Pola Negri	Paramount	5 reels	Mar. 27
Danger Quest, The	Reed Howes	Rayart (S. R.)	5000 feet	
Dangers of a Great City	Special Cast	Fox		

Feature	Star	Distributed by	Length	Reviewed
Desert Gold	Holt-Dove	Paramount	7 reels	Mar. 20
Desert Healer	Stone-Bedford	First National		
Escape, The	Pete Morrison	Universal	4500 feet	
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
Fighting Thorobreds	Billy Sullivan	Rayart (S. R.)	5000 feet	
Flames	Valli-O'Brien	Assoc. Exhib.		
For Heaven's Sake	Harold Lloyd	Paramount		
Hello, New York	Pringle-Sherman	First National		
Hidden Way, The	Mary Carr	Assoc. Exhib.		
Isle of Retribution, The	Special Cast	Film Book. Offices		
Kiki	Norma Talmadge	First National		
Lucky Lady, The	Special Cast	Paramount		
Mike		M-G-M		
Money Talks	Special Cast	M-G-M		
Racing Blood		Lumas Film (S. R.)		
Runaway, The	Special Cast	Paramount		
Rustlers Ranch	Art Acord	Universal	5230 feet	
Rustling for Cupid	G. O'Brien-A. Stewart	Fox		
Sandy	Madge Bellamy	Fox		
Savage, The	Ben Lyon	First National		
Shamrock Handicap, The	Special Cast	Fox		
Silken Shackles	Irene Rich	Warner Bros.		
Sir Lumberjack	Lefty Flynn	F. B. O.		
Skinner's Dress Suit	Reginald Denny	Universal	6887 feet	Dec. 26
Somebody's Mother	Mary Carr	Rayart	6000 feet	
Starlight's Revenge	Jack Perrin	Rayart	5000 feet	
Streets of Sin		Fox		
That's My Baby	Douglas MacLean	Paramount		
Tony Runs Wild	Tom Mix	Fox		
Twin Triggers	Buddy Roosevelt	Artclass Pict. (S. R.)	4800 feet	
Up In Mabel's Room	Marie Prevost	P. D. C		
Watch Your Wife	Virginia Valli	Universal	6980 feet	Feb. 27
Western Trails	Bill Patton	Chesterfield	5 reels	

MAY

Feature	Star	Distributed by	Length	Reviewed
Bride of the Storm	Costello-Harron	Warner Bros	7 reels	April 3
Chasing Trouble	Pete Morrison	Universal		
Early to Wed	M. Moore-K. Perry	Fox		
Footloose Widow, The	Irene Rich	Warner Bros		
Gentle Cyclone, The	Buck Jones	Fox		
Hell Bent for Heaven	Monte Blue	Warner Bros		
Honeymoon Express, The	M. Moore-D. Devore	Warner Bros		
It's the Old Army Game	W. C. Fields	Paramount		
Looking for Trouble	Jack Hoxie	Universal		
Love Thief, The	Norman Kerry	Universal		
Man From Oklahoma, The	Jack Perrin	Rayart	5000 feet	
Palm Beach Girl, The	Bebe Daniels	Paramount		
Pals in Paradise		Fox		
Perils of the Coast Guard	Special Cast	Rayart		
Rainmaker, The	Wm. Collier, Jr.-G. Hale	Paramount		
Sally in our Alley	Mary Philbin	Universal		
Secret Spring, The		Paramount		
Sign of the Claw	Peter the Great (dog)	Lumas Film	5925 feet	
Silent Simpson	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	
Take a Chance	Richard Dix	Paramount		
Three Weeks in Paris	Moore-Devore	Warner Bros	6050 feet	
Wet Paint	Raymond Griffith	Paramount		
Windjammer, The	Billy Sullivan	Rayart	5000 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Call of the Klondike, The	Special Cast	Rayart		
Deer Drive, The		Paramount		
Fighting Buckaroo, The	Buck Jones	Fox		
Gilded Highway, The	Dorothy Devore	Warner Bros		
Good and Naughty	Pola Negri	Paramount		
Grass		Paramount		
Hard Boiled	Tom Mix	Fox		
Hero of the Big Snows, A	Rin Tin Tin (dog)	Warner Bros		
One Punch O'Day	Billy Sullivan	Rayart		
Passionate Quest, The	Marie Prevost	Warner Bros		
Rolling Home	Reginald Denny	Universal		
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5
Social Highwayman, The	Harlan-Miller	Warner Bros		
Still Alarm, The	Chadwick-Russell	Universal	7207 feet	Jan. 16
Volcano		Paramount		
Yellow Contraband	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	

JULY

Feature	Star	Distributed by	Length	Reviewed
Dangerous Dude, The	Reed Howes	Rayart	5000 feet	

Comedy Releases

Feature	Star	Distributed by	Length	Reviewed
A 1 Society		Fox		
Absentminded	Neely Edwards	Universal	1 reel	
Accidents Can Happen	Al Alt	Universal	2 reels	Feb. 20
Account of Monte Cristo		Bischoff, Inc.	2 reels	
Air Cooled	" Aesop Fable "	Pathe	1 reel	
Alice Blues	Alice Ardell	F. B. O	2 reels	
Alice Plays Cupid		Winkler (S. R.)	2 reels	
Alice the Jail Bird		Winkler (S. R.)	2 reels	
All Abroad	" Helen & Warren "	Fox	2 reels	Dec. 19
Al's Trouble	Al Alt	Universal	2 reels	Mar. 13
Are Golfers Cuckoo?		Tennek Film Corp		
Bachelor's Babies	Special Cast	Educational	2 reels	Dec. 12
Back to Nature	Charles Puffy	Universal	1 reel	
Badly Broke	Charles Puffy	Universal	1 reel	Jan. 30
Bad Man, The	" Dinky Doodle "	F. B. O.	1 reel	
Bankrupt Honeymoon, A	Special Cast	Fox	2 reels	Feb. 13
Barnyard Follies	" Aesop Fable "	Pathe	1 reel	Sept. 5
Beauty Parlor, A	" Fat Men "	F. B. O		
Be Careful	Jimmie Adams	Educational	2 reels	Aug. 22
Be Careful Dearie		Educational	1 reel	Jan. 30
Bedtime Story, A	Arthur Lake	Universal	1 reel	
Better Movies	" Our Gang "	Pathe	2 reels	Nov. 7
Between Meals		Pathe	1 reel	
Beware of Your Relatives	Neely Edwards	Universal	1 reel	
Big City, The	Edna Marian	Universal	2 reel	Feb. 13
Big Kick, The	Mohan-Engle	Pathe	1 reel	Oct. 10
Bombs and Bums	Hal Hodes		1 reel	Feb. 20
Bonehead Age, The	" Aesop Fable "	Pathe	1 reel	
Brainstorm, The	Smith-Bennett	Fox	2 reels	
Broken China	Bobby Vernon	Educational	1 reel	
Brotherly Love		Educational	1 reel	Jan. 23
Buried Treasure	" Our Gang "	Pathe	2 reels	Feb. 20
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster's Bust Up	Trimble-Turner	Universal	2 reels	Jan. 23
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Nightmare	Trimble-Turner	Universal	2 reels	
Buster's Nose Dive	Arthur Trimble	Universal	2 reels	
Buster's Sky Rocket	Trimble and Dog	Universal	2 reels	
By the Sea	Chas. Puffy	Universal	1 reel	Oct. 10
California Here We Come	" The Gumps "	Universal	2 reels	
Camel's Hump		Film Book. Offices	1 reel	
Captain Suds	Eddie Gordon	Universal	2 reels	Dec. 19
Careful Please	Lloyd Hamilton	Educational	2 reels	Feb. 20
Caretaker's Daughter, The	Charley Chase	Pathe	2 reels	Oct. 10
Cat's Whiskers, The	Neely Edwards	Universal	1 reel	
Charley My Boy	Charles Chase	Pathe	2 reels	Jan. 30
Cheap Skates	Lige Conley	Educational	2 reels	Dec. 12
Cheaper to Move	"Helen and Warren"	Fox	2 reels	
Chester's Donkey Party	Joe Murohy	Universal	2 reels	
Circus Today	Special Cast	Pathe	2 reels	Mar. 13
Cleaning Up	Johnny Arthur	Educational	2 reels	Nov. 14
Closer Than a Brother	" Aesop Fable "	Pathe	1 reel	
Cloudy Romance	Special Cast	Fox	2 reels	Oct. 10
College Yell, The	Neely Edwards	Universal	1 reel	
Constant Simp, The	Alberta Vaughn	F. B. O.	2 reels	
Control Yourself	Smith-Bennett	Fox	2 reels	Nov. 28
Couple of Skates, A	Neely Edwards	Universal	1 reel	
Crashing Through	Cliff Bowers	Educaitonal	1 reel	
Criss-Cross Cruise, A	" Hodge-Podge "	Educational	1 reel	
Crowning the Count	Eddie Gordon	Universal	2 reels	
Cuckoo Love	Glenn Tryon	Pathe	2 reels	Oct. 17
Cupid a La Carte	Florence Gilbert	Fox	2 reels	Dec. 26
Cupid's Victory	Wanda Wiley	Universal	2 reels	
Cured Hams	Jack Richardson	Bischoff, Inc	2 reels	Oct. 31
Custard's Last Wallop		Tennek Film Corp		
Dancing Daddy	Jack Duffy	Educational	2 reels	
Dangerous Curves Behind	Mack Sennett	Pathe	2 reels	Nov. 7
Day's Outing, A	" Aesop Fable "	Pathe	1 reel	
Day's Pleasure, A	Charles Chaplin	Pathe	2 reels	
Dinky Doodle at the Circus		Film Book. Offices	1 reel	
Dinky Doodle in the Hunt		Film Book. Offices	1 reel	
Dizzy Daddies	Special Cast	Pathe	2 reels	March 20
Don Key—Son of a Burro	Stuart Holmes-M. Dav-idson,	Pathe		
Do Your Duty	" Snub " Pollard	Pathe	1 reel	
Dog Daze	Bowes-Marlowe	Educational	1 reel	
Dog Sly	Charles Chase	Pathe		
Dog's Life, A	Charles Chaplin	Pathe	3 reels	
Don't Stop	Cliff Bowes	Educational	1 reel	Mar. 13
Don't Butt In		Pathe	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
East Side, West Side		Fox	2 reels	Dec. 12
Ebony Clean Up		L. B. Cornwell (S.R.)	1 reel	
Educating Buster	Trimble-Turner	Universal	2 reels	Aug. 29
Eighteen Carat	Edna Marian	Universal	2 reels	
Eight Cylinder Bull	Special Cast	Fox		
Elsie in New York	Special Cast	Fox	2 reels	Mar. 6
English Channel Swim, The	" Aesop Fable "	Pathe	1 reel	Dec. 26
Failure	Special Cast	Fox	2 reels	Nov. 21
Faint Heart	Charles Puffy	Universal	1 reel	Nov. 28
Fair But Foolish	Jimmie Adams	Educational	2 reels	Nov. 21
Fair Warning	Al St. John	Educational	2 reels	Sept. 26
Family Picnic, The	" Helen & Warren "	Fox		
Felix the Cat Busts Into Business	" Cartoon "	Educational	1 reel	
Felix the Cat in Blunderland	" Cartoon "	Educational	1 reel	Mar. 6
Felix the Cat in Eats Are Wets	" Cartoon "	Educational	1 reel	Nov. 21
Felix the Cat in The Cold Rush	" Cartoon "	Educational	1 reel	
Felix the Cat on the Farm	" Cartoon "	Educational	1 reel	
Felix the Cat Fans the Flames	"Cartoon "	Educational	1 reel	Mar. 27
Felix the Cat Flirts with Fate	" Cartoon "	Educational	1 reel	Feb 13
Felix the Cat Kept on Walking		Educational	1 reel	Jan. 23
Felix the Cat Misses the Cue	" Cartoon "	Educational	1 reel	
Felix the Cat on the Job	" Cartoon "	Educational	1 reel	
Felix the Cat Laughs It Off	"Cartoon "	Educational	1 reel	Mar. 27
Felix the Cat Spots the Spooks	" Cartoon "	Educational	1 reel	Jan. 30
Felix the Cat Tries the Trades	" Cartoon "	Educational	1 reel	
Felix the Cat Trips Thru Toyland	" Cartoon "	Educational	1 reel	
Felix the Cat Uses His Head	" Cartoon "	Educational	1 reel	
Felix the Cat Weathers the Weather	" Cartoon "	Educational	1 reel	
Fighting Dude, The	Lupino Lane	Educational	2 reels	Dec. 5
Fighting Tailor, A		Fox	2 reels	Jan. 23
Fire Away	Al St. John	Educational	2 reels	Nov. 7
Fire Fighters, The	" Aesop's Fable "	Pathe	1 reel	
Flaming Affair, A	Special Cast	Fox	2 reels	Jan. 30
Flivver Vacation, A	Eddie Gordon	Universal	2 reels	April 3
Flyin' Fool	Sid Smith	Fox	2 reels	Dec. 26
Flying Wheels	Wanda Wiley	Universal	2 reels	Mar. 6
Fly Time	" Aesop Fable "	Pathe	1 reel	
Fool's Luck	Lupino Lane	Educational	2 reels	April 3
For Sadie's Sake	Jimmie Adams	Educational	2 reels	Jan. 30
Framed	Lloyd Hamilton	Educational	2 reels	Nov. 28
Fraternity Mixup, A	Alice Ardell	F. B. O		
Free Ride, A	Arthur Lake	Universal	1 reel	
Fresh Faces	Walter Hier	Educational	2 reels	
Fresh Paint	Neeley Edwards	Universal	1 reel	
From the Cabby's Seat	" O. Henry "	Fox		
From Rags to Britches	Billy Bevan	Pathe	2 reels	Dec. 19
Funnymooners	Ralph Graves	Pathe	1 reel	Feb. 13
Going Good	Wanda Wiley	Universal	2 reels	
Gold Push, The	" Aesop Fable "	Pathe	1 reel	
Good Cheer	" Our Gang "	Pathe	2 reels	Jan 30
Good Morning Madam	Ralph Graves	Pathe	2 reels	Oct. 17
Goofy Gob, A	Billy Dooley	Educational	2 reels	Oct. 31
Gooseland	Alice Day	Pathe	2 reels	Feb. 20
Gosh Darn Mortgage, The		Pathe	2 reels	
Great Open Spaces, The	" Aesop Fable "	Pathe	1 reel	
Green-Eyed Monster, The	Arthur Lake	Universal	1 reel	
Half Fare	Arthur Lake	Universal	1 reel	
Happy Go Lucky	Neeley Edwards	Universal	1 reel	Dec. 5
Hard to Hold		Tennek Film Corp		

Feature	Star	Distributed by	Length	Reviewed
Has Anybody Here Seen Kelly	"Ko Ko"	Red Seal	1 reel	Mar. 6
Haunted House, The	"Aesop Fable"	Pathe	1 reel	
Heart Breaker, The	Special Cast	Fox	2 reels	Oct. 24
Heavy Love	"Fat Men"	F. B. O		
Helpful Al	Al Alt	Universal	2 reels	Feb. 6
Her Lucky Leap	Wanda Wiley	Universal	2 reels	Jan. 30
Hero Wins, The	"Aesop Fable"	Pathe	1 reel	
Hired and Fired	Paul Parrott	Pathe	1 reel	
His Own Lawyer	Perry-Cooley	Fox	2 reels	Dec. 26
His Wooden Wedding	Charlie Chase	Pathe	2 reels	
Hollywouldn't	Johnny Sinclair	Bischoff, Inc	2 reels	Sept. 12
Hold Everybody	Perry-Cooley	Fox	2 reels	
Hold Everything	Special Cast	Pathe	1 reel	Dec. 12
Hold Tight	Alice Ardell	F. B. O	2 reels	
Hold Your Hat	Al. St. John	Educational	2 reels	Mar. 6
Home Cured	Johnny Arthur	Educational	2 reels	Mar. 27
Honeymoon Hotel, The	Neeley Edwards	Universal	1 reel	
Honeymoon Squabble, The	Edna Marian	Universal	2 reels	Jan. 23
Honor System, The	"Aesop Fable"	Pathe	1 reel	Nov. 21
Hooked at the Altar	Ralph Graves	Pathe		
Horse Laugh	Chas. Puffy	Universal	1 reel	
Hot Cakes for Two	Alice Day	Pathe	2 reels	Jan. 23
Hot Dog	Arthur Lake	Universal	1 reel	Jan. 23
Hot Doggie	Walter Hiers	Educational	2 reels	Nov. 14
Hot Feet	Cliff Bowes	Educational	1 reel	Nov. 14
Hotsy Totsy	Alice Day	Pathe	2 reels	Dec. 26
How the Bear Got His Short Tail		Film Book Offices	1 reel	
How the Elephant Got His Trunk		F. B. O.	1 reel	
Hug Bug, The	Glenn Tryon	Pathe	2 reels	Mar. 13
Humming Birds, The	Buddy Messinger	B'way Dist. Corp	2 reels	
Hungry Hounds	"Aesop Fable"	Pathe	1 reel	
Hunting in 1950	"Aesop's Fable"	Pathe		
Hurry, Doctor	Ralph Graves	Pathe	2 reels	
I Do	Harold Lloyd	Assoc. Exhib.	2081 feet	
In Deep	Cliff Bowes	Educational	1 reel	Oct. 10
Inventors, The		Tennek Film Corp		
Isn't Love Cuckoo	Raymond McKee	Pathe	2 reels	Dec. 5
Jiminy Crickets	Neeley Edwards	Universal	1 reel	
June Bride, A	"Aesop's Fable"	Pathe	1 reel	Feb. 13
Just Spooks	"Dinky Doodle"	F. B. O.	1 reel	
Keep Trying	Cliff Bowes	Educational	1 reel	Feb. 27
Kick Me Again	Charles Puffy	Universal	1 reel	
Klynick, The	"Hey Fellas"	Davis Dist	2 reels	Sept. 5
Ko-Ko Baffles the Bulls	"Cartoon"	Red Seal	1 reel	Feb. 27
Ko-Ko at the Circus	"Cartoon"	Red Seal	1 reel	Mar. 27
Ko-Ko Nuts	"Cartoon"	Red Seal	1 reel	Sept. 5
Ko-Ko Packs 'Em In	"Cartoon"	Red Seal	1 reel	Nov. 14
Ko-Ko Steps Out	"Cartoon"	Red Seal	1 reel	Jan. 23
Ko-Ko on the Run (Out-of-Inkwell)		Red Seal Pict.	1 reel	Oct. 8
Lame Brains	Alice Ardell	F. B. O.	2 reels	
Laughing Ladies	Special Cast	Pathe	2 reels	Dec. 3
Lickety Split	Lige Conley	Educational	2 reels	Feb. 6
Lickpenny Lover, A	"O. Henry"	Fox		
Light Housekeeping	Lige Conley	Educational	2 reels	Mar. 20
Lighter Than Air	"Aesop's Fables"	Pathe	1 reel	Jan. 30
Lion and the Monkey, The	"Aesop Fables"	Pathe	1 reel	Oct. 10
Little Brown Jug, The	"Aesop's Fables"	Pathe	1 reel	Feb. 13
Little Red Riding Hood	Baby Peggy	Universal	2 reels	
Live Cowards		Educational	2 reels	
Long Pants	Glenn Tryon	Pathe	2 reels	Feb. 13
Love and Kisses	Alice Day	Pathe	2 reels	Oct. 3
Love and Lions	Special Cast	Fox	2 reels	
Love My Dog	Arthur Lake	Universal	1 reel	Dec. 19
Mad Racer, The	"Van Bibber"	Fox	2 reels	
Maid in Morocco	Lupino Lane	Educational	2 reels	Oct. 17
Mail Coach, The	"Aesop's Fables"	Pathe	1 reel	Mar. 6
Maizie Won't Tell	Alberta Vaughn	F. B. O	2 reels	
Mamma Behave	Ralph Graves	Pathe	2 reels	Mar. 6
Meet My Girl	Ralph Graves	Pathe	2 reels	Mar. 13
Merchant of Weenies	Charles Delaney	Bischoff, Inc	2 reels	Sept. 12
Merry Blacksmith, The	"Aesop's Fables"	Pathe		
Min's Away	"The Gumps"	Universal		
Min's Home on the Cliff	Joe Murphy	Universal	2 reels	
Min Walks In Her Sleep	"The Gumps"	Universal	2 reels	
Misfit Sailor, A	Billy Dooley	Educational	2 reels	Oct. 3
Monkey Business	"Krazy Kat"	Winkler (S. R.)	1 reel	
Monkey Business	"Our Gang"	Pathe	2 reels	Mar. 27
Moonlight and Noses	Clyde Cook	Pathe	2 reels	Oct. 3
More Mice Than Brains	"Aesop Fable"	Pathe	1 reel	
Mortgaged Again	Arthur Lake	Universal	1 reel	
Movies, The	Lloyd Hamilton	Educational	2 reels	Oct. 3
Moving Day	Cooley-Perry	Fox	2 reels	Mar. 6
Muddled Up	Charles Puffy	Universal	1 reel	
Mum's the Word	Charles Chase	Fox		
My Stars		Educational	2 reels	Jan. 23
My Swedie	Neal Burns	Educational	2 reels	
Never Too Old		Pathe		
Nobody's Business	Lloyd Hamilton	Educational	2 reels	
No Father to Guide Him	Charles Chase	Pathe	2 reels	Sept. 5
Number One Society, A	"East Side, West Side"	Fox		
Nursery Troubles	Edna Marian	Universal	2 reels	Oct. 24
Nuts and Squirrels	"Aesop Fable"	Pathe	1 reel	
Off His Beat	Walter Hiers	Educational	2 reels	Sept. 12
Officer No. 13	Eddie Gordon	Universal	1 reel	
Officer of the Day	Special Cast	Fox	2 reels	Feb. 13
Oh Buster	Arthur Trimble	Universal	2 reels	Nov. 7
On Edge	Lige Conley	Educational	2 reels	
On the Links	"Fat Men"	F. B. O.	2 reels	
On Thin Ice	"Mutt & Jeff"	Hal Hodes	1 reel	Mar. 6
One Wild Night	Neely Edwards	Universal	1 reel	
One Wild Ride	"Our Gang"	Pathe	2 reels	Dec. 12
Only Son, The	Paul Parrott	Pathe		
Oo-La-La	Bobby Vernon	Educational	2 reels	
Or What Have You	Alberta Vaughn	F. B. O.	2 reels	
Over There-Abouts	Mack Sennett	Pathe	2 reels	
Page Me	Special Cast	Educational	2 reels	Feb. 27
Painless Pain	Wanda Wiley	Universal	2 reels	
Papa, Be Good!	Glenn Tryon	Pathe	2 reels	Dec. 5
Parisian Knight, A	Earle Foxe	Fox	2 reels	Dec. 19
Pawnshop Politics	"East Side"	Fox		
Pay the Cashier	Paul Parrott	Pathe	1 reel	Feb. 20
Peacemakers, The	"Helen & Warren"	Fox	2 reels	Nov. 7
Peggy in a Pinch	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Heroes	"Sheiks and Shebas"	Davis Dist.	2 reels	Oct. 10
Peggy's Pests	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Putters	"Sheiks and Shebas"	Davis Dist.	2 reels	
Perfect Lie, The	Neely Edwards	Universal	1 reel	
Phoney Express, The	Charles Puffy	Universal	1 reel	Mar. 13
Pie Eyed Pie	"Krazy Kat"	Winkler (S. R.)	1 reel	
Pike's Pique	Alberta Vaughn	Film Book. Offices	2 reels	
Piping Hot	Al Alt	Universal	2 reels	Oct. 10
Pleasure Bent	Charles Puffy	Universal	1 reel	
Pleasure Bound	Lige Conley	Educational	2 reels	Aug. 22
Polar Baron, The		Fox		
Prep School	Arthur Lake	Universal	1 reel	
Punch in the Nose, A	Special Cast	Pathe	2 reels	Oct. 3
Quick Service	Cliff Bowes	Educational	1 reel	Mar. 2
Rah, Rah, Heidelberg	"Van Bibber"	Fox		
Rainbow's End, The	"Felix the Cat"	Educational	1 reel	Dec. 1
Rainy Knight, A		Pathe	2 reels	
Raisin' Cain	Big Boy	Educational	2 reels	
Raisin' Trouble		Arrow	2 reels	
Reporter, The	"Van Bibbers"	Fox		
Roomers Afloat	Jack Cooper	Bischoff (S. R.)	2 reels	Oct. 31
Run Tin Can	Burns-Steadman	Educational	2 reels	Feb. 2
Salty Sap, A	Billy Dooley	Educational	2 reels	
Salute	Alice Ardell	Film Book. Offices	2 reels	
Saturday Afternoon	Harry Langdon	Pathe	3 reels	Feb.
Saving a Safe	Jimmy Aubrey	F. B. O.	2 reels	
Say It With Love	Edna Marian	Universal	2 reels	
Scandal Hunters	Al Alt	Universal	2 reels	
Scrambled Eggs	Special Cast	Educational	1 reel	Oct. 17
Scratching Through	Cliff Bowes	Educational	1 reel	
Sea Scamps	Big Boy	Educational	2 reels	Feb. 13
Shoes	Special Cast	Fox	2 reels	Aug. 29
Shore Shy	Dooley-Joyce	Educational	2 reels	
Should Sailors Marry	Clyde Cook	Pathe	2 reels	Nov. 14
Sky Bound	Al. St. John	Educational	2 reels	
Sky Hooks		Educational	1 reel	
Sky Jumper, The	Earle Foxe	Fox	2 reels	
Slippery Feet	Bobby Vernon	Educational	2 reels	Oct. 31
Slow Down	Cliff Bowes	Educational	1 reel	Nov. 28
Smash Up, The	"The Gumps"	Universal	2 reels	
Soapsuds Lady, The	Alice Day	Pathe	2 reels	Nov. 28
Social Triangle, A	"O. Henry"	Fox		
Soft Pedal	Charles Parrott	Pathe	1 reel	Feb. 13
Solid Ivory	Mohan-Engle	Pathe	1 reel	Oct. 17
So Long Bill	Billy West	Arrow	2 reels	
Some Baby	Kerr King	Cantor & Brandell		
Somebody's Wrong	Bowes-Newman	Educational	1 reel	
Somewhere in Somewhere	Special Cast	Pathe	2 reels	Sept. 26
So's Your Old Man	Alberta Vaughn	Film. Book. Offices	2 reels	
So This is Paris	Neeley Edwards	Universal	1 reel	
Spanish Love	"Aesop Fable"	Pathe	1 reel	Mar. 13
Spanking Breezes	Alice Day	Pathe	2 reels	Mar. 20
Speedy Marriage, The	Wanda Wiley	Universal	2 reels	Nov. 14
Spooky Spooks		Bischoff (S. R.)	2 reels	Sept. 12
Spot Light	Lige Conley	Educational	2 reels	Oct. 24
Starvation Blues	Clyde Cook	Pathe	2 reels	Dec. 19
Stranded	Edna Marian	Universal	2 reels	Sept. 5
Strong for Love	Special Cast	Fox	2 reels	
Sweet and Pretty	Bowes-Marlowe	Educational	1 reel	
Sweet Marie	Special Cast	Fox	2 reels	Aug. 29
Sweet Pickle, A	Alice Day	Pathe	2 reels	Oct. 24
Tailoring	"Fat Men"	F. B. O	2 reels	
Take the Heir	Charles Puffy	Universal	1 reel	April 3
Take Your Time	Ralph Graves	Pathe	2 reels	Nov. 21
Taxi War, A	Eddie Gordon	Universal	2 reels	Oct. 31
Tea for Love		B'way Dist. Corp	2 reels	
There He Goes	Harry Langdon	Pathe	3 reels	
Three Blind Mice	"Aesop's Fables"	Pathe	1 reel	Jan. 23
Three Wise Goofs	"Fat Men"	F. B. O	2 reels	
Tight Cargo	Charles Puffy	Universal	1 reel	Jan. 30
Time Flies	Lupino Lane	Educational	2 reels	Feb. 6
Tin Ghost, The	Lige Conley	Educational	2 reels	
Tonight's The Night	Bowes-Bradley	Educational		
Too Many Babies	Darling-King	Universal	2 reels	
Too Many Relations	"Helen and Warren"	Fox	2 reels	
Too Much Mother-in-Law	Constance Darling	Universal	2 reels	Sept. 12
Tourist, The	Johnny Arthur	Educational	2 reels	Aug. 15
Transients in Arcadia	Special Cast	Fox	2 reels	Oct. 31
Trimmed in Gold	Special Cast	Pathe	2 reels	Feb. 20
Tune Up	Charles Puffy	Universal	1 reel	Mar. 6
Two Lips in Holland		Fox		
Ugly Duckling, The	"Aesop Fable"	Pathe	1 reel	Sept. 26
Ukelele Sheiks	Glenn Tryon	Pathe		
Uncle Tom's Gal	Edna Marian	Universal	2 reels	Oct. 3
Understudy, The	Arthur Lake	Universal	1 reel	
Uneasy Three, The	Charles Chase	Pathe	2 reels	Nov. 21
Unfriendly Enemies	Jas. Finlayson	Pathe	1 reel	
Up in the Air	"Aesop Fable"	Pathe	1 reel	
Wandering Papas	Clyde Cook	Pathe	2 reels	
Wandering Willies	Special Cast	Pathe	2 reels	April 3
Watch Out	Bobby Vernon	Educational	2 reels	Aug. 29
Weak But Willing	Walter Hiers	Educational	2 reels	Dec. 13
Westward Ho	Chas. Puffy	Universal	1 reel	Oct. 9
What's the World Coming To	Clyde Cook	Pathe	2 reels	Jan. 23
What's Up	Cliff Bowes	Educational	1 reel	Dec. 12
When Hell Froze Over	Hal Hodes		1 reel	Feb. 20
Whispering Whispers		Pathe	2 reels	Jan. 30
Whistling Lions	Parrott-Ralston	Pathe	1 reel	
Whoa Emma	Jimmie Adams	Educational	2 reels	April 3
Who's Which	Cliff Bowes	Educational	1 reel	Oct. 10
Wicked City, The	"Aesop Fable"	Pathe	1 reel	Feb. 27
Wide Open Faces	Ralph Graves	Pathe	2 reels	Jan. 23
Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	April 3
Wildcats of Paris	"Aesop Fable"	Pathe	1 reel	Nov. 21
Windjammers, The	"Aesop Fable"	Pathe	1 reel	Feb. 20
Window Dummy, The	Ralph Graves	Pathe	2 reels	Dec. 19
Winning Pair, A	Wanda Wiley	Universal	2 reels	Oct. 24
Wireless Lizzie	Walter Hiers	Educational	2 reels	Mar. 13
Woman of Letters, A	"Helen and Warren"	Fox	2 reels	Mar. 6
Working for the Rest	Johnny Sinclair	Bischoff (S. R.)	2 reels	Oct. 31
Wrestler, The	Earle Foxe	Fox	2 reels	Aug. 29
Yearning for Love	Wanda Wiley	Universal	2 reels	April 3
Yes, Yes, Babette	Bobby Vernon	Educational	2 reels	Dec. 19
Your Husband's Past	Special Cast	Pathe	2 reels	Feb. 13
Your Own Back Yard	"Our Gang"	Pathe	2 reels	Oct. 3

Short Subjects

Feature		Distributed by	Length	Reviewed
Ace of Spades (Serial)	William Desmond	Universal	10 episodes	Oct. 24
All Astride (Sportlight)		Pathe	1 reel	Jan. 30
All for a Girl	Buddy Messinger	B'way Dist. Co.	2 reels	
All for a Queen	Hal Hodes		1 reel	Feb. 20
All Tied Up	"Fat Men"	Film Book. Offices	2 reels	
All Wool	Mohan-Engle	Pathe	1 reel	Oct. 31
Amazing Mazie	Alberta Vaughn	F. B. O.	2 reels	Oct. 24
America Today (Variety)		Fox	1 reel	

Feature	Distributed by	Length	Reviewed
Amundsen Polar Flight, The	Pathe	3 reels	Nov. 21
Angelus, The	Cranfield & Clarke (S. R.)	1 reel	
Animated Hair Cartoons (Series)	Red Seal Pict	1 reel	Jan. 30
Animated Hair Cartoon No. 4	Red Seal	1 reel	Feb. 27
Are Parents Pickles?.....Parrott-Ralston	Pathe	1 reel	
At Home.....“ Our Gang ”	Pathe	2 reels	
Baby Be Good.....“ Juvenile ”	Educational	3 reels	Oct. 24
Bar-G Mystery (Serial)	Pathe		
Barrier Busters (Sportlight)	Pathe	1 reel	Sept. 12
Bed Time Stories	Sierra Pictures	2000 feet	
Belgium Today (Variety)	Fox	1 reel	
Big Game (Mustang)	Universal	2 reels	Feb. 26
Boundary Line, The (Mustang Series)	Universal	2 reels	Oct. 31
Breakin' Loose (Mustang Series)	Universal	2 reels	Dec. 5
Burkhardt's Plastic Film	Tiffany	1 reel	
Burmah Blues.....Hal Hodes		1 reel	Feb. 27
Call of Hazard, The (Fred Humes)	Universal	2 reels	
Canary Islands (Variety)	Fox	1 reel	
Casey of the Coast Guard (O'Hara-Ferguson)	Pathe	Serial	Feb. 20
Clever Feet (Sportlight)	Pathe	1 reel	
Colorful Fashions From Paris (Novelty)	Educational	1 reel	Mar. 6
Criss Cross Cruize, A (Hodge Podge)	Educational	1 reel	Mar. 13
Crook Buster, The (Mustang)	Universal	2 reels	
Cuba Steps Out (Variety)	Fox	1 reel	
Dacing Around the World (Variety)	Fox	1 reel	
Dixie Doodle (Sportlight)	Pathe	1 reel	Mar. 27
Egypt Today	Fox	1 reel	Feb. 13
Emergency Man, The.....Edmund Cobb	Universal	2 reels	
Fade Away Foster (Mustang)	Universal	2 reels	
Fight Within, The.....George Larkin	Universal	2 reels	
Film Facts (Series No. 1)	Red Seal Pict	1 reel	Jan. 30
Fish for Two	Red Seal	1 reel	Feb. 27
Flame Fighter, The (Serial) Herbert Rawlinson	Rayart	10 episodes	
Flaming West, The (Mustang Series)	Universal	2 reels	
Flashes of the Past	Pathe	2 reels	
Flirting With Death	Red Seal Pict.	2 reels	Sept. 26
From A to Z Thru Filmdom (Hodge Podge)	Educational	1 reel	
Giraffe's Long Neck, The	F. B. O	1 reel	
Gold Trap, The (Mustang Series)	Universal	2 reels	Oct. 10
Great Arena, The (Sportlight)	Pathe	1 reel	Mar. 6
Green Archer, The (Serial) Ray-Miller	Pathe	10 episodes	Dec. 5
Grinning Fists (Fred Humes)	Universal	2 reels	
Gunless Bad Man, The	Universal	2 reels	
Happy Hunting Grounds, The (Sportlight)	Pathe		
Hearts of the West.....Edmund Cobb	Universal	2 reels	Feb. 6
Her First Night in Philadelphia	Cranfield & Clarke	2 reels	
Hero of Piperock.....Corbett-Holmes	Universal	2 reels	Jan. 30
His Pal	Chesterfield M. P. Co. (S. R.)	2 reels	
I Remember	Short Films Syn	2 reels	Sept. 26
In a China Shop (Variety)	Fox	1 reel	
Iron Trail Around (Variety)	Fox	1 reel	Dec. 26
Just Cowboys (Mustang Series)	Universal	2 reels	Oct. 10
Knickknacks of Knowledge (Hodge Podge)	Educational	1 reel	Nov. 14
Leaps and Bounds (Sportlight)	Pathe	1 reel	Mar. 13
Life's Greatest Thrills	Universal	2 reels	Sept. 26
Lightning Hutch (Serial)	Arrow		
Lightnin' Strikes	Tennek Film Corp	2 reels	
Love Fighter (dog)	Chesterfield (S. R.)	2 reels	
Magic Hour, The	Cranfield & Clark	1 reel	Dec. 19
Magical Movies (Hodge Podge)	Educational	1 reel	
Man With a Scar, The (Fred Humes)	Universal	2 reels	Jan. 30
Marionettes (Hope Hampton)	Educational	1 reel	Dec. 5
Marvels of Motion (Series)	Red Seal Pict.	1 reel	Sept. 5
Menace of the Alps, The	Universal	1 reel	Mar. 27
Montana of the Range.....Josie Sedgwick	Universal	2 reels	Feb. 6
Mother Goose's Movies (Hodge Podge)	Educational	1 reel	Feb. 6
Mountain Molly O (Mustang)	Universal	2 reels	
Mountain of the Law, The (Variety)	Fox		
My Bonnie (Ko-Ko Series)	Red Seal Pict.	1 reel	Oct. 3
My Own Carolina (Variety)	Fox	1 reel	Aug. 29
Neptune's Domain (Hodge Podge)	Educational	1 reel	
No Woman's Land.....Hal Hodes		1 reel	Feb. 27
Off Shore Trails (Variety)	Fox	1 reel	
One Wild Time (Corbett & Holmes)	Universal	2 reels	Mar. 27
Outings For All (Sportlight)	Pathe	1 reel	
Parisian Modes in Color	Educational	1 reel	Jan. 30
Perils of the Wild (Serial)	Universal	10 episodes	
Poland-A Nation Reborn (Variety)	Fox	1 reel	
Queen of the Hills.....Josie Sedgwick	Universal	2 reels	
Quick on the Draw (Fred Humes)	Universal	2 reels	
Raid, The (Mustang Series)	Universal	2 reels	Oct. 10
Range Law (Mustang Series)	Universal	2 reels	Nov. 23
Rider of the Pass (Mustang Series)	Universal	2 reels	
Ridin' for Love (Jack Mower)	Universal	2 reels	
River Nile, The (Variety)	Fox	1 reel	Nov. 28
Road From Latigo, The (Mustang Series)	Universal	2 reels	Oct. 17
Runaway Taxi, A (Stereoscopik)	Pathe	1 reel	Oct. 3
Rustlers of Boulder Canyon, The (Mustang Series)	Universal	2 reels	Nov. 21
Rustler's Secret The (Mustang)	Universal	2 reels	
Rustlin' Kid, The (Mustang Series)	Universal	2 reels	
Scarlet Streak, The (Serial) Jack Daugherty	Universal	10 episodes	
Scotty of the Scouts (Serial)	Rayart	Serial	
Searchlight (Issue C)	Red Seal	1 reel	Mar. 6
Shadows of the Tiger	Tennek Film Corp	2 reels	
Shakespeare (Gems of the Screen)	Red Seal	1 reel	
Shooting at Time (Sportlight)	Pathe	1 reel	
Shootin' Wild (Mustang Series)	Universal	2 reels	Oct. 24
Silvery Art	Red Seal	2 reels	Sept. 26
Sky Skidder, The	Bischoff	10 episodes	
Sky Tribe, The (Variety)	Fox	1 reel	
Songs of England (Music Film)	Pathe		
Songs of Ireland (Music Film)	Pathe	1 reel	
Songs of Scotland (Music Film)	Pathe	1 reel	
Soul of the Cypress	Red Seal	1 reel	Feb. 27
Starting an Argument (Sportlight)	Pathe	1 reel	
Story Teller, The (Hodge Podge)	Educational	1 reel	Oct. 3
Strenuous Life, The (Sportlight)	Pathe	1 reel	Feb. 20
String of Diamonds (dog)	Chesterfield (S. R.)	2 reels	
Sweden Today (Variety)	Fox	1 reel	
Taking Chances (Mustang Series)	Universal	2 reels	
Then and Now (Sportlight)	Pathe	1 reel	
Tiger Hunt, The.....Hal Hodes		1 reel	Feb. 20
Toiling for Rest (Variety)	Fox	1 reel	
Too Many Bucks (Mustang Series)	Universal	2 reels	Nov. 21
Top Hand (Edmund Cobb)	Universal	2 reels	Dec. 19
Tricked (Mustang Series)	Universal	2 reels	Sept. 12
Uncle Tom's Cabin	F. B. O	1 reel	
Uprising Generation (Sportlight)	Pathe	1 reel	Feb. 6
Vanishing Millions	Sierra Pictures	Serial	
Walloping Wonders (Sportlight)	Pathe	1 reel	
What Price Touchdown (Sportlight)	Pathe	1 reel	
Whirlpool, The (Variety)	Fox	1 reel	
White Paper (Variety)	Fox	1 reel	
With Pencil, Brush and Chisel (Variety)	Fox	1 reel	

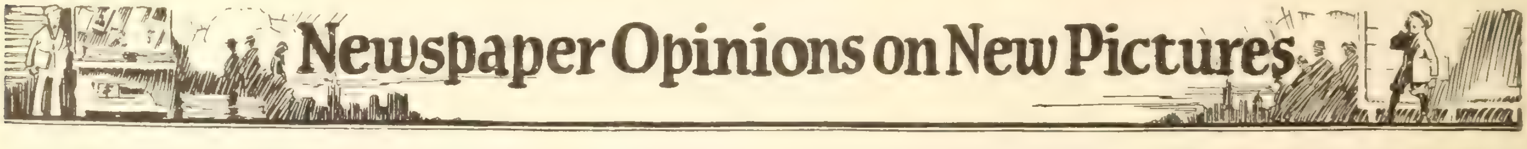
Feature	Star	Distributed by	Length	Reviewed
Wild Beasts of Borneo		Educational	2 reels	Sept. 12
Wild West (Serial)	Ferguson-Mulhall	Pathe	10 episodes	Sept. 12
Winged Rider, The	Edmund Cobb	Pathe	2 reels	Feb. 13
Winking Idol, The (Serial)	Desmond-Sedgwick	Universal	10 episodes	Mar. 20

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
30 Below Zero	Buck Jones	Fox		
Accused	Special Cast	Inde. Films	5000 feet	Jan. 16
Aloma of the South Seas	Gilda Gray	Paramount		
Altars of Desire	Special Cast	M-G-M		
Amateur Gentleman, The	Richard Barthelmess	First National		
An American Tragedy		Paramount		
Apache Princess	Wilson-Gerber	Davis Dist.-Vital		
Ancient Mariner, The	Special Cast	Fox	5548 feet	Jan. 30
Aristocrat, The	Special Cast	B. P. Schulberg (S. R.)		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib		
Atlantis		First National		
Auctioneer, The	George Sidney	Fox		
Back Slapper, The	Special Cast	M-G-M		
Bad Habits	Special Cast	Astor Dist. (S. R.)		
Bankrupt		Ginsberg-Kann		
Barriers of Fire	Monte Blue	Warner Bros.		
Bat, The	Special Cast	United Artists	8219 feet	Mar. 27
Battling Butler	Buster Keaton	M-G-M		
Beau Geste		Paramount		
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Ronald Colman	United Artists		
Behind the Screen	Special Cast	M-G-M		
Bellamy the Magnificent	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp		
Beyond the Trail	Bill Patton	Chesterfield (S. R.)	5 reels	
Ben Hur	Special Cast	M-G-M	12000 feet	Jan. 16
Bigger than Barnum's		F. B. O		
Big Night, The	Laura La Plante	Universal		
Big Parade, The	John Gilbert	Metro-Goldwyn-Mayer	12550 feet	Nov. 23
Blackguard, The	Special Cast	Lee-Bradford (S. R.)	6937 feet	April 3
Black Pirate, The	Douglas Fairbanks	United Artists	8200 feet	Mar. 20
Border, Intrigue	Franklyn Farnum	Inde. Pict. (S. R.)	5 reels	June 6
Border Thunderbolt, The		Assoc. Exhib		
Border Women	Special Cast	Phil Goldstone (S.R.)	5000 feet	
Born to Battle	Tom Tyler	F. B. O	5100 feet	Feb. 13
Broken Hearts	Special Cast	Jaffe Art Film (S. R.)	7500 feet	Mar. 20
Borrowed Plumes	Daw-Welch	Arrow		
Boy Friend, The	John Hamon	Metro-Goldwyn-Mayer		
Broken Hearts of Hollywood	Harlan-Miller	Warner Brothers		
Broken Homes	Lake-Glass	Astor Dist		
Brooding Eyes	Lionel Barrymore	Ginsberg Dis. Corp. (S. R.)		
Call in the Night, A		Truart (S. R.)		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Charity Ball, The		Metro-Goldwyn		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Cleaner Flame, The	Louise Carter	Arrow		
Clinging Vine, The	Leatrice Joy	P. D. C		
College Widow, The	Syd Chaplin	Warner Brothers		
Coney Island	Special Cast	M-G-M		
Courage of Captain Plumb	Special Cast	Davis Dist.-Vital		
Crashing Through	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crystal Cup, The	Special Cast	First National		
Cruel Truth, The		Ginsberg-Kann		
Cyclone Bob	Bob Reeves	Anchor Film Dist		
Cyrano de Bergerac	Special Cast	Atlas Dist. (S. R.)	9500 feet	July 18
Danger Line, The	Special Cast	Astor Dist. (S. R.)		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Daughter of the Sioux, A	Wilson-Gerber	Davis Dist.-Vital	5 reels	Oct. 24
Dead Command, The	Special Cast	M-G-M		
Dead Man's Gold	Tom Mix	Fox		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9
Demon Rider, The	Ken Maynard	Davis Dist.-Vital	5000 feet	Aug. 2
Detour		Prod. Dist. Corp		
Devil Horse, The	Rex (horse)	Pathe		
Devil's Master, The		Fox		
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O		
Don Juan	John Barrymore	Warner Bros		
Don't Lie to Your Wife	Haver-McDonald	Arrow		
Don Juan's Three Nights	Special Cast	First National		
Don X	Bruce Gordon	B. A. Goodman (S.R.)	5000 feet	Feb. 13
Door Mat, The		Warner Bros.		
Duchess of Buffalo, The	Constance Talmadge	First National		
Duke of Black Butte, The	Fred Humes	Universal		
Dumb Head		Tiffany (S. R.)	6500 feet	
East of the Setting Sun	Constance Talmadge	First National		
Eden's Fruit		B. P. Schulberg (S.R.)		
Ella Cinders	Colleen Moore	First National		
Ermine and Rhinestone		H. F. Jans (S. R.)		
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp		
Exquisite Sinner, The	Nagel-Adoree	Metro-Goldwyn		
False Steps	Special Cast	Paramount		
Fangs of Fate	Bill Patton	Chesterfield (S.R.)	5000 fet	Feb. 13
False Pride		Astor Dist		
Family Upstairs, The		Fox		
Fascinating Youth	Junior Stars	Paramount		Mar. 13
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford (S. R.)		
Fighting Boob, The	Bob Custer	F. B. O.		
Fighter's Paradise, The	Rex Baker	Phil Goldstone	5000 feet	
Fighting Courage	Ken Maynard	Davis Dist.-Vital	5 reels	July 11
Fighting Fate	Billy Sullivan	Rayart (S. R.)	4991 feet	Feb. 6
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Heart, The	Frank Merrill	Bud Barsky Prod. (S. R.)	5000 feet	
Fighting Smile, The	Bill Cody	Inde. Pict. Corp. (S.R.)	4630 feet	
Fig Leaves		Fox		
Fine Manners	Gloria Swanson	Paramount		
Flames	Special Cast	M-G-M		
Flaming Forest, The		M-G-M		
Flaming Frontier, The	Special Cast	Universal		
Flashing Heels	Bill Cody	Assoc. Exhib		

Feature	Star	Distributed by	Length	Reviewed
Flashing Steeds	Bill Patton	Chesterfield (S. R.)	5000 feet	Feb. 27
Fleet Foot	Marilyn Mills	Davis Dist.-Vital		
Flight to the Hills, The		Paramount		
Flying Mail, The	Al Wilson	Asso. Exhib		
Flyin' Thru	Al Wilson	Davis Dist.-Vital		Nov. 7
Flying Fool, The	Dick Jones	Sunset Prod. (S. R.)		
Forbidden Trails	Bill Cody	Assoc. Exhib		
Forest of Destiny, The		Gotham Prod. (S. R.)		
Forever After	Corinne Griffith	First National		
Fort Frayne	Ben Wilson	Davis Dist	5000 feet	Aug. 29
Four Feathers	Richard Barthelmess	First National		
Four Stragglers, The	Special Cast	M-G-M		
Friends	Special Cast	Vitagraph		
Frisco Sal	Special Cast	M-G-M		
Frivolity		B. P. Schulberg (S.R.)		
Galloping Dude, The	Franklyn Farnum	Inde. Pict. Corp.(S.R.)	4700 feet	
Gambling Chaplain, The	Special Cast	M-G-M		
Galloping Cowboy, The	Bill Cody	Assoc. Exhib		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Get Off the Earth	Raymond Griffith	Paramount		
Glorifying the American Girl		Paramount		
Going Crooked	Special Cast	Fox		
Gold Hunters, The	David Butler	Davis Dist.-Vital	6500 feet	Nov. 7
Goose Man, The	Special Cast	M-G-M		
Great Deception, The		First National		
Greater Glory, The	Special Cast	First National		
Greatest Show on Earth		Paramount		
Great Jewel Robbery	Herbert Rawlinson	Dependable Films	4800 feet	Jan. 9
Grey Vulture, The	Ken Maynard	Davis Dist.-Vital		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hands Across the Border	Fred Thomson	F. B. O.		
Harem Girl, The	Special Cast	Astor Dist. (S. R.)		
Haunted Range, The	Ken Maynard	Davis Dist.-Vital		Sept. 26
Haven, The	Special Cast	M-G-M		
Her Big Adventure	Special Cast	Kerman (S. R.)	4800 feet	Jan. 16
Her Big Night	Laura La Plante	Universal		
Her Honor, The Governor	Pauline Frederick	F. B. O		
Her Next Steps		Ginsberg-Kann		
Here He Comes	Earle Douglas	Sierra Pictures	5000 feet	
Here He Comes	Richard Talmadge	Universal		
Highbinders, The	Bill Tilden	Assoc. Exhib		
High Society	Tom Mix	Fox		
His Woman	Special Cast	Whitman Bennett	7 reels	
Horses and Women		B. P. Schulberg		
House Behind the Hedge		Ginsberg-Kann		
Human Mill, The	Special Cast	M-G-M		
Hurricane, The	Special Cast	Truart (S. R.)		
I Can Do It	Special Cast	M-G-M		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Imposter, The	Evelyn Brent	F. B. O.		
Inevitable Millionaires, The	M. Moore-Devore	Warner Bros		
In His Arms	Special Cast	M-G-M		
In Praise of James Carabine	Special Cast	M-G-M		
In the Third Degree		Ginsberg-Kann		
Into Her Kingdom	Corinne Griffith	First National		
Jason	Special Cast	M-G-M		
Justice of the Far North		C. B. C. (S. R.)	5500 feet	
Kid Boots	Eddie Cantor	Paramount		
Kid Gloves	Johnny Hines	First National		
Killer, The	Marilyn Mills	Davis Dist.-Vital		
La Boheme	Gish-Gilbert	Metro-Goldwyn	8781 feet	Mar. 13
Lady of the Harem, The	Special Cast	Paramount		
Lady of Leisure	Special Cast	M-G-M		
Lawful Cheater, The	Bow-McKee	B. P. Schulberg	4946 feet	Jan. 9
Lawless Love	Al Ferguson	Davis Dist.-Vital		
Lawless Trails	Bruce Gordon	B.A.Goodman (S.R.)	5000 feet	Feb. 20
Lawless Valley	Bill Cody	Assoc. Exhib		
Law or Loyalty	Lawson Harris	Davis Dist. Div	4800 feet	Nov. 14
Lena Rivers	Special Cast	Arrow	6521 feet	
Les Miserables		Universal		
Life of a Woman		Truart (S. R.)	6500 feet	
Lightnin'		Tiffany (S. R.)	6500 feet	
Lightning Jack	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Lightning Passes, The	Al Ferguson	Fleming Prod. (S. R.)		
Lights of Mojave, The	Ken Maynard	Davis Dist.-Vital		
Lily, The		Fox		
Little Journeys				
Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 12
Long Odds	Marilyn Mills	Davis Dist. Div		
Lord's Referee, The		Fox		
Love—the Magician		Paramount		
Lover's Oath, A	Ramon Novarro	Astor (S. R.)	5800 feet	Oct. 17
Love's Blindness	Starke-Moreno	M-G-M		
Love Thief, A	Kerry-Nissen	Universal		
Lovey Mary	Bessie Love	M-G-M		
Loyalties	Special Cast	Fox		
Lunatic at Large, The	Leon Errol	First National		
Lure of the West	Eileen Sedgwick	Chesterfield (S. R.)		
Lying Wives	Special Cast	Ivan Abramson (S.R.)	7 reels	May 2
Lying Truth, The	Milton Sills	First National		
Man and the Moment		Metro-Goldwyn		
Man With a Thousand Faces	Special Cast	M-G-M		
Mantrap		Paramount		
Mare Nostrum	Special Cast	M-G-M	11000 feet	Feb. 27
Married	Special Cast	Jans (S. R.)	5772 feet	Mar. 13
Married Cheats		Fox		
Marrying Money		Truart (S. R.)	5800 feet	
Memories	Ramon Novarro	M-G-M		
Men of the Night		Ginsberg-Kann		
Men of Steel	Milton Sills	First National		
Message to Garcia, A	Special Cast	M-G-M		
Midnight Flames		Columbia Pict. (S. R.)		
Midnight Special		Truart (S. R.)		
Million Dollar Doll		Assoc. Exhib		
Millionaire Policemen	Special Cast	Ginsberg Dist. (S. R.)		
Mismates	Doris Kenyon	First National		
Miss 318	Special Cast	M-G-M		
Miss Nobody	Anna L. Nilsson	First National		
Modern Musketeer, A	Gene Corrado	Bud Barsky (S.R.)	5000 feet	
Morganson's Finish	Special Cast	Tiffany (S. R.)	6500 feet	
Mr. Battling Butler	Buster Keaton	M-G-M		
My Lady of Whims	Clara Bow	Arrow	6089 feet	Jan. 23
My Neighbor's Wife	Herbert Rawlinson	Davis Dist.-Vital		
Mystery Club, The	Matt Moore	Universal		
Mysterious Island	Special Cast	M-G-M		
Mystery Lady, The	Special Cast	M-G-M		
Naughty Cinderella	Pola Negri	Paramount		
Nell Gwyn	Dorothy Gish	Paramount	9 reels	Feb. 6
Nervous Wreck, The		Prod. Dist. Corp		
Night Watch, The	Special Cast	Truart (S. R.)		
Nine and 3-5 Seconds	Charles W. Paddock	A. G. Steen, Inc	5600 feet	Nov. 12
Nocturne	Special Cast	M-G-M		
North of Nome	Special Cast	Arrow	5491 feet	
Oh! Baby	Little Billy	Universal		
Old Ironsides		Paramount		
Old Soak, The	Jean Hersholt	Universal		
Open Book	Special Cast	M-G-M		
Ordeal, The	Special Cast	M-G-M		
Padlocked	Special Cast	Paramount		
Palace of Pleasure		Fox		
Pals First	Special Cast	First National		
Paris	Charles Ray-E.Boardman	Metro-Goldwyn		
Paris at Midnight	Special Cast	Prod. Dist. Corp		
Partners Again	Sidney-Carr	United Artists		
Passionate Youth	Special Cast	Truart (S. R.)	6 reels	July 11
Peggy Takes a Chance	Peggy O'Day	Davis Dist.-Vital		
Peggy in Chinatown	Peggy O'Day	Davis Dist.-Vital		
Peggy in Danger	Peggy O'Day	Davis Dist.-Vital		
Peggy From Headquarters	Peggy O'Day	Davis Dist.-Vital		
Peggy on the Job	Peggy O'Day	Davis Dist.-Vital		
Peggy of the Secret Service	Peggy O'Day	Davis Dist.-Vital		
Peggy Scores a Victory	Peggy O'Day	Davis Dist.-Vital		
Peggy Under Orders	Peggy O'Day	Davis Dist.-Vital		
Pelican, The		Fox		
Perch of the Devil		Universal		
Phantom Bullet, The	Hoot Gibson	Universal		
Pigs		Fox		
Plumes	Special Cast	M-G-M		
Poker Faces	Special Cast	Universal		
Poor Girl's Romance, A	Special Cast	Film Book. Offices		
Prince of Pilsen	Special Cast	Prod. Dist. Corp		
Prisoners of the Storm	House Peters	Universal		
Prowlers of the Night	Fred Humes	Universal		
Puppets	Milton Sills	First National		
Pursued	Dorothy Drew	Dependable (S. R.)	5000 feet	Nov. 14
Quality Street		Metro-Goldwyn		
Quo Vadis	Emil Jannings	First National		Nov. 28
Red Clay	William Desmond	Universal		
Red Kimona, The	Mrs. Wallace Reid	Davis Dist.-Vital		Jan. 2
Red Mill, The	Marion Davies	M-G-M		
Red Signals		Ginsberg-Kann		
Remember		Columbia Pictures		
Return of Peter Grimm		Fox		
Return of a Soldier	Special Cast	Metro-Goldwyn		
Revillon		Warner Bros		
Rise and Fall of Jesse James		J. S. Woody		
Road That Led Home, The		Vitagraph		
Roaring Crowd, The		F. B. O		
Rogue's Riches	Special Cast	Astor Dist. (S. R.)		
Rolling Home	Reginald Denny	Universal		
Romance a la Carte	Richard Dix	Paramount		
Romance of an Actress		Chadwick		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rough Riders, The		Paramount		
Rust	Special Cast	M-G-M		
Sagebrush Lady, The	Eileen Sedgwick	Chesterfield M.P. Corp.	5000 feet	Feb. 6
Sailors' Wives		First National		
Salvage		Truart (S. R.)	5800 feet	
Scarlet Letter, The	Lillian Gish	M-G-M		
Sea Wolf, The	Ralph Ince	Ralph Ince Prod	7500 feet	Dec. 19
Self Defense	Aileen Percy	Arrow Film Corp		
Senor Daredevil	Ken Maynard	First National		
Separate Rooms	Special Cast	Fox		
Set-up, The	Art Acord	Universal	4600 feet	Mar. 27
Seventh Bandit, The	Harry Carey	Pathe	6 reels	Mar. 27
Seventh Heaven	Special Cast	Fox		
Seward's Folly	Special Cast	M-G-M		
Shadow of the Mosque	Odette Taylor	Cranfield & Clarke (S. R.)	6200 feet	
Shadow of the Mosque	Stewart Rome	Ufa	5750 feet	Dec. 26
Share and Share Alike	Jane Novak	Arrow	5569 feet	
She	Betty Blythe	Lee-Bradford (S. R.)	6800 feet	Mar. 27
Shenandoah		B. P. Schulberg (S. R.)		
She's My Baby		Ginsberg-Kann		
Shipwrecked	Owen-Schildkraut	Prod. Dist. Corp		
Shootin' Square	Jack Perrin	Ambassador Pict.(S.R.)	5000 feet	
Siegfried		Ufa		Sept. 12
Silence	H. B. Warner	Prod. Dist. Corp.		
Silent Witness, The	Louise Lorraine	Truart (S. R.)	5800 feet	
Silken Lady, The	Hulette-Hamilton	Arrow		
Silken Shackles	Irene Rich	Warner Bros		
Silk Hat Cowboy, The	Tom Mix	Fox		
Silky Anne	Constance Talmadge	First National		
Silver Lanterns	Special Cast	Arrow		
Silver Treasure, The	Special Cast	Fox		
Smith of Cornell	George Walsh	Chadwick		
Son of the Sheik, The	Rudolph Valentino	United Artists		
Sorrows of Satan	Special Cast	Paramount		
Sparrows	Mary Pickford	United Artists		
Sporting Lover, The	Conway Tearle	First National		
Starlight Ranch	Wilson-Gerber	Davis Dist.-Vital		
Star Maker, The	Dove-Bushman	Universal		
Strange Bedfellows		M-G-M		
Subway Sadie	MacKaill-Mulhall	First National		
Sunshine of Paradise Alley	Special Cast	Chadwick Pict.		
Sweet Daddies	Special Cast	First National		
Sweet Rosie O'Grady		Columbia Pict		
Take It From Me	Reginald Denny	Universal		
Tale of a Vanishing People		Tiffany (S. R.)	6500 feet	
Tardy Tolliver	Hale-King	Assoc. Exhib		
Tavern Knight, The	John Barrymore	Warner Bros		
Temptress, The	Garbo-Moreno	M-G-M		
Tentacles of the North	Special Cast	Davis Dist.-Vital		
Ten to Midnight		Prod. Dist. Corp.		
Texan's Oath, The	Ken Maynard	Davis Dis.-Vital		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9
There You Are	Nagel-Roberts	M-G-M		
Thoroughbred, The	Special Cast	Truart	5481 feet	Sept. 19
Three Bad Men		Fox		
Three Pals	Marilyn Mills	Davis Dist. Vital	4987 feet	Dec 15
Three Twins, The		M-G-M		
Thundering Speed	Eileen Sedgwick	Chesterfield	5 reels	
Timber Wolves	Ken Maynard	Davis Dist.-Vital		
Tin Hats		M-G-M		
Toilers of the Sea	Special Cast	M-G-M		
Tongues of Scandal		Ginsberg-Kann		
Tongo	Special Cast	M-G-M		
Tonio, Son of the Sierras	Wilson-Gerber	Davis Dist.-Vital	5000 feet	Dec 15
Totem Pole Beggar, The	Special Cast	Asso. Exhibit		
Toto	Lew Cody	M-G-M		
Trailing Shadows	Edmond Lowe	Fox Film		
Trapped	Elinor Faire	Sierra Pictures	5000 feet	
Travelin' Fast	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Travis Coup, The		Tiffany (S. R.)	6500 feet	

Feature	Star	Distributed by	Length	Reviewed
Tricks	Marilyn Mills	Davis Dist. Div.	5 reels	Sept. 19
Trip to Chinatown, A	Special Cast	Fox		
True North, The	Special Cast.	C. C. Griffin Prod.	7000 feet	Dec. ..
Uncle Tom's Cabin	Special Cast.	Universal		23
Unknown Lover, The	Elsie Ferguson	Vitagraph	6895 feet	Nov. ..
Unknown Soldier, The		P. D. C		
Unknown Treasures		Ginsberg-Kann		
Up and At 'Em	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Vengeance of Durand, The	Irene Rich	Warner Bros.		
Volcano, The	Bebe Daniels	Paramount		
Volga Boatman, The	Elinor Fair	Prod. Dist. Corp.		
Warrior Gap	Wilson-Gerber	Davis Dist.	4900 feet	Aug. 22
Way of an Eagle, The	Special Cast	M-G-M		
Web, The	Eileen Sedgwick	Chesterfield (S. R.)	5000 feet	Feb. 20
Wedding March, The		Paramount		
What Will People Say		Metro-Goldwyn		
What Price Glory?		Fox		
When We Were Twenty-One	Special Cast	M-G-M		
Whispering Canyon	J. Novak-R. Ellis	Ginsberg Dist. Corp. (S. R.)		
Whispering Smith	Special Cast	P. D. C		
White Chief, The	Monte Blue	Warner Brothers		
White Fury	Marilyn Mills	Davis Dist.-Vital		
White Heat	Special Cast	M-G-M		
Whole Town's Talking, The	Ed. Horton	Universal		
Wide Open	Dick Jones	Sunset Prod. (S. R.)		
Wife, The	Special Cast	M-G-M		
Wild Oats Lane	Dana-Agnew	Prod. Dist. Corp	6500 feet	Mar. 27
Wilderness Woman, The	Special Cast	First National		
Win, Lose or Draw	Leo Maloney	Artclass (S. R.)	5000 feet	April 3
Winner, The	Charles Ray	Chadwick (S. R.)		
Winning of Barbara Worth	Colman-Banky	United Artists		
Wise Guy, The	James Kirkwood	First National		
With Kit Carson Over the Great Divide	Special Cast	Sunset Prod. (S. R.)		
Wives at Auction	Special Cast	Astor Dist. (S. R.)		
Wives of the Prophet	Special Cast	Lee-Bradford (S.R.)	6600 feet	Jan. 9
Wolf Hunters, The	Special Cast	Davis Dist. Div.		
Wolves of the Air		Ginsberg-Kann		
Woman's Heart, A		Ginsberg-Kann		
Woman Who Did Not Care		Gotham (S. R.)		
Women and Wives		Metro-Goldwyn		
World's Illusion, The		Metro-Goldwyn		
Worst Man of the Troop	Wilson-Gerber	Davis Dist. Div.		
Worst Woman, The	Special Cast	B. P. Schulberg (S. R.)		
Yellow Back, The	Fred Humes	Universal		
Yoke, The	Special Cast	Warner Brothers		
Young April	Special Cast	Prod. Dist. Corp.		
You Too	Special Cast	M-G-M		



Newspaper Opinions on New Pictures

"The Black Pirate"—United Artists, Tivoli, London, England

Times: "He can have nothing of boyhood surviving in him who has no pleasure in 'The Black Pirate.'

Westminster Gazette: "Walking the plank, bloodthirsty piratical villains, desert islands, hidden treasure, and a princess incognito are here in generous profusion, and everybody acts with such high-spirited zeal, and the coloured pictures are so gloriously vivid, that one regrets when it comes to an end."

Reynolds Newspaper: "The new Douglas Fairbanks film is a great success and the colour effects justified all that has been said in advance—and that's very unusual."

Observer: "What a triumph! A film to beggar vocabularies—what can one say in praise of it when all the words like good, clever, brilliant, charming, beautiful, have been used in measuring the efforts of lesser mortals?"

Sunday Pictorial: "Really thrilling in its beauty, and is a triumph in cinematography which makes this film unfold as if it were a series of Old Masters come to life."

News of the World: "Spectacularly, 'The Black Pirate,' at the Tivoli, has surpassed expectations. No more gorgeous color picture has been presented to us before. It might well be said to mark a new stage in the evolution of cinematography."

Referee: "At the Tivoli Douglas Fairbanks, who is, bar none, my favorite among film makers, has given us in 'The Black Pirate,' such a picture, that if you write to me and say you like it not, I can ask you in return to look to your liver."

Illustrated Sunday Herald: "Kinematic champagne is the phrase that occurs as best describing the quality of the new Douglas Fairbanks film."

Sunday News: "Nine people of ten who have seen 'The Black Pirate' at the Tivoli declare it to be the best film ever made. Who can withstand such a verdict."

Express: "Douglas Fairbanks, who thinks that the duty of a movie is to move, fulfills that duty magnificently in 'The Black Pirate' . . . The screen has no greater asset than this clean-living, high thinking, intensely virile player, whose work sets a standard to the world."

Telegraph: "The art of the screen makes a notable step forward."

Mail: "The new Douglas Fairbanks film, 'The Black Pirate,' now running for a season at the Tivoli, is a triumph."

Mirror: "America has sent us another screen masterpiece—this time in color."

Chronicle: "Here, at last, we have genuine natural colour photography of such a standard that all subsequent colour films will be measured by it."

Graphic: "Must be rated as America's most ambitious contribution to the world's screen art."

Herald: "Recall everything that you imagined about pirates, at the age of 14, set the scene regardless of expense, and you will have a good idea of 'The Black Pirate.'"

"Lady Windermere's Fan"—Warner Bros., Columbia, Dayton, O.

News: "The Columbia theatre is featuring a most remarkable film this week—Lubitsch has handled the delicate task of giving the screen all the sparkle that Wilde's famous play has had for drama lovers."

"Lady Windermere's Fan"—Warner Bros., Colorado, Denver

Times: "The great director, Ernst Lubitsch, has done an amazing piece of work translating Oscar Wilde's clever play to the screen. It is without doubt the most sophisticated, brilliant comedy-drama of high society that the screen has offered in many months."

"Lady Windermere's Fan"—Warner Bros., Rialto, Tulsa.

Tribune: "Ernst Lubitsch has triumphed with his production of 'Lady Windermere's Fan' for Warner Bros. It is also a triumph for the cast which has been carefully selected, and decidedly an Irene Rich triumph."

"Lady Windermere's Fan"—Warner Bros., Rialto, Phoenix.

Republican: "Once again Ernst Lubitsch entered the tournament of the season's remarkable screen triumphs, and emerged a victor."

"The Sea Beast"—Warner Bros., Garrick, St. Paul.

Pioneer Press: "It is a picture of rich colorful beauty, of throbbing pathos, of poetry that sings in actions of courageous deeds and of emotions as violent and eternal as the terrific storms that sweep the seas."

"The Sea Beast"—Warner Bros., Circle, Indianapolis.

News: "A photoplay of monumental beauty, of emotions as inundating as the sea it pictures, and touches by the genius of John Barrymore, is 'The Sea Beast.'"

"The Sea Beast"—Warner Bros., Stanton, Philadelphia.

Public Ledger: "John Barrymore justified his reputed desire to abandon purely romantic roles by presenting one of the most powerful and virile characters ever seen on the screen."

"The Sea Beast"—Warner Bros., Pantages, Minneapolis.

Journal: "It is one of the fine films of the year, illuminated with the most penetrating characterization any actor has given us."

"His Jazz Bride"—Warner Bros., Court, Wheeling.

Register: "'His Jazz Bride' opened a three days engagement at the Court theatre yesterday to three perfectly delighted audiences and won favor of the thousands who viewed it."

"His Jazz Bride"—Warner Bros., Texan, Houston.

Post: "In 'His Jazz Bride' at the Texan theatre, Marie Prevost and Matt Moore are starred in roles of a flapper wife and her fretting husband, and give such consistently delightful performances that the film version of 'The Flapper Wife' makes one of the best pictures of the season."

"Stop, Look and Listen"—Pathe, State-Lake, Chicago

Tribune: "Larry Semon has a picture that is funny. And he not only plays in it but directed it himself. 'Stop, Look and Listen' is by far the best offering on the State-Lake program this week. It is speedy, ridiculous and resourceful. Built on the good old plot wherein the gooty small town youth foils the manager of the stranded theatrical troupe in his attempt to rob the bank and escape with box office receipts, it invests hokum with surprise and inveigles that spontaneous and that spells box-office success."

"Hogan's Alley"—Warner Bros., De Luxe, Utica.

Observer-Dispatch: "If you have time for only one movie this week, let that one be 'Hogan's Alley' which opened yesterday at the De Luxe. This comedy melodrama, written by Gregory Rogers, is one of the most enjoyable of the screen Season."

"Bride of the Storm"—Warner Bros., Rialto, New York City

American: "So Dolores Costello is real. Her beauty, her talent was not just an illusion. The deep impression left by her two previous pictures had left me eager and yet a little afraid to see her again. Was it perhaps just the relief of seeing a new face that made her seem so exquisite? The lovely Dolores might be miscast, or she might not be lovely after all. Instead she is more appealing than ever."

Daily News: "You won't forget 'Bride of the Storm' quickly.—Miss Costello will surely become one of the screen's favorite stars.

Some highlights that ought to make this an outstanding hit: The Dutch East Indian wedding, with the bride smoking a cigar; Otto Mattieson as Hans Kroom, the idiot; the fire at the lighthouse; some scenes along the rocks on the shore near the lighthouse, with the surf pounding in. See this picture."

Tribune: "J. Stuart Blackton to direct and Dolores Costello to play the lead in a picture is sufficient guarantee for us; and we for one were not disappointed in 'Bride of the Storm.' Dolores Costello has a certain quality which nobody on the screen ever possessed save Elsie Ferguson. She seems just like that haughty yet oft-times plaintive and tender star, come back to us again."

Graphic: "Dolores Costello is lovely as the heroine- Otto Mattison gives a marvelous performance as the half-wit."

Evening Telegram: "The picture sustains a genuine interest from start to finish.—It is seldom that rare beauty and histrionic ability are combined on the silver screen in such abundant measure as that which must redound to the credit of Miss Costello.

Evening Journal: "Has enough melodramatic action to pack several pictures, but Dolores is worth fighting for."

Williams Press, Inc.
New York — Albany

Good Showmanship

You plan the program carefully, you arrange the publicity painstakingly—but good showmanship includes one thing more: checking up to make sure of photographic quality on the screen.

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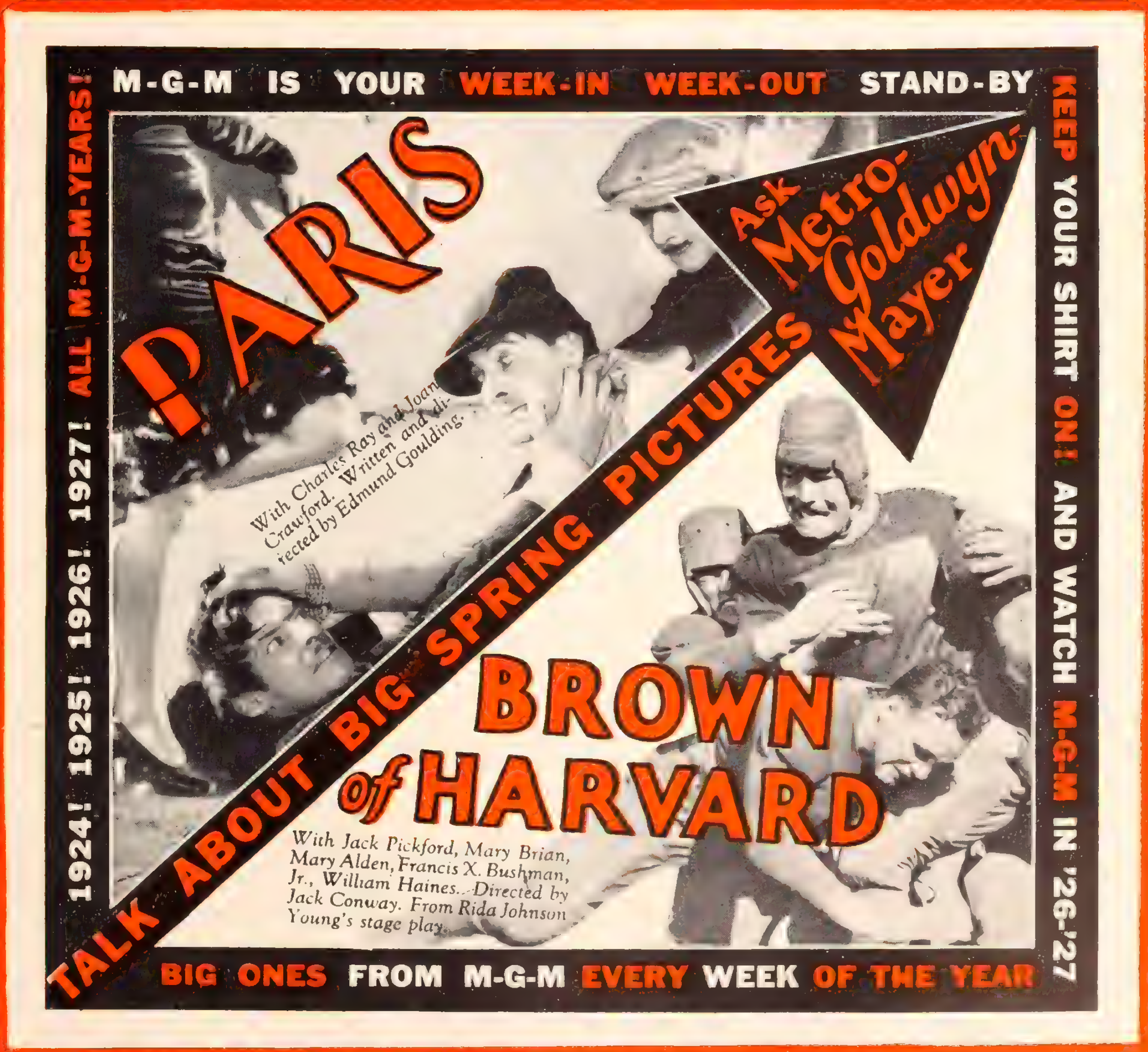

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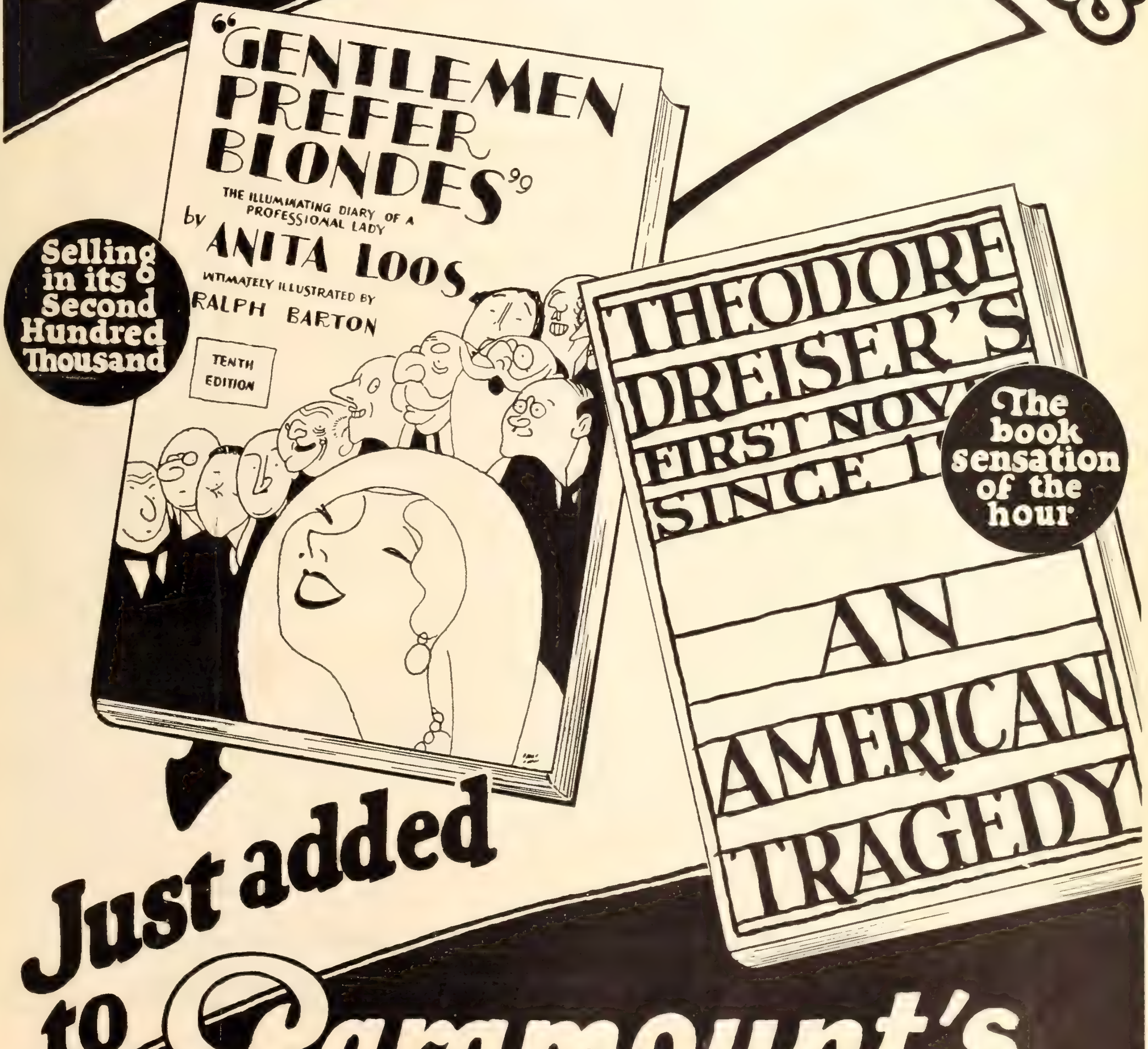
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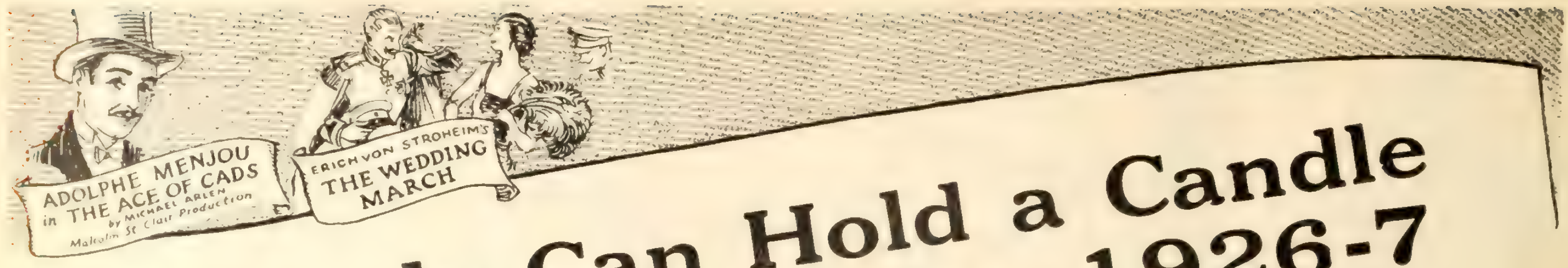
ADOLPHE MENJOU in THE ACE OF CADS by MICHAEL ARLEN Malcolm St Clair Production
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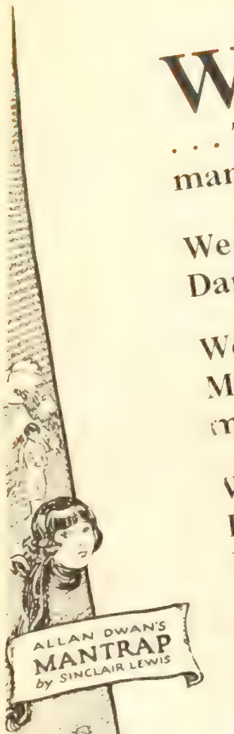
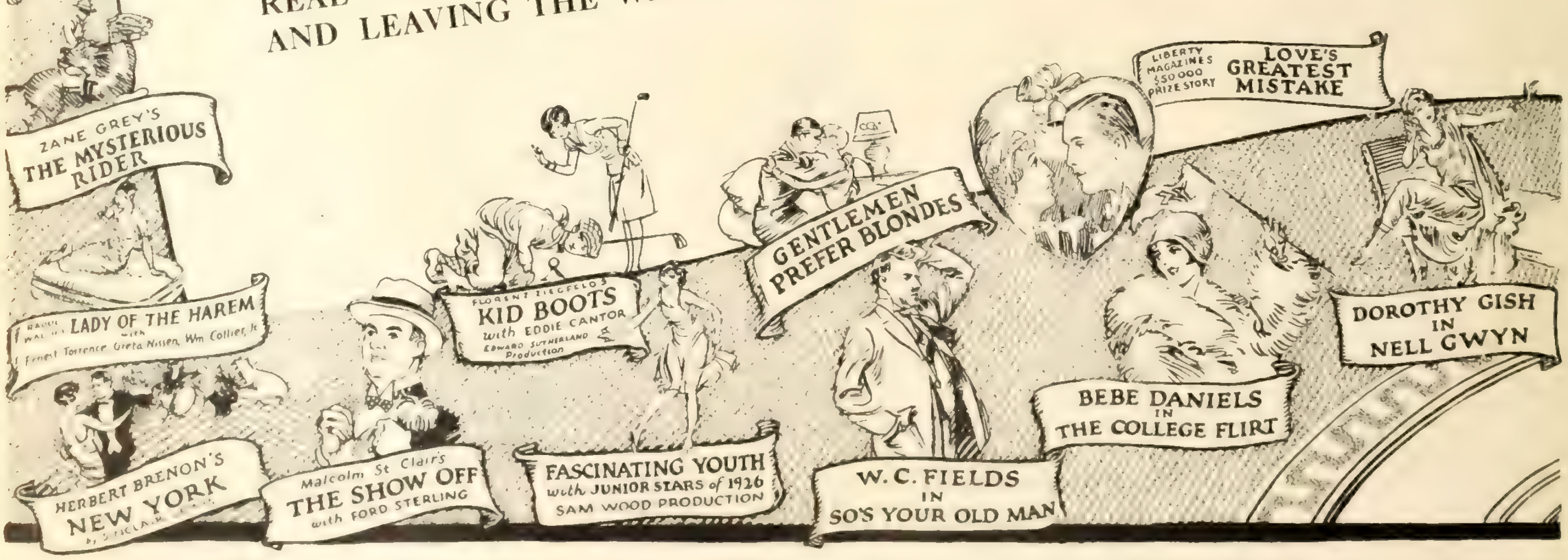

ALLAN DWAN'S MANTRAP by SINCLAIR LEWIS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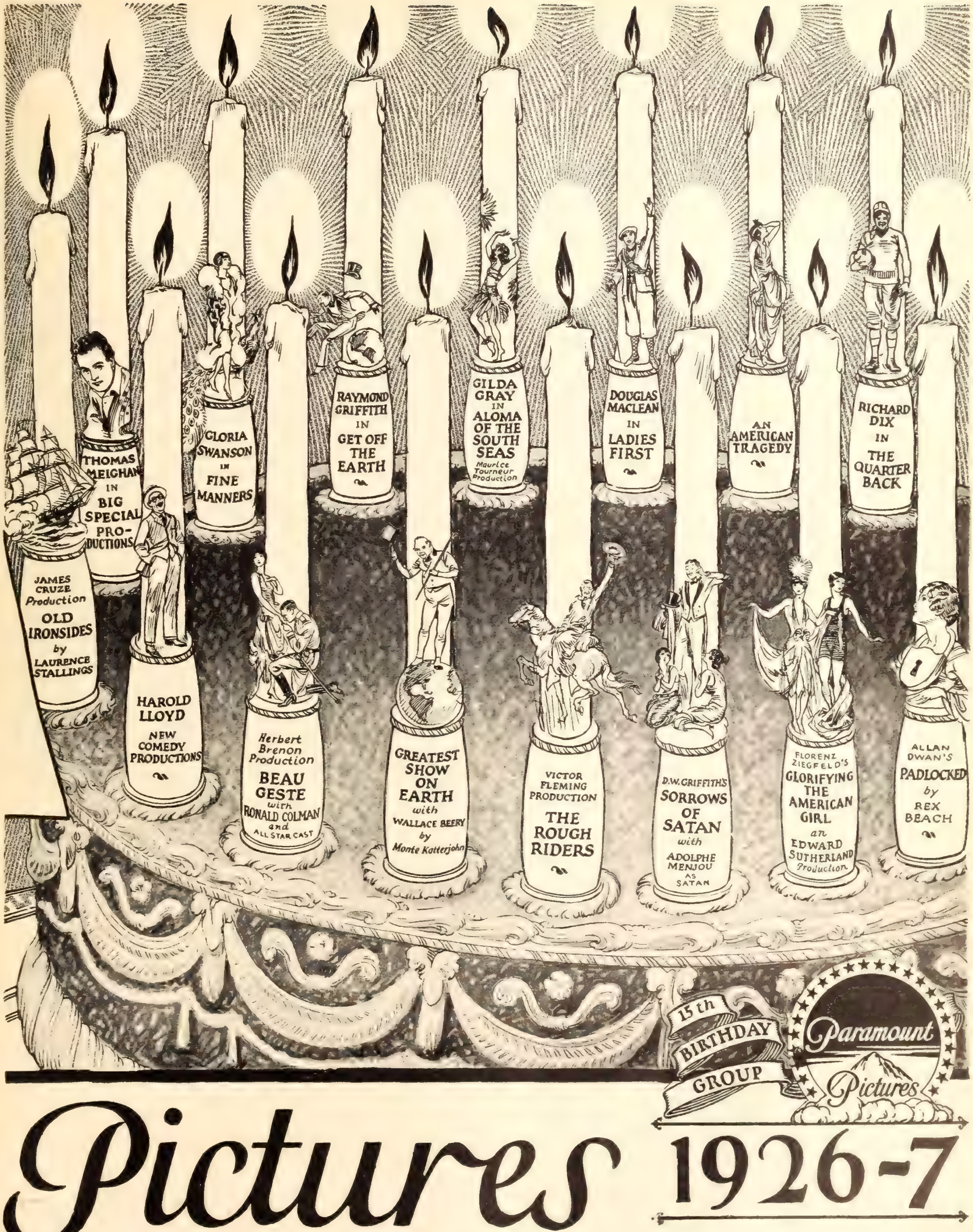
FLORENZ ZIEGFELD'S KID BOOTS with EDDIE CANTOR EDWARD SUTHERLAND Production
DOROTHY GISH IN NELL GWYN
BEBE DANIELS IN THE COLLEGE FLIRT
HERBERT BRENON'S NEW YORK
Malcolm St Clair's THE SHOW OFF with FORD STERLING
FASCINATING YOUTH with JUNIOR STARS of 1926 SAM WOOD PRODUCTION
W. C. FIELDS IN SO'S YOUR OLD MAN

Paramount


THOMAS MEIGHAN IN BIG SPECIAL PRODUCTIONS
GLORIA SWANSON IN FINE MANNERS
RAYMOND GRIFFITH IN GET OFF THE EARTH
GILDA GRAY IN ALOMA OF THE SOUTH SEAS Maurice Tourneur Production
DOUGLAS MACLEAN IN LADIES FIRST
AN AMERICAN TRAGEDY
RICHARD DIX IN THE QUARTER BACK
JAMES CRUZE Production OLD IRONSIDES by LAURENCE STALLINGS
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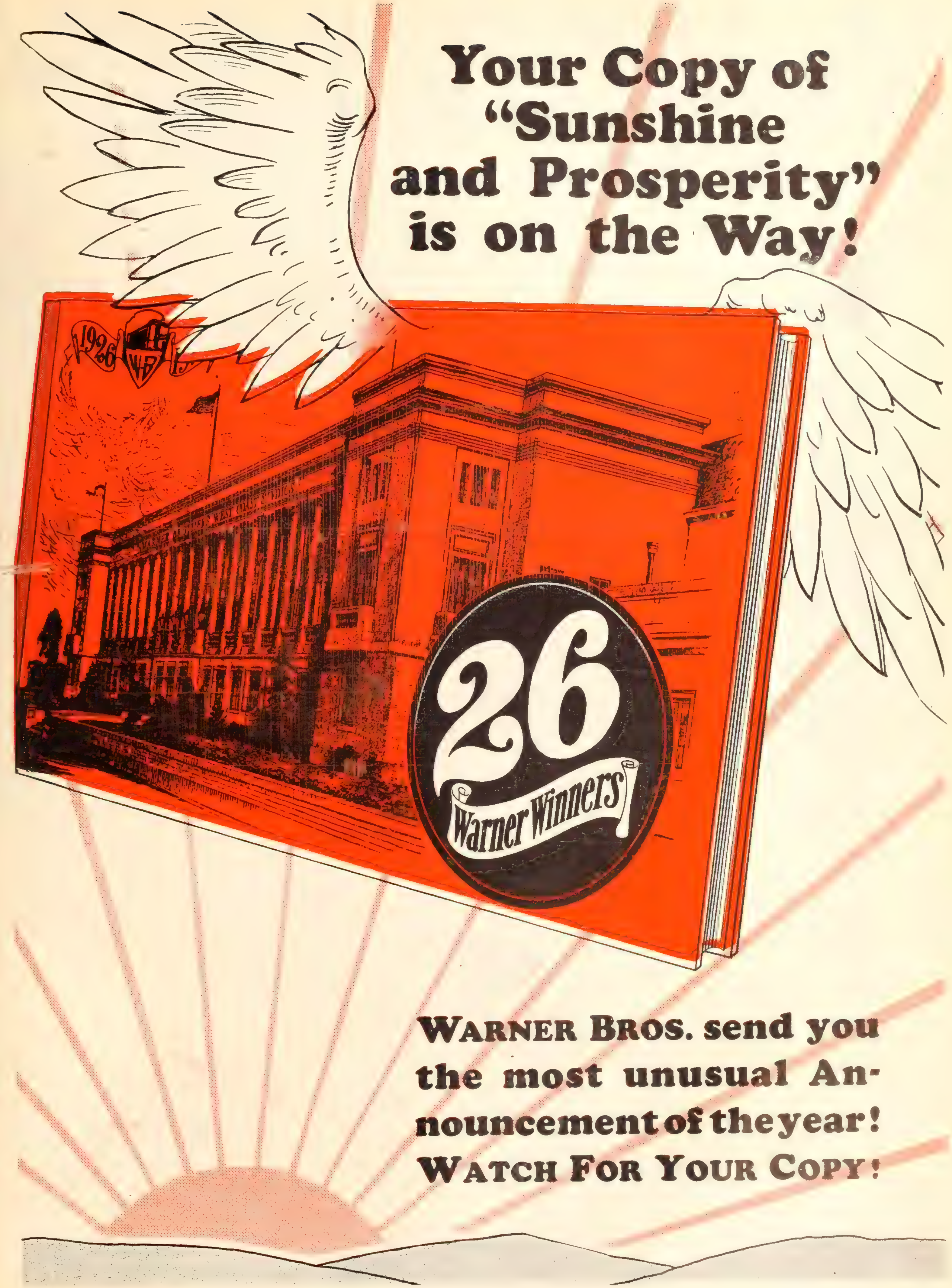
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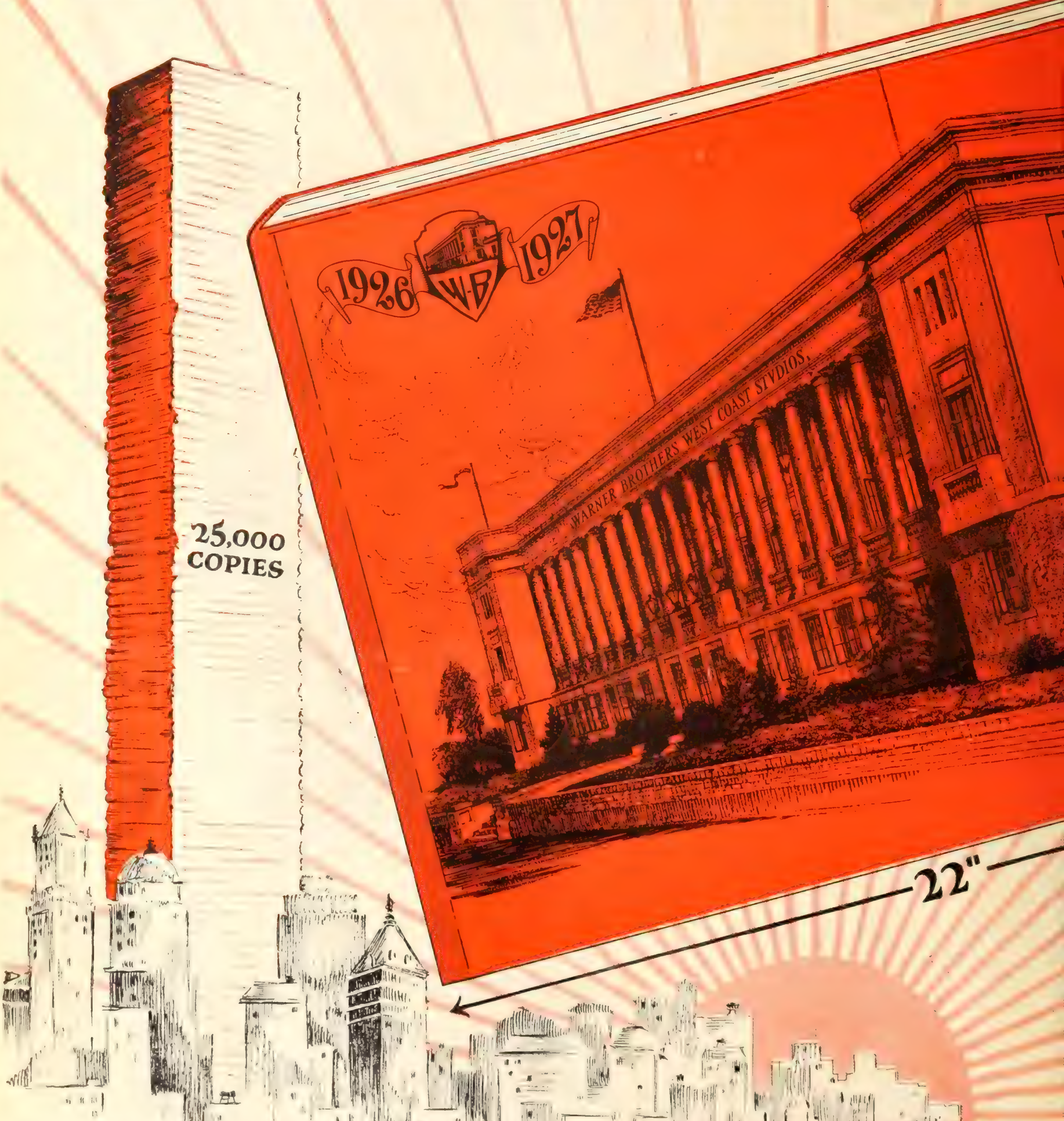
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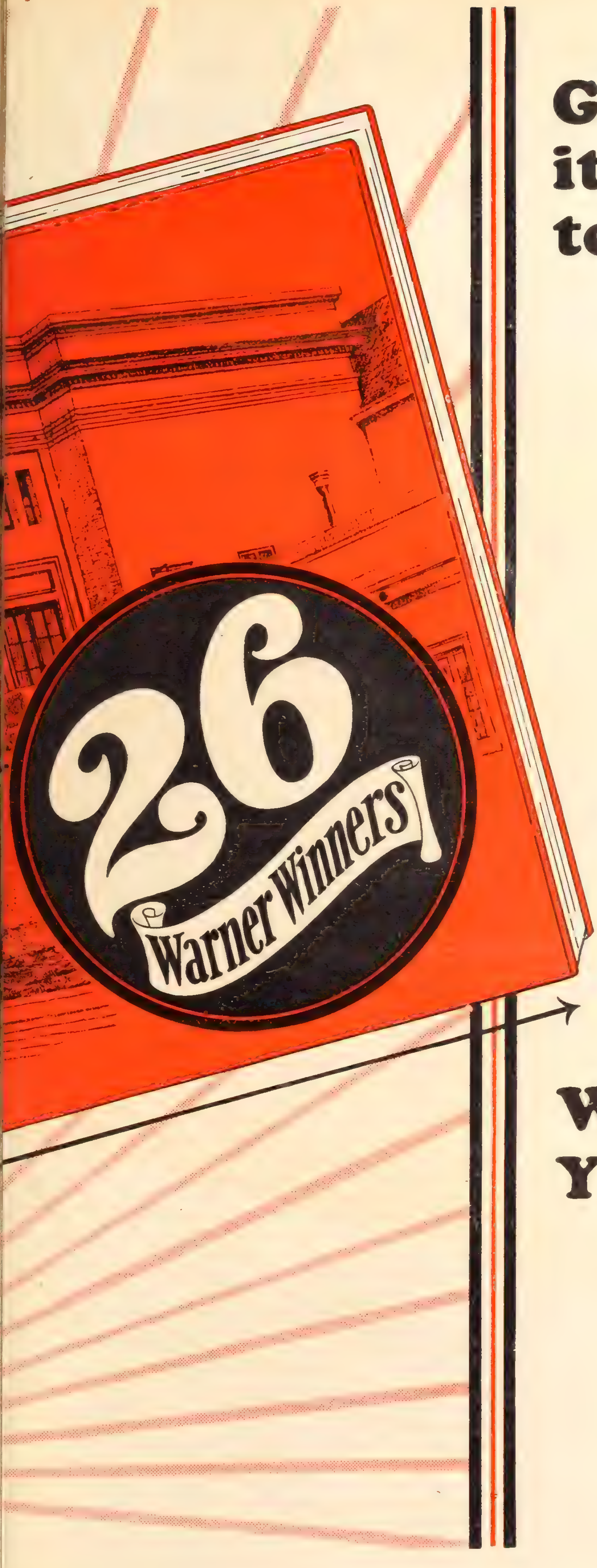

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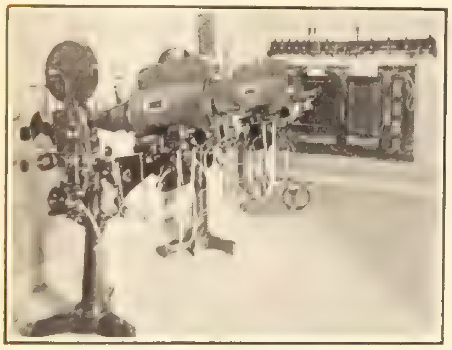
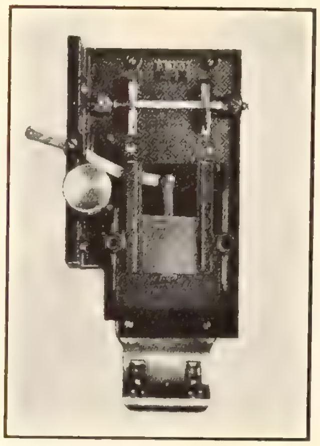


Carlton Theatre
Brooklyn, N. Y.

Grand Theatre
Oakland, California

East or West the choice is Simplex



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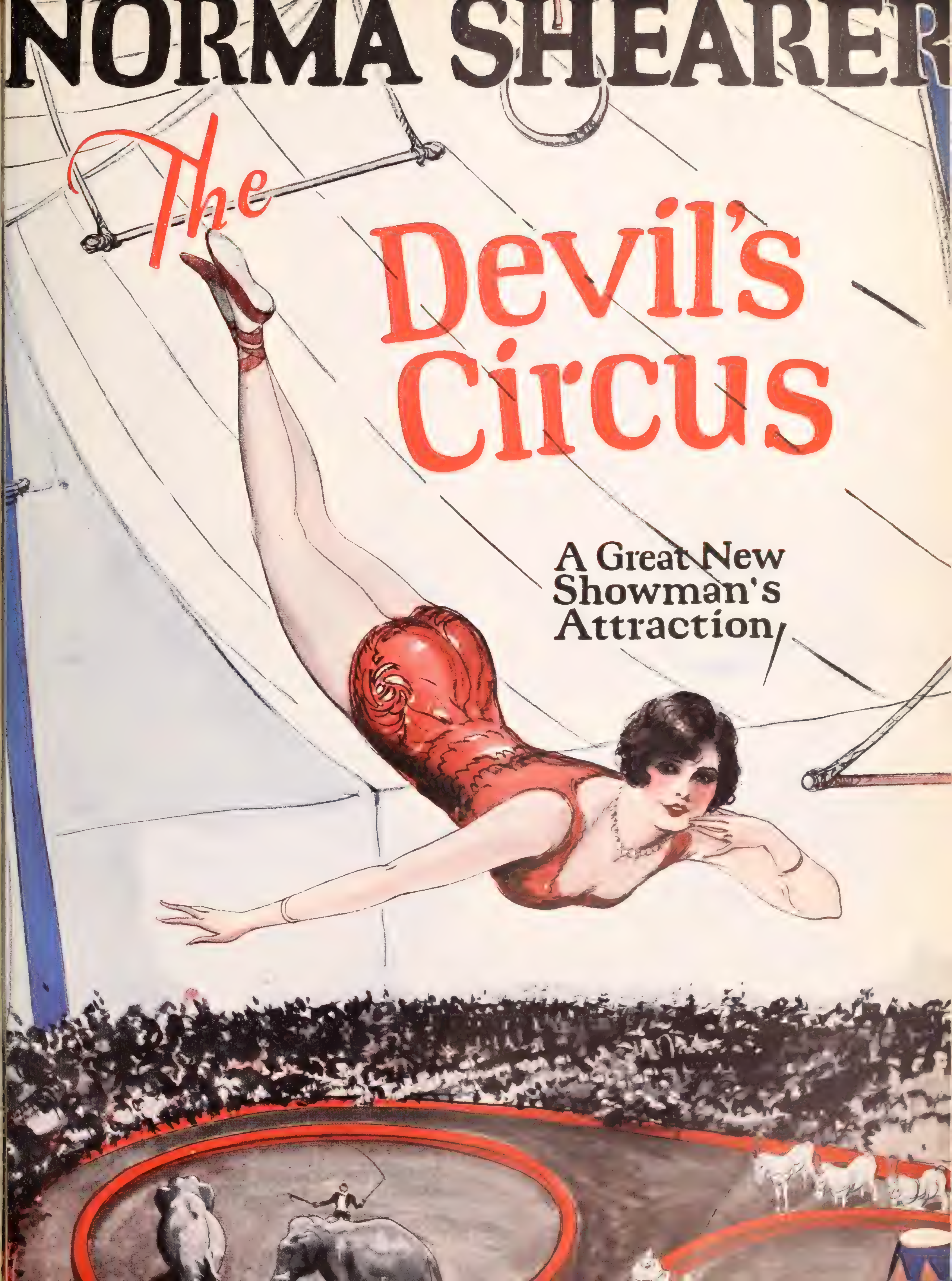
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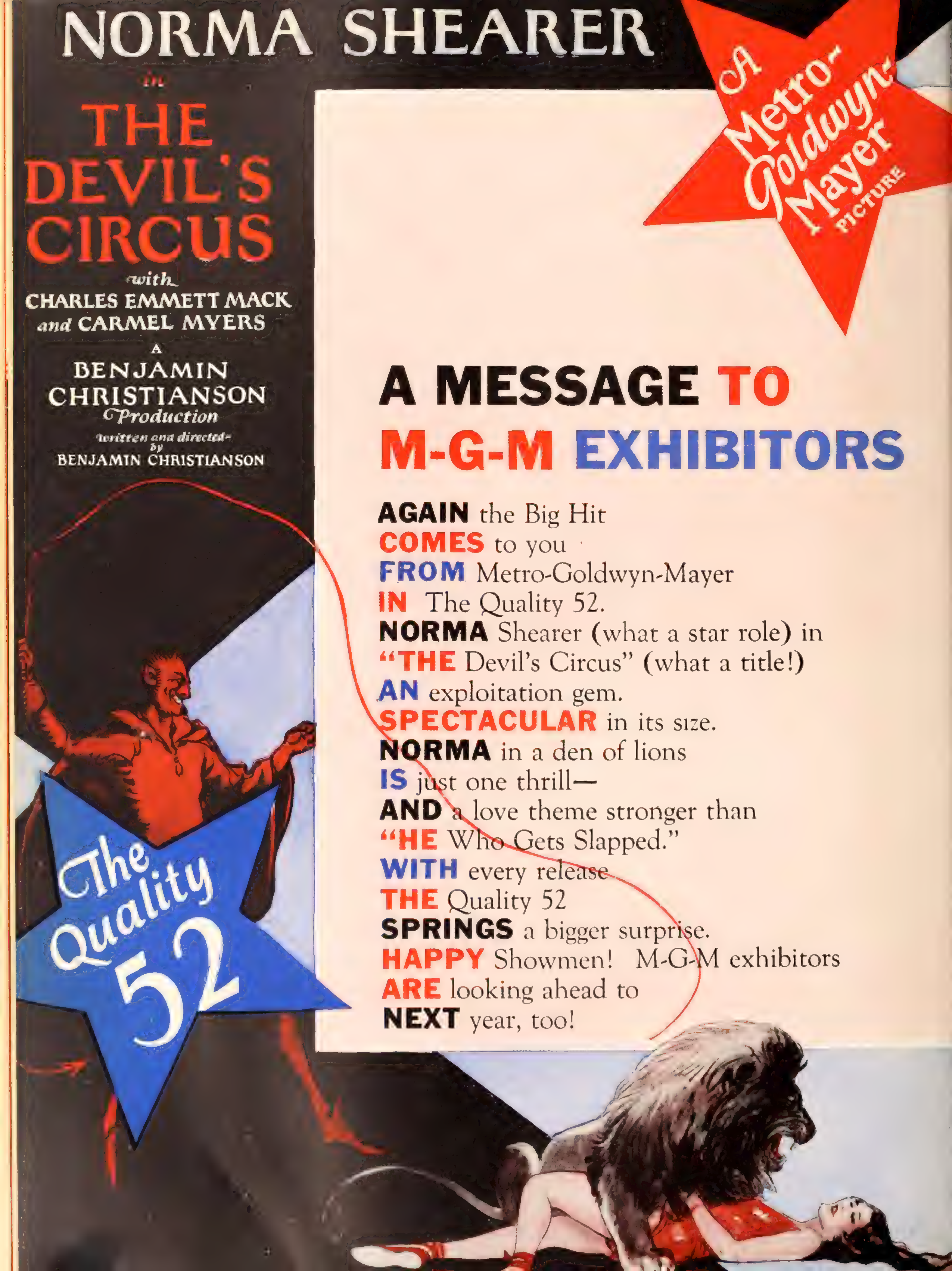
The Devil's Circus
A Great New Showman's Attraction



NORMA SHEARER

in

THE DEVIL'S CIRCUS

with
CHARLES EMMETT MACK
and CARMEL MYERS

A
BENJAMIN CHRISTIANSON
Production
written and directed by
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Spangles
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Another Woman's Life
Butterflies in the Rain
Down the Stretch
Too Many Women
Taxi, Taxi
The Love Thrill
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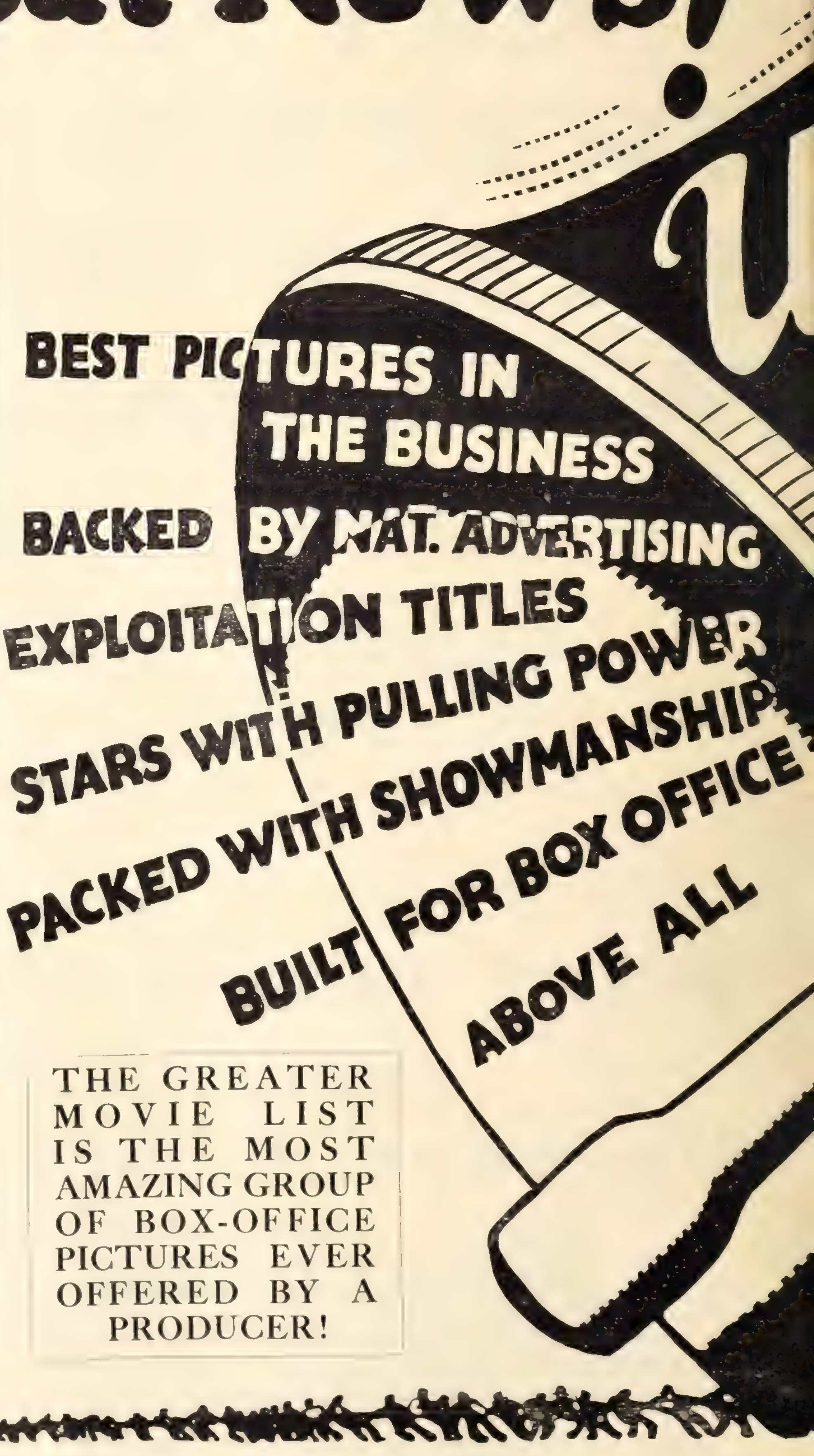
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It has brought big profits to hundreds of theatres. It tells you how to attract people off the scorching streets, out of the sweltering buildings, into your cool, pleasant, comfortable theatre.

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It names over 600 happy and enthusiastic users. It contains a few of the hundreds of letters we have received, shouting the praise of this system.

Don't mind what we say—but give heed to the statements of the men who have licked the hot weather bogey—and have the proof of victory in their banks.

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You'll want this Book before hot weather comes.

Cool Breezes for Hot Weather Profits

ARCTIC NU-AIR

HERE'S THE HANDY COUPON

ARCTIC NU-AIR CORPORATION, Dept. 1
818 State Lake Bldg.,
Chicago, Ill.

Please send me the book that tells about Hot Weather Profits. My house seats ....

House Dimensions:
Length ....
Width ....
Height ....
Balcony?
Yes ☐ No ☐

Name ....
Theatre ....
Address ....
City .... State ....

COLUMBIA PICTURES

A NATIONAL INSTITUTION

24
Columbias
1926-27

24
Columbias
1926-27

PLANS have been perfected whereby the regional distributors of Columbia Pictures will be welded into a National organization.

THE unified strength of the distributing units handling Columbia Productions and the producing power behind Columbia Pictures Corporation have been consolidated to make it a most formidable producing and distributing organization.

THE combination of brains, money and the individualities of these two great forces guarantees to every exhibitor twenty-four big attractions of outstanding and dependable quality.

THE stories for the 1926-27 productions will be from the works of world famous authors, playwrights and producers

including

Richard Harding Davis
Irving Berlin
Charles Frohman
Alfred Henry Lewis
George Bronson-Howard

Rupert Hughes
Maude Nugent
Adolph Philipp
Al. H. Woods
Augustus Thomas

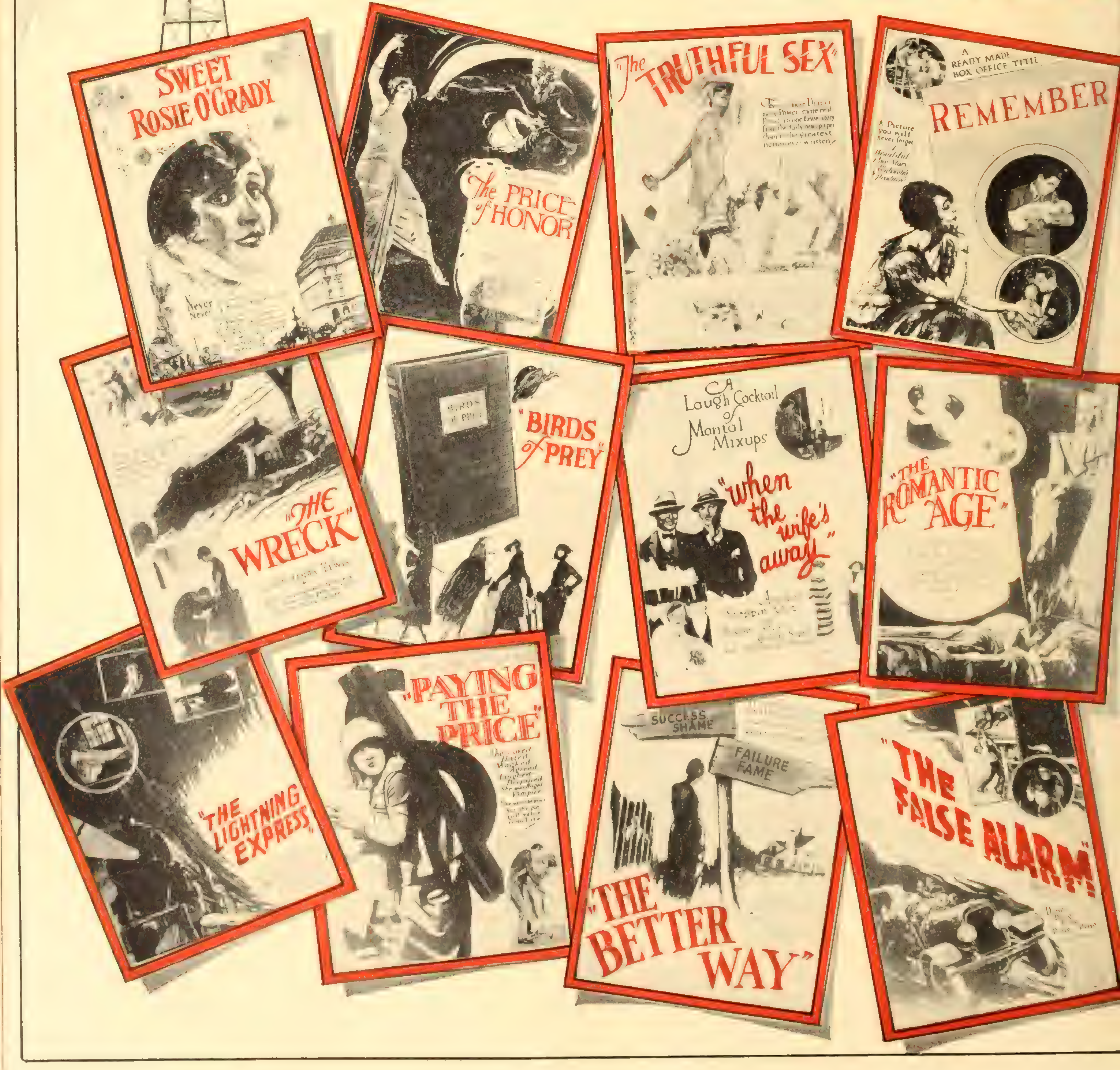
Montague Glass
Louis Joseph Vance
Gertrude Atherton
Guy de Maupassant
William Hamilton Osborn

Every Picture Will Have A Box Office Cast

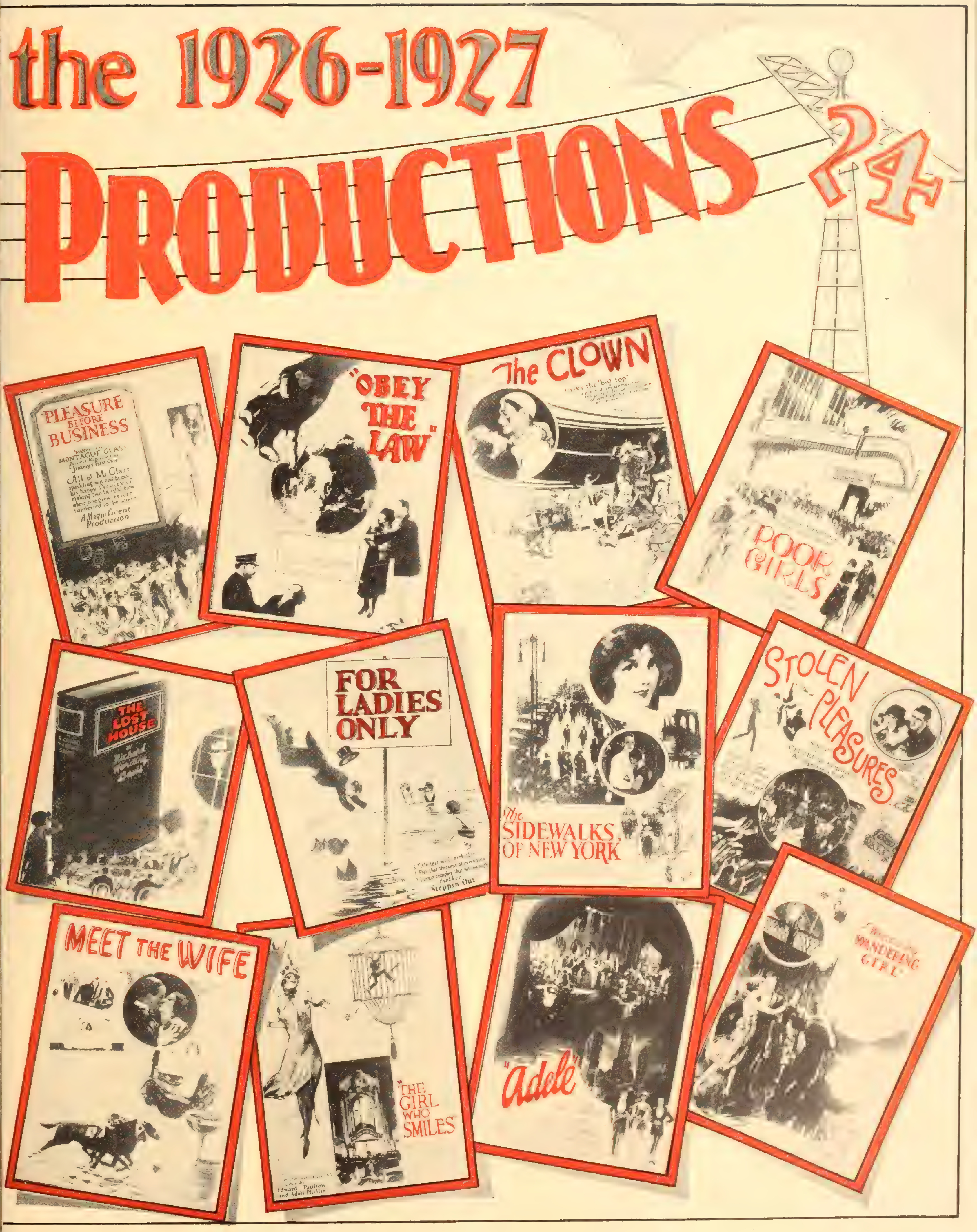
24
BOX OFFICE ATTRACTIONS
COLUMBIA PICTURES STUDIOS
24
BOX OFFICE ATTRACTIONS
COLUMBIA PICTURES STUDIOS

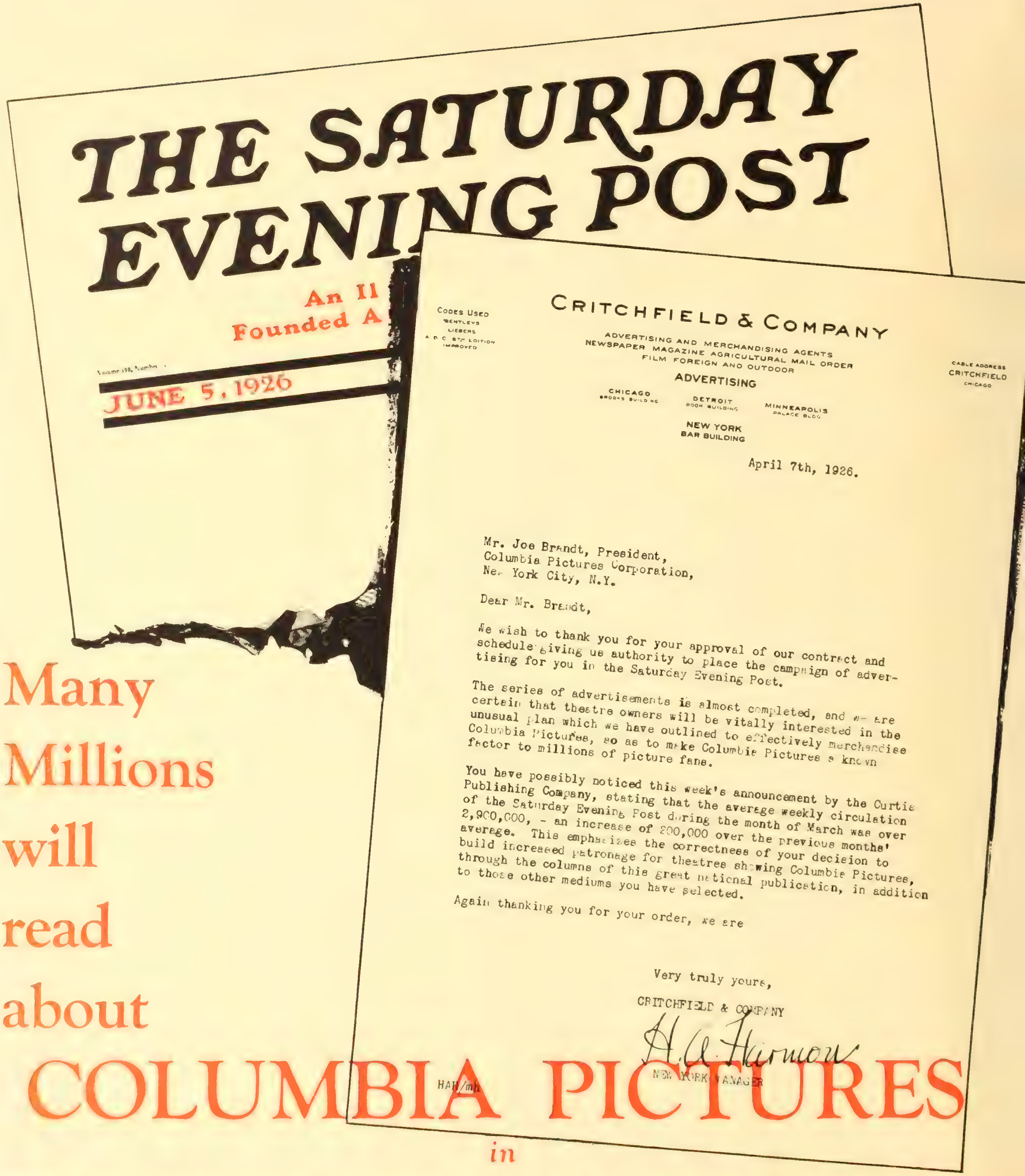
Where Columbia Pictures Are Made

Broadcasting 24 COLUMBIA


SWEET ROSIE O'GRADY
The PRICE of HONOR
"The TRUTHFUL SEX"
A READY MADE BOX OFFICE TITLE
REMEMBER
A Picture you will never forget
"THE WRECK"
BIRDS OF PREY
"BIRDS of PREY"
A Laugh Cocktail of Marital Mixups
"when the wife's away"
"THE ROMANTIC AGE"
"THE LIGHTNING EXPRESS"
"PAYING THE PRICE"
SUCCESS SHAME
FAILURE FAME
"THE BETTER WAY"
"THE FALSE ALARM"

the 1926-1927 PRODUCTIONS 24


PLEASURE BEFORE BUSINESS
MONTAGUE GLASS
All of Mr Glass sparkling wit and humor his happy faculty of making two laughs grow where one grew before transferred to the screen
A Magnificent Production
"OBEY THE LAW"
The CLOWN
under the "big top"
POOR GIRLS
THE LOST HOUSE
Richard Harding Davis
FOR LADIES ONLY
Steppin Out
The SIDEWALKS OF NEW YORK
STOLEN PLEASURES
MEET THE WIFE
"THE GIRL WHO SMILES"
Edward Paulton and Adolf Philipp
"Adele"
WANDERING GIRL



THE SATURDAY EVENING POST

An Il

Founded A

Volume 198, Number

JUNE 5, 1926

Codes Used
Bentleys
Liebers
A B C 5th Edition
Improved

CRITCHFIELD & COMPANY
ADVERTISING AND MERCHANDISING AGENTS
NEWSPAPER MAGAZINE AGRICULTURAL MAIL ORDER
FILM FOREIGN AND OUTDOOR
ADVERTISING

CHICAGO
BROOKS BUILDING

DETROIT
BOOK BUILDING

MINNEAPOLIS
PALACE BLDG

NEW YORK
BAR BUILDING

Cable Address
CRITCHFIELD
CHICAGO

April 7th, 1926.

Mr. Joe Brandt, President,
Columbia Pictures Corporation,
New York City, N.Y.

Dear Mr. Brandt,

We wish to thank you for your approval of our contract and schedule giving us authority to place the campaign of advertising for you in the Saturday Evening Post.

The series of advertisements is almost completed, and we are certain that theatre owners will be vitally interested in the unusual plan which we have outlined to effectively merchandise Columbia Pictures, so as to make Columbia Pictures a known factor to millions of picture fans.

You have possibly noticed this week's announcement by the Curtis Publishing Company, stating that the average weekly circulation of the Saturday Evening Post during the month of March was over 2,900,000, - an increase of 200,000 over the previous months' average. This emphasizes the correctness of your decision to build increased patronage for theatres showing Columbia Pictures, through the columns of this great national publication, in addition to those other mediums you have selected.

Again thanking you for your order, we are

Very truly yours,

CRITCHFIELD & COMPANY

H. A. Harmon

NEW YORK MANAGER

HAH/mh

Many Millions will read about

COLUMBIA PICTURES

in

THE SATURDAY EVENING POST

and other National Mediums

For Season NO. 23 1926—1927

William Fox *presents*

A BLACK SHEEP

Another mighty
CHARLES H. HOYT Stage Success

Another sure-fire cleanup from the pen of America's master of comedy farce. A wild and woolly Westerner who swaps millions for a stage flapper. It's a riot from beginning to end. A perfect cyclone of crackling wit and subtle humor. It will be another great FOX production for the millions of old HOYT enthusiasts and the millions of the newer generation who never had the pleasure of seeing these mighty stage successes.

Fox Film Corporation.

Coming
No.
24

Aces! Whizzing, Wh
Over for a positive

Here they come! Sizzling into next season with cannonball speed—with unerring box-office accuracy!

F. B. O. COMEDY ATTRACTIONS WILL ROCK THE WORLD

F. B. O. will present a Gold Bond Comedy Super-Special based on

A TREMENDOUS STAGE SUCCESS OF LAST SEASON!

Its stupendous and timely Irish-Jewish theme is making millions laugh! The title alone will pull the most persistent stay-at-home from his fireside!

F. B. O. will also present another Gold Bond Comedy Super-Special, written by the

GREATEST OF ALL AMERICAN HUMORISTS!

Comedy Big Berthas—both of them—that'll shoo
straight to the heart of your public!

F. B. O. promises, in addition, two series of featurettes, of twelve chapters each!

"BILL GRIMM'S PROGRESS"

current in Colliers', and

"WISECRACKERS"

now appearing in Cosmopolitan Magazine. Both written by the Crown Prince of Laugh-Distillers

H. C. WITWER

Still another big surprise! A series of comedies, withou
doubt

THE MOST NOVEL EVER CONCEIVED

Laughter keeps box-offices in the pink of con
dition. F. B. O. will serve it in giant doses i
1926-27!

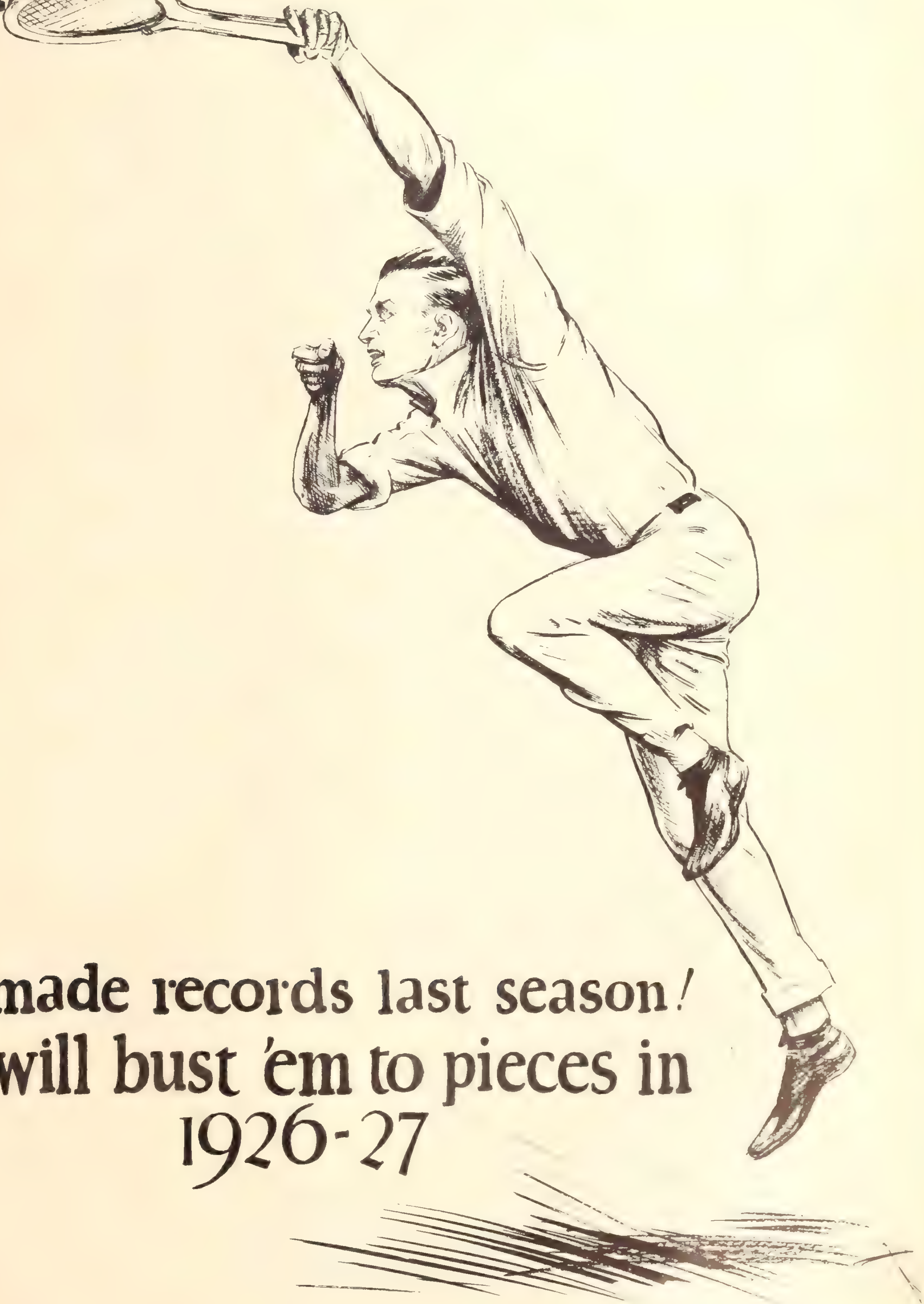
SOME MORE BIG ONES

12-2 reel
Standard Comedies

26-1 reel
Krazy Kat Comics

26-1 reel
Alice Comedies

irling FBO Aces!
kill



FBO made records last season!
FBO will bust 'em to pieces in
1926-27

Richard A. Rowland
presents

The GREAT

Away to a flying start!

"Absolute capacity with standing room all taken every show. Audience wildly enthusiastic and proclaim 'The Greater Glory' the greatest! Box-office concurs most heartily in their opinion!"

Julia Smith,
Strand Theatre, Waterbury, Conn.

First National Pictures

Members *of* Motion Picture Producers *and* Distributors of America Inc.—Will Hays *President*

ER GLORY

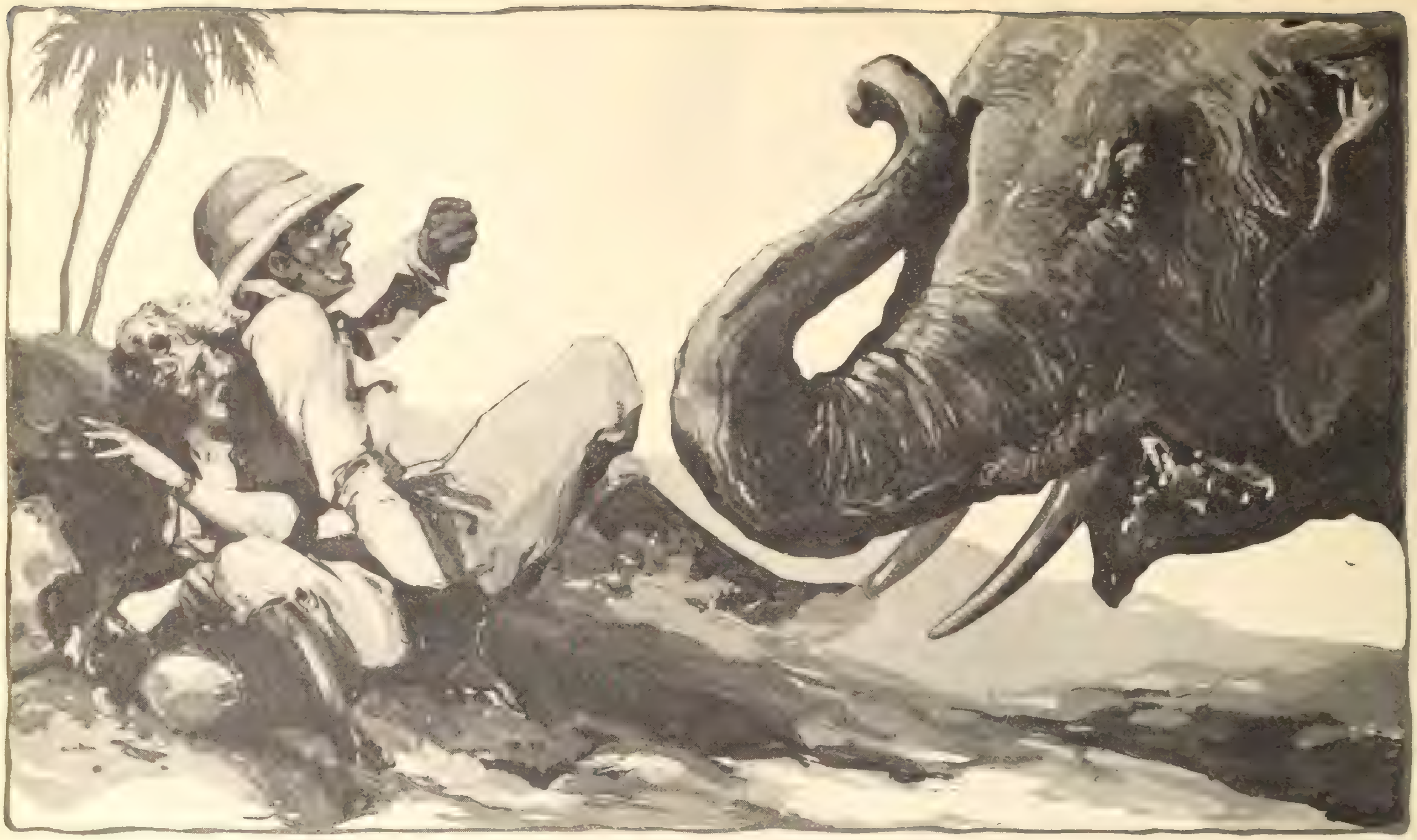
Written for the screen by . . . . **JUNE MATHIS**
From **EDITH O'SHAUGHNESSY'S** *novel*
"VIENNESE MEDLEY"

with **CONWAY TEARLE**
and **ANNA Q. NILSSON**
and a cast including MAY ALLISON, IAN KEITH
JEAN HERSHOLT *and* LUCY BEAUMONT

A **JUNE MATHIS** . . . . *Production*
Directed by . . . . CURT REHFELD

Production Manager RAY ROCKETT *Chief Cinematographer* JOHN BOYLE
Art Director . . E. J. SHULTER *Film Editor* GEORGE McGUIRE

First National's Magnificent Special



"... a crazy five-ton elephant is the smallest thing about 'Old Loves and New!'

"... What's one elephant in such a darned big picture, anyway? He puts over a thrill—a smashing bit of action, when he crumples his tormentors.

"... But here's the real bigness that counts at the box-office. 8,000,000 people have read this story by E. M. Hull, author of 'The Sheik.' That means that nearly 8,000 EXTRA capacity-houses are waiting to see it screened — 8,000 complete audiences over and above the thousands that a sure-fire attraction draws."

Sam E. Rork

SAM E. RORK presents A Marion Fairfax Production
"OLD LOVES and NEW"
with LEWIS STONE
BARBARA BEDFORD and TULLY MARSHALL
Based on E. M. HULL'S Celebrated Novel
"The DESERT HEALER"
Adapted by MARION FAIRFAX, Directed by MAURICE TOURNEUR

A First National Picture

Motion Picture News

Volume XXXIII NEW YORK CITY, April 24, 1926 No. 17

The Other Fellow

JOHN C. Graham visited our offices before his return to London and said some wise things about the foreign situation with respect to American films.

An outstanding remark, and it is also a summation of this very important problem, was this:

"It must be realized that the film is a public institution.

"That being true we must further realize that the motion picture public is not merely that of the United States. There is a British public, an Australian public, an Argentine public, a French, Canadian, Spanish, Scandinavian, German public and so on.

"As makers of films for world-wide distribution it is imperative that we bear these vital facts constantly in mind; that we take into full consideration the important and inevitable interests of these publics."

* * *

It is perfectly natural for people engaged in a trade to have trade objectives constantly in mind. A trade won't get very far if trade enterprise is lacking.

In the matter of shoes, laces, hosiery, machinery—what not, we sell abroad in strict competition with Britain and Germany and other manufacturing countries, on the usual basis of quality and price. Even so, we must carefully consider the conventions of our buyers—their tastes, their customs in the way of credit and other business relations.

We are not as a matter of fact so clever in this respect and our export trade suffers accordingly. It is characteristically American to think that things should be done our way. But it isn't wise. The Englishman's success as a colonizer is due to his ability to fit in. He doesn't go forth to Anglicize the world, and especially its commerce; nor does the German. He considers the other fellow, his traditions, tastes and ideals.

Now, even if films were like shoes it would pay us in our film commerce, to follow this wise producer—to sell our pictures everywhere with the utmost respect for the buyer and his ways of doing business.

But films are not like shoes. Films are—a public institution.

For instance, for our own country we cannot make pictures just as we choose and for business objectives only. The public has a tremendous lot to say about these goods that so broadly and vividly affect the education, culture, ideals and traditions of the people of the United States.

This being true, and we well know how true it is, it follows that we must for every practical and ethical reason respect the eyes and minds of those other and different publics to whom we cater. They have their own governmental and home ideals and traditions. And, naturally, they want to foster them.

* * *

In other words and to sum up let's sell our pictures as the other fellow buys his goods and above all let's make them with due regard to his welfare.

There's a lot of fallacy in this talk of motion pictures Americanizing the world. They will not do any such thing. If they can help the lot of any individual anywhere they will do so—and all glory to them. But they can also do harm and they will if they antagonize. It is well to remember that this is a big world and an old world—with a lot more time to run; and other folks everywhere are proud of and quite content with their home and hearth and country.

W A Johnston

An Editor

The Week in Review

MARCUS LOEW—great showman—will very soon celebrate his twentieth anniversary in the picture business. Twenty years of achievement about which much could be written and from many different viewpoints.

But let's take just this one point—because it's vital. Ours is the show business. It is a business all its own and all by itself.

It demands showmen.

Not steel or oil or cement men—but showmen; not necessarily great organizers and executives, but men of show ideas and experience and genius. Showmen—for a show business. That is the production chapter of to-day.

* * *

MARCUS LOEW is not only a showman—he is a great showman. He has surrounded himself with showmen—at the studio; in the home office; in distribution; in the theatre.

The story of Metro-Goldwyn-Mayer is the story of showmen. The company has an exceptional plant. That is a big factor both for production, quality and economy. Metro-Goldwyn-Mayer has other large resources, including a national theatre outlet. But I believe the reader will agree with me —every reader, whatever his affiliations—that, however much these factors count in any production regime, it is the showmen that count most.

* * *

METRO-GOLDWYN-MAYER has showman power. Turn to Broadway for the proof.

Last week an amazing record of picture success was made. There were twelve important films—and together they grossed no less than $331,127.

Of the twelve, Metro-Goldwyn-Mayer contributed one-third: "The Big Parade," with $20,582; "Ben Hur," with $20,500; "Mare Nostrum, $12,275; and "La Boheme," $10,697.

Four pictures with an aggregate gross of some $64,000—and meeting this figure pretty steadily, not for one week only, but week in and week out as they run.

Emphatic testimony to showman power; to M-G-M's production policy, as guided by Louis B. Mayer, Irving Thalberg and Harry Rapf, and a mighty fine anniversary present for Marcus Loew.

* * *

NEVER has the industry seen so many pictures running simultaneously and to first-rate business. To continue the Broadway figures of last week, we find "Stella Dallas" did $12,000 gross; "The Flaming Frontier," $21,562; "The Blind Goddess," $26,555; "The Black Pirate," $22,000; "The Night Cry," $20,515.

Two records were broken, Harold Lloyd's picture, "For Heaven's Sake," hung up a gross of $48,200 at the Rialto, now a long run house for Paramount. And Norma Talmadge in "Kiki" reached the astonishing mark of $74,241, exceeding the same star's $72,075 gross of "Graustark"—the previous high record for the Capitol.

"The Sea Beast," after a run at Warner's Thetre, now in its second week at the Strand, did $42,000 gross last week—a fine response from the public to a very fine picture.

* * *

SOME years ago I was digging away at my first job in New York—writing copy for an advertising agency. It was an up-and-coming institution, fairly electrified with buoyant ambition and enterprise and, inevitably, it became a leader in its field.

It is an interesting and a remarkable fact that to-day in the picture business a sizable club could be formed of men who rubbed elbows in the amazing progress of this concern, which was none other than the Ben Hampton Advertising Agency.

Here's the list: Ben Hampton himself, producer and formerly prominent in the General Film and Vitagraph Companies; Jesse D. Hampton, producer; George P. Metzger of the Hanff, Metzger Advertising Company, which handles Paramount's national advertising; E. A. MacManus, formerly head of the International Film Company; Forrest Halsey, well-known photo-playwright; Edward Roskam, with Frank Lloy'd Productions; Charles Rosenzweig, New York manager for F. B. O., and last, but not least, Joe Brandt and Jack Cohn of Columbia Pictures.

Columbia Pictures is on the map this season in no small way. And it is gratifying to note the headway of this enterprising firm not merely because the heads of it are old associates, but because it is quite evidently putting solid timber under the independent market.

Columbia Pictures' announcement lists twenty-four pictures for a national line-up of independent exchanges. The pictures are based, many of them, upon well-known books and plays and, we are informed, will be backed by national advertising.

* * *

HARRY SCOTT, Pathe's general sales manager, announces a "personal service sales plan," and with it a complete reorganization of the home office and field sales systems. There is no change either in policy or personnel, with a single exception; the plan is an extension of policy hitherto followed, to meet changing conditions.

Personal touch with exhibitors, through division sales managers with wider powers, seems to be the pivotal point of the plan. It is an important development and is further indication that, in distribution as well as in production, we are in the age of specialization.

on Broadway

By William A. Johnston

Pathe, in the excellence of its distribution methods, yields the palm to no concern in the industry. Under the new plan still further progress will undoubtedly be made.

* * *

OUR recent editorial, "Vaudeville," has apparently aroused some discussion. B. P. Fineman, of the First National production forces, for instance, wires us from the Coast:

"Your editorial, 'Vaudeville,' was great stuff. It stands to reason that a motion picture theatre that subordinates pictures to vaudeville will not be able to pay a fair rental for film, and, without a decent return, you may be sure that no producer is going to invest a small fortune in every production.

"This year producers are saying: 'Not how cheap, but how good is this picture going to be?' We have found out that a fine picture is worth every penny that it cost and will earn a profit while the mediocre film is no good to anybody.

"Elaborate vaudeville bills may temporarily hop up theatre business, but so will drugs to an individual. Neither one will work out successfully in the long run."

* * *

EDUCATIONAL comes forward this week with an interesting schedule of 1926-1927 product. In addition to the series already standard through their excellence, we note several innovations that will be most welcome in the theatres.

We say "welcome" because it happens that we have seen the initial releases of these groups; and we speak first of Eugene Roth's Romance Productions. These are two-reelers based on famous paintings and done wholly in Technicolor. The first, entitled "The Vision," was shown at the recent Educational convention in New York. It is picture-making of the highest type; will adorn and enrich the program of any theatre; and goes very far toward meeting the demand for artistic short subjects—a real demand. Our congratulations both to Mr. Roth and to E. W. Hammons for contributing to the screen these splendid dramatic pictures.

Educational is also making a new departure in offering a series of comedy cartoons made by Robert E. Sherwood and his associates on "Life." The first, "Red Hot Rails," is a topnotcher. It has snap and vim, and offers some new effects in cartoon comedies.

Robert C. Bruce returns with his "Scenic Novelties"; and "Curiosities"—the Movie Side-Show is another addition.

Summed up, the Educational program for the new season includes 74 two-reelers, an increase of 15 per cent.; 112 one-reelers compared to 62 for this season; and four specials.

Altogether, a very imposing list of product which deserves the careful attention of the theatre man. The announcement, in form, is an attractive and showmanlike insert reflecting distinct credit on Gordon White and his associates in the Educational advertising department.

* * *

ONE of the easily outstanding events of the week was the premiere on Tuesday night at the Times Square Theatre of "The Volga Boatman." We had been hearing rumors and reports of the merits of this picture for some time—this and that one assuring us that it was "C. B.'s" greatest picture in years. The production did not disappoint. In many respects, it is one of the finest things De Mille has ever done, and has many of the qualities of genuine greatness.

The subject was a difficult one. Unlike that other favorite theme, the French revolution, the Russian revolution is still with us, and is still, in a sense, an unfinished drama. Hence the director faced a difficult task. He could not side strongly with either the aristocrats or the workers. As it is, he has shown much of the good and bad sides of both, preserving a quite impartial nicety of balance in this respect. The ending seems to us a bit unfortunate, for in leaving the hero and heroine in Russia, embroiled in the communist cause, he is likely to arouse the prejudice of those not in sympathy with the soviet, and is, after all, leaving things rather unfinished. It would have been much more theatrically effective (and safer), it seems to us, to have had the Tribunal exile all three of the leading characters, and to end with their finding refuge, as have so many thousands of emigres, in America. That, however, is a matter of opinion rather than a criticism.

De Mille, in "The Volga Boatman," has displayed a phase of his ability which he has not shown in years. With no ostentatious display, with no undue stress on sex, he has created a soul-stirring, arresting drama of real people. We hope he will continue to turn out such vivid gems of photoplay composition—and that the success of "The Volga Boatman" will warrant his so doing.

* * *

VINCENT TROTTA, who has charge of the art work on all Famous Players-Lasky sales literature, is being congratulated on all sides for the brilliant pictorial work in the annual announcement, which appeared in The News last week, and we hasten to add our own. Few such announcements, in our judgment, have carried more real "flash," combined with high artistic merits. Particularly noteworthy was the perfect fitness of the technique of each drawing to its subject. Each page reflected the nature of the picture which it announced. Without even reading the text, a survey of the illustrations could not fail to give a re-

(*Continued on next page*)

MOTION PICTURE NEWS
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Founded in September 1913

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Room 616 Security Bldg., Hollywood, Calif.

An Editor on Broadway

(Continued from preceding page)

markably graphic impression of the pictures to be included in the 15th Birthday Group.

This is by no means the first work of Trotta's on which we have had occasion to comment. For a dozen years, now, he has been turning out and supervising this same sort of high grade work at Paramount. Trotta is an artist of no mean achievements in fields other than commercial, as well, receiving his first art education at Waterbury, Conn., and later at the National Academy.

* * *

WE had an interesting little talk the other morning with Harry Pollard, the Universal director, who was sitting up for the first time in the private hospital where he is convalescing. We found him full of enthusiasm about "Uncle Tom's Cabin" and eager to be back at it. Despite his illness, he has been constantly setting in motion various activities, the search for Topsy and Eva, locations for additional ice scenes and what not.

Pollard, whose successes with Universal have been many and often, is a splendid example of the forceful, capable director who knows exactly what he wants and knows how to go about getting it. While he is making a picture, the last production and the one to follow are completely forgotten, and he lives, eats, breathes and sleeps the picture he is directing. He has some most interesting ideas in connection with "Uncle Tom's Cabin." He feels that the Civil War and slavery are issues of the past, and will remove from the story the things which were purely propaganda at the time they were written. Himself a Southerner, he knows that this question, like every other, has two sides, and he will show Southerners of a type quite different from Simon Legree, retaining, at the same time, the drama and pathos which centred about Simon and Eliza and Uncle Tom and the other immortal characters of Harriet Beecher Stowe's story.

Unlimited time and care are to be taken with this production, and we shall be very much surprised if it does not prove something of a revelation.

* * *

THE announcement of the celebration, in France, of the "first showing of motion pictures" by the Lumiere brothers in December, 1895, has again raised the old issue as to just who started motion pictures. Our own guess is that, like nearly every great and important invention, it sprang up in several parts of the world quite indepently at about the same time. Inventions are not made so much as they inevitably evolve out of a condition and a need.

However, we are in receipt of an interesting letter from Allen L. Haase, a pioneer trade paper man who is now in the oil business in Oklahoma, relative to this matter which we are glad to print. He says:

"In order to get the records straight please publish the fact that in December, 1895, W. N. Selig was in charge of a road show owned by the President of the Burlington 5A Horse Blanket, and his treasurer, named Jones, of Racine, Wis., who had purchased the rights of the Edison motion pictures for the State of Minnesota, had sent a combination show consisting of some minstrel folks, among whom was Billy Rice, and were 'kerosening' towns like Red Wing, Faribault, etc. The show was a flop for November and Selig was asked in by the owners to see if he could see any way to get their money back. Selig went up and after the first day fired the minstrels and put the show on as a motion picture one night stand affair, and made money.

"If Edison was selling state rights and I know he was for Pop Rock had Mississippi at the same time as above stated, howinell could Lumiere give the first public demonstration of them months after. Hey?"

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April 24, 1926 MOTION PICTURE NEWS Vol XXXIII, No. 17

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Famous Players studio executives visit Marshall Neilan; left to right: Milton Hoffman, Hector Turnbull, B. P. Schulberg, and Neilan, himself

Randall M. White, well-known publicity man, who will head this department for Robert T. Kane Productions, releasing through First National

Bill Cody, Associated Exhibitors star, with E. J. Smith, general sales manager of A. E., and Wm. J. Craft, director of "The Galloping Cowboy"

PICTURES AND PEOPLE

OFF FOR LOCAL COLOR

SCOTT SIDNEY, director, and F. McGrew Willis, scenarist, of the Al. Christie organization, are off in Sidney's camp car for the Southwestern desert, where they will pick up local color for the filming of "The Nervous Wreck," which they start soon for Producers Distributing Corporation. Director and scenarist are working in collaboration on the script.

There is no little speculation in Hollywood as to the actor who will receive the coveted leading role in "The Nervous Wreck," which is one of the "fat" comedy parts of the year. On the stage, Edward Everett Horton and Mary Newcomb played the leads in Los Angeles; Otto Kruger and June Walker in New York; Taylor Holmes and Vivian Tobin in Chicago; and Lynn Overman and Mary Newcomb in London.

THE TALKERS

THAT prime pest, the "loud speaker" in the picture theatre, has long been the butt of the humorist, but it remained for the city of Schenectady, N. Y., to bring the majesty of the Law to bear on the problem. Two young men paid their admission into the Barcli Theatre of that city and then became involved in a trivial dispute, talking so loudly that it annoyed nearby patrons, who complained to the ushers. Instead of ceasing at the usher's request, the young men continued the argument, and even a personal request from the manager was of no avail. A Schenectady policeman then interrupted their enjoyment of the picture (?), but the judge let them off with a severe warning. Twenty years, it seems to us, would not have been especially harsh.

STARS OF THE WEEK

FOUR shining asterisks were pinned on producers' chests this week by the National Board of Review.

FIRE HOSE
KEEP THIS SPACE CLEAR

E. W. Hammons (centre), president of Educational, snapped on the West Coast with the famous Christie brothers, Al and Charles, at the Christie studios

Alfred A. Santell arrives in New York to direct "Subway Sadie" and is greeted by A. L. Rockett, First National production executive

Mary Brian, one of the most attractive features of "Brown of Harvard" (Metro-Goldwyn-Mayer), in which she is leading lady to William Haines

Frances Lee, one of the charmingly decorative features of the Bobby Vernon comedies produced by Christie for release by Educational three to place the stamp of approval on features and one for a short subject. The feature length subjects were Universal's "Oh, Baby!" First National's "The Greater Glory," and Fox's "Siberia." The short subject was (what? again?) Pathe Review, this being issue No. 18.

DOUBLE HEADLINE BILL

TWO guests of honor graced last week's A. M. P. A. luncheon—Walter F. Eberhardt, vice-president of the organization, and Gilbert Frankau, celebrated British novelist. The meeting was a tribute to Eberhardt for the untiring work he has done in promoting the interests of the A. M. P. A. over a period of years. President Glendon Allvine presented him with a monogramed silver pitcher, which Eberhardt accepted with a speech in which he stated that it has always been his desire to see the organization forge ahead, and that he was more than rewarded for his efforts by the club's appreciation.

Metro-Goldwyn-Mayer notables are given a fast ride by the San Francisco fire department; left to right: Fire Chief Murphy; George Young, publisher of Los Angeles Examiner; Fred Beetson, of the West Coast Hays office; Harry Rapf, M-G-M studio executive; Edith Mayer; Louis B. Mayer, studio head; Mrs. Mayer, Irene Mayer

Frankau, who was wittily introduced by Allvine, spoke on screen stories, and said that pictures would never come into their own until the author was taken into partnership—until authors stopped "sandbagging" producers, and until producers realized the importance of the author and treated him as he deserved.

FRANK POPE AND THE BOATMAN

FRANK POPE, for some time in charge of publicity with the Gloria Swanson unit at Famous Players, moved his typewriter over to Producers Distributing Corporation the other week to take charge of the opening of "The Volga Boatman" at the Times Square, and the results on Tuesday night showed that he had done a mighty fine job of it. The premiere was a brilliant one, and the publicity campaign which accompanied it should start the picture off to a strong run. Frank lined up a noteworthy campaign, with window displays all over New York, tie-ups and such exploitation, all handled in a high class dignified manner befitting the picture. Frank is something of a veteran at the game, his experience going back to the days when he became dramatic critic of the Journal of Commerce, after years of newspaper work. He was for a time with Photoplay Magazine, but returned to the Famous Players' publicity department from that post. More recently, he has been with the Gloria Swanson unit exclusively, handling all of Miss Swanson's personal publicity matters.

CONTEST WINNER RETURNS

MRS. RUTH GRIFFITH BURNETT, of Indianapolis, winner of the National Greater Movie Season contest, arrived here this week on the S.S. Belgenland, completing the trip around the world which she and her husband, Jesse Burnett, began on November 25th, and which she won by writing the best essay on "What the Motion Picture Means to Me." Being an ardent movie fan, Mrs. Burnett put in her first evening in New York seeing "Ben Hur."

Fred Wood Jackman, who just finished directing "The Devil Horse" for Pathe release, snapped with Lady Pep, latest addition to the family of Rex, the famous wild horse

"DICK" ROSSON ELEVATED

RICHARD ROSSON, once a Triangle star and in recent years assistant to various prominent directors, is now directing Gloria Swanson in "Fine Manners." Rosson was given a director's contract about a month ago, with the promise of a full-sized megaphone some time this year. He has been assisting Lewis Milestone on the Swanson picture and is thoroughly familiar with it, so when Milestone was compelled by illness to give up the assignment, Miss Swanson, William LeBaron and the director decided that Rosson was the one to continue the picture. As a result, "Dick Rosson—Assistant" becomes "Richard Rosson—Director," and the good wishes of a host of friends are being extended to him. Dick "knows his onions," and the promotion is a well deserved one.

PHIL RYAN TO WED

PHIL J. RYAN, formerly vice-president of Capitol Enterprises at Kansas City, Mo., and now assistant to Al Fair, general manager of Universal Chain Theatres Corp., left New York last week for Kansas City, where he was to be married this week to Miss Gladys Mueller of that city. They will return to New York in a few weeks to make their home here. Ryan's new work will involve the development of theatre projects in various parts of the country.

Marguerita Fischer, who is playing Eliza in Universal's "Uncle Tom's Cabin" production, arriving in Plattsburg for the ice scenes and greeted by Director Harry Pollard and the famous bloodhounds without which no "Tom show" would be complete

Parade rest! This is a group of the Christie Sport Girls, appearing in Christie comedies for Educational, snapped on the sidelines during a ball game on the beach at Santa Monica

'HIS MAJESTY, RIN-TIN-TIN

AMONG New York's distinguished stellar guests this week is Rin-Tin-Tin, the Warner Bros. wonder dog, who is making personal appearances with "The Night Cry" at Warner's theatre. Upon taking up the royal suite on the 18th floor of the Hotel Roosevelt, Rinty was showered with invitations, was given the keys to the city by Mayor Walker, to which he barked an appropriate acceptance, and was besieged by press agents who wished him to endorse various puppy biscuits, dog collars, mange cures, and the like. He broadcast an interesting talk to his admirers from station WRNY, received interviewers in the royal suite, autographed photos for his admirers, and in general conducted himself as befitted his cinema prominence.

WHY DOESN'T BUCK WRITE?

BUCK JONES, Fox Films' Western star, is evidently enjoying his trip abroad. Before leaving, he faithfully promised to send postcards of the Eiffel Tower, the Tower of London, and so on to his many friends at the Fox studio and home office, as well as letters from each of the many cities he is visiting—and so far, not one of the promised epistles has arrived.

Universal home office executives and members of the sales force in the East, gathered together at the Home Office, 730 Fifth Avenue, New York City, for the first regional convention of the year

AUTHORS MUST WATCH STEP

JOHN FLINN, vice-president and g. m. of P. D. C., says that the established authors had better look to their laurels. Commenting on the Cecil B. De Mille story idea contest, just closed, he says: "Producers have depended for their best story material, first, upon published books and magazine stories; second, upon the stage; and third, upon the original creations of professional motion picture scenarists. But the public en masse has proved itself a formidable rival of the established writers in creative genius in the contest just brought to a close. The response to this contest is interesting in its reflection of the public's increased knowledge of story values and the deep study that has been given to the screen's dramatic technique."

Rex Ingram with Firmin Gemier, noted French actor-manager, who will appear in the director's production of "The Magician," now being made at Nice for Metro-Goldwyn. Gemier is oone of the outstanding figures in the French theatre

CROOKER JOINS HINES COMPANY

HERBERT CROOKER, well known in film circles, has resigned from the New York Times, where he was feature writer and dramatic and motion picture editor of the Mid-Week Pictorial, to take charge of all publicity and exploitation matters for the Johnny Hines comedies produced by C. C. Burr for First National.

Crooker's connection with pictures goes back to the days before the war, when he was with Triangle. After his discharge from the Navy, he publicized Jess Willard and Charles Dillingham, then went to Pathe, where he remained for five years, specializes on the Lloyds, writing syndicate stories and fictionizing serials. Connections with Warner Bros. and The Morning Telegraph followed, after which he became managing editor of Theatre and Drama Magazine. He has been a prominent member of the A. M. P. A., and has contributed to leading periodicals. He is a graduate of Cornell.

CAMERAMAN'S GOLD RUSH

ROBERT DONAHUE, on the Pathe News staff of Editor Emanuel Cohen, has returned from Red Lake, Ontario, where he took part in the sensational gold rush to that section, staked out three mineral claims and obtained a remarkable collection of shots showing all phases of the scramble for the yellow metal. Donahue went by train as far as Hudson, 150 miles from Red Lake. Continuing by dog-train, he found this so slow that he turned back to Hudson and chartered an airplane. Thus he obtained several air views of the snowbound country with dog-teams mushing across it. At Red Lake, Donahue became so innoculated with the excitement in the air that he picked out some likely terrain, cleared the ground of three feet of snow, felled a small tree, pointed it, chipped off the bark on four sides and became a land holder in the new Klondike, being the first New Yorker to file a claim.

INVITATION TO NEW ZEALAND

AN unusual invitation to visit New Zealand—in three reels—arrived in New York last week just too late to reach Douglas Fairbanks and Mary Pickford before their departure for Europe. It will, however, be forwarded to Paris so that they may view it there.

This unique invitation was brought to New York by Ralph R. Doyle, general manager of United Artists, Ltd., of Australia, and is in the form of three reels of film portraying the scenic beauties of New Zealand, titled especially so as to appeal to Doug and Mary. The main title reads: "Glorious New Zealand. To Mr. and Mrs. Douglas Fairbanks, with the compliments of Arthur H. Messenger, publicity officer of New Zealand." Then follows a wealth of scenic beauty, including Geyser Valley, Mount Cook, the catching of a swordfish and other pleasing shots. The closing title is: "When are you coming to New Zealand? A welcome awaits you."

Officials at the home office, who viewed the film, believe that Doug and Mary may find it desirable to alter their itinerary to include New Zealand after seeing the marvelous scenic views of the country shown in this film.

American Legion buddies bid farewell to Gene Tunney, heavyweight contender, as he leaves for the West Coast to star in a serial for Pathe. Commander Bruce Smith of the Wm. Bradford Turner post, Garden City, L. I., is shaking hands with Tunney, while others from this post are gathered about

"RANDY" ON THE JOB

RANDALL M. WHITE, better known as "Randy," has moved his long briar holder for Fatimas (what a whale of a difference, etc.) to the Robert T. Kane Productions offices at 6 West 48th Street, New York City, and henceforth will co-operate with First National in the publicizing, exploitation and advertising of what he declares to be the biggest, finest, snappiest super-productions being released on any program.

Despite his great youth, which is apparent in the photograph appended elsewhere, "Randy" is a veteran at the business. Seven years on Moving Picture World, five years or more with the Lewis J. Selznick enterprises, and two years with Warner Bros., are some of the high spots in the career of this promising lad.

OPPORTUNITY FOR MISS BROWN

CLARENCE BROWN, the director, takes issue with those who declare that a plain name is a handicap in winning screen fame, and backs his judgment up with a tangible, definite offer. Brown declares that a girl with a name like "Mary Brown" or "Jane Smith" or "Harriet Jones" has just as great a chance of stardom as any other, provided she has the ability. To prove his point, Brown offers an opportunity on the screen to any girl whose surname is "Brown." Photographs have been coming in from all parts of the country, but to date Brown has not located the type he is looking for and the offer is still open. If he finds a girl whom he considers promising enough, Brown will pay her expenses to Hollywood for a screen test.

The Four Warner brothers, together for the first time in years, with division managers, branch managers and salesmen of the eastern division, gathered at the Hotel Pennsylvania, New York City, for the first of three sectional conventionos

METROPOLITAN MUSEUM'S FILMS

ALTHOUGH it is little known that the Metropolitan Museum of Art in New York City has a motion picture department which has produced a number of short films of great experimental and artistic interest, in co-operation with leading producing companies, such is the case. During the month of April these films are being shown at the Museum on Tuesdays and Thursdays at 4 p.m. in the Lecture Hall. What films are to be shown on a given day may be learned by calling the Information Desk at the Museum.

BARBARA ANN BLUE

THERE are more Blues than before around the Monte Blue menage in Hollywood, but fewer "blues," if you get what we mean. Which is by way of leading up to the announcement that Barbara Ann Blue, weight eight pounds, arrived at the home of Mr. and Mrs. Monte Blue on April 5. Warner Bros. have a contract all ready for her, awaiting only her ability to mark an "X" opposite "Barbara Ann Blue—Her Mark." Mother and daughter are both doing nicely.

Richard Talmadge, in a scene for "The Gallant Fool," for F. B. O., makes an 18-foot leap from one building to another, refusing as usual to use a double or trick photography for the stunt

Rhode Island Passes Sunday Opening

Lawton Bill Goes Through in House of Representatives; Hearing Continues on District of Columbia Measure

THE Rhode Island House of Representatives has passed the Lawton Bill, which permits motion picture theatres to open Sundays throughout the state with the exception of those in the city of Pawtucket. The law provides that theatres may open Sundays after three in the afternoon.

Why Pawtucket is excepted is more or less of a mystery. Representative Thomas P. McCoy of Pawtucket declares that Isaac Gill, commissioner of public works of Pawtucket, opposed Sunday opening in his city and that the action excepting Pawtucket was taken at his behest. McCoy declared the exemption of Pawtucket from the bill is "unjust discrimination."

Some doubt has arisen as to the legality of the bill because shortly after its passage another bill, known as the Easton bill, was passed by the House which would permit roller skating on Sunday afternoons and evening and which was so worded that some members of the House believe it nullifies the provisions of the Lawton bill regarding theatre openings on Sunday.

Representative Fletcher W. Lawton, sponsor of the Lawton bill, said that he was satisfied that his bill was properly enacted and would become in force. Judge James E. Dooley, who helped to draw up the Lawton bill, said that if the Easton bill was passed after the Lawton bill had been passed he was afraid that the provisions of the Lawton bill were nullified by the Easton bill. It is probable that the uncertainty regarding the Lawton bill will be removed when it comes before the Senate.

The fight for opening of a Sunday show at Perry, Iowa, has not been put to the vote of the people in spite of determined agitation by a number of the business men. The city council is not friendly as a whole to the showing of Sunday movies although several members of the council state that they are not unwilling to allow the matter to be decided by a special election. A petition asking that an election be held at which the people might reverse their former decision against the Sunday shows has been tabled by the members of the council.

The exhibitors of Perry, who have taken no active part in the campaign for the Sunday shows, are planning to show pictures free of charge on Sunday. It is suggested that the attendance at these free shows may give some indication of the number of people who would vote for the Sunday show if the matter were put to the vote.

For the first time this year, President Albert B. Engelbert of the common council in Binghamton, N. Y., was called upon to break a tie vote, when the matter of referring an ordinance to permit moving picture shows on Sunday, to a committee, was decided at the meeting the past week. The ordinance, permitting motion picture exhibitions on Sunday, after 2 o'clock in the afternoon, was introduced in the name of Alderman Robert D. French, but Alderman James F. Delaney had received a note from French saying he was confined to his home by illness, and asking that the ordinance be referred to the committee on law and health. Alderman Joseph Hidock is chairman of this committee, with Alderman Charles Pierson and Chester B. Tyler as the other members, and reference to the committee, it was believed, would insure a favorable majority report for the ordinance.

Alderman Romeo H. Whiting moved to amend the motion to refer the ordinance to the committee on police and license, of which Alderman John B. Delavan is chairman, with Alderman Hidock and Whiting as associate members. This committee, it was believed, would give a majority report against the ordinance.

Alderman Delaney opposed the amendment on the grounds that he was acting on the request of Alderman French, introducer of the ordinance, in asking the matter be referred to the committee on law. Roll call was ordered on the amendment, and those voting in favor of referring the matter to the committee on police and license were Kelley, Delavan, Tyler, Quinn, Whiting and Dibble. The vote against referring it to the law committee and in favor of the police and license committee was cast by Larrabee, Thatcher, Pierson, Delaney, Hidock and Reilly. With Alderman French absent, this made a tie vote, and President Engelbert cast his vote to send the ordinance to the committee on police and license. The motion as amended, was then adopted and the matter will again come before the council at the next regular meeting. A remonstrance against Sunday movies, signed by 225 residents of the Sixth ward, had been filed with the city clerk, but will not be presented until the ordinance comes up for a second reading.

The closing of amusements in Washington, D. C., on Sunday will result in an increase in "petting parties," in the establishment of questionable resorts outside the city limits and in other evils, members of the sub-committee of the House District Committee in charge of the Lankford Sunday closing bill were told April 12 by Charles W. Darr, of the Washington Chamber of Commerce.

Darr's attack on the bill was the first occasion on which the morals of the legislation were brought before the committee, all previous testimony having been confined to the religious or economic phases. His statements made an impression upon the members of the committee—but the bill will be favorably reported to the full committee, nevertheless.

The hearing was opened with a brief explanation by Representative Lankford of his "new" bill, he having introduced a revised version of the original measure, setting forth the exemptions in more detail but making no changes so far as the Sunday show was concerned.

He was asked by Representative McLeod of Michigan, chairman of the sub-committee, whether there would be any objection to having motion picture shows open between certain hours on Sunday.

"I certainly would object," Lankford replied. "They would be glad to get it into the bill and then use it as a model throughout the country, saying that Washington, the Nation's capital, after consideration had permitted moving pictures on Sundays. I would rather have the bill defeated than used for that purpose."

"Would you see any objection to shows being open on Sunday evening?" Mr. McLeod asked.

"Yes. I would rather see no Sunday laws at all."

High tribute was paid the motion picture and theatrical industries for their patriotism and cooperation in times of need by Charles W. Darr, who appeared for the purpose of putting the Washington Chamber of Commerce on record as being opposed to the legislation.

"During the war," he told the committee, "I was a member of the 'Four Minute Men' of the District of Columbia. We circulated the propaganda of the Government throughout the country. Our efforts were confined almost exclusively to the motion picture and regular theatres. We went in there and distributed this propaganda for the purpose of keeping up the morale of the people, every night and every day, Sunday included. The motion picture people opened their theatres and stopped their performances long enough for us to present our arguments.

"It is just as necessary to keep up the morale of the people today as it was then. It is just as necessary to give the people something to think about on Sunday as it was during the war."

Grant Withers Leading Man for New F. B. O. Series

Grant Withers, villain of "The Adventures of Mazie" and "Fighting Hearts," the Film Booking Office "featurettes" based on the H. C. Witwer, which starred Alberta Vaughn, has been selected for the hero role in the new series which will be released next season.

The two new series to be released for the season of 1926-1927 are "Bill Grim's Progress" and "Wisecrackers," both by H. C. Witwer. The feminine lead will be played by Gertrude Short and Al Cooke and Kit Guard will continue as comedians in the new series.

Date Set for Annual T. O. Meet of So. Ill., Mo.

The annual convention of the Motion Picture Theatre Owners of Eastern Missouri and Southern Illinois will be held at the Elks' Club, Lindell Boulevard, near Grand Boulevard, St. Louis, Mo., on Tuesday, April 27.

W. W. Watts, of Springfield, Ill., is president and L. C. Hehl, of St. Louis, Mo., secretary of the organization.

Capitol Enterprises Deal is Completed

Al Fair, General Manager, Outlines Plans and Purposes of Universal Chain Theatres Corporation

THE taking over by Universal Chain Theatres Corporation of the Capitol Enterprises theatres, announced last week, was definitely closed this week by Al Fair, general manager of the "U" theatre corporation, and Sam Harding, president, Phil L. Ryan, vice-president and Dave Harding, secretary, of the Kansas City chain. The deal involves 13 theatres, with an estimated valuation of nearly five hundred thousand dollars, but does not include the Liberty in Kansas City or houses in Nebraska and Oklahoma. A booking arrangement with a number of other houses is part of the agreement.

Ryan has joined the Universal Chain organization as assistant to Fair. Sam and Dave Harding will devote most of their time in the future to the building and leasing of theatres, rather than operation, as a matter of preference, they announce.

Added to the Sears circuit, formerly acquired, the deal places Universal in a strong position in Kansas and Missouri, linking up advantageously with the Universal-Hostettler houses in Nebraska and Iowa.

The Capitol Enterprises theatres, now a part of the Universal chain, are as follows:

Grand theatre and Palace theatre, Muscatine, Iowa; Columbia theatre and Orpheum theatre, Fort Madison, Iowa; Main Street theatre and People's theatre, Chanute, Kansas; Wareham theatre, Manhattan, Kansas; El Dorado theatre and Palace theatre, El Dorado, Kansas; Linwood theatre and Gladstone theatre, Kansas City, Missouri; Crane theatre and Royal theatre, Carthage, Missouri.

The Capitol Enterprises has a booking arrangement with a number of suburban exhibitors in Kansas City, Mo., and with exhibitors in other towns in Kansas and Missouri. Of the afore-listed houses, the Palace in Muscatine, the Orpheum in Fort Madison and the Wareham in Manhattan, have Western Association Vaudeville franchises.

The Capitol circuit is the finest in that part of the country, and is the largest in the Kansas City territory, in the number of theatres involved. In addition to this circuit and the Sears circuit, several other important towns are now "Universal." Included in the addition to the other Universal Theatre Chain holdings may be cited the Beldorf Theatre in Independence, Kans.; two houses in Atcheson, Kans.; the Apollo Theatre in Kansas City, Mo.; the new Gillois Theatre in Springfield, Mo.; a 2,000-seat, $300,000 house to open June 1st, as well as three new big houses, one each in Topeka, Kans; St. Joseph, Mo., and Lawrence, Kans.; for which plans are being completed, and a theatre recently taken over in Moberly, Mo. The Gillois Theatre, a magnificent mission style house, will be the finest theatre in the State of Missouri, it is said.

There will be no change in the policy of the Capitol chain in the immediate future, it was stated at Universal. The present theatre executive and operative personnel will be retained. The theatres will be under the direction of the representatives of the Universal Chain Theatre Corporation in that territory.

The Capitol chain has been built up in three and one-half years, starting with the Linwood Theatre, Kansas City. In withdrawing from the exhibiting field, in which he has been a factor for 20 years, Sam Harding, former president of the Capitol Enterprises, made it known he had wanted to relinquish actual exhibition operations for many months. He has been eminently successful in the motion picture field.

In connection with the expansion of the Universal Chain Theatres Corporation, it is announced that Harry Goldberg, formerly assistant to Harold Franklin, manager of theatres for Paramount, has just joined the staff of the Universal theatre organization and will devote his time to the development of theatre projects.

Al Fair, general manager, in an exclusive interview this week, stated the plan of operation being followed by the Universal Chain Theatres Corporation in the acquisition and construction of houses. He again emphasized the fact that Universal was entering only those cities and territories which were closed to it, for one reason or another, and that the acquisition of houses was not being permitted to bring Universal into competition with its own customers.

"In a general way," he said, "our plan is to organize and intrench ourselves in a few territories for the present, rather than 'spread it thin' over the entire country. In that way, they can be operated from a few central offices, at a considerable saving. The Capitol Enterprises houses, for instance, will be operated from the office which we already have in Omaha, eliminating duplication and resulting in a great economy. Also, there are many other advantages in the way of economical, efficient operation, booking, and so on. Our present theatre holdings really consist of a few compact groups of houses.

"We have such a group in Kansas, Missouri, Nebraska and Iowa. We have another in upper New York, the Schine circuit. We have a strong group in Florida, operated from Atlanta, and are acquiring houses in other nearby states. A new house was opened in Sarasota, Fla., on April 10th. We will have a group in New England, if present plans materialize.

"We are also building a considerable number of houses, including one in Portland, Ore., announcement of which has leaked out prematurely. Our other plans, which cannot be announced at this time for obvious reasons, include the acquisition of at least two important circuits. Houses are being offered to us constantly. Some of these we are buying, while some we must pass up because they would compete with old customers.

"Most of our purchases and new construction, you will notice, are in the smaller communities, for which there are several excellent reasons. For one thing, it is building for the future. These communities are less over-seated than the large cities, and with present good roads and automobiles, even a small town has a wide area of population on which to draw. Then, too, the possibilities of economical, profitable operation are proportionately greater, on a smaller investment. We are particularly interested in giving the smaller communities the type of theatre which they now demand and deserve."

Tamar Lane, in a recent issue of "The Film Mercury," addressed an open letter to Carl Laemmle, advising him to buy as many theatres as he could obtain, since that was the next important development and was necessary to safeguard Universal's future. Laemmle, in reply, said:

"You have hit the nail on the head. I am doing just what you suggest and I intend to continue to buy and build more theatres to take care of all those cities and towns where the exhibitors cannot or will not give Universal a fair break. There are many exhibitors who appreciate what has been done for them in past years, but there are more who do not and so I intend to quit playing goat."

Universal Chain Theatres Corporation on April 1st paid dividends on the first and second preferred and on the common stock. The total holdings are understood to now be in the neighborhood of two hundred theatres.

F. Hopkins Made A. E. Division Manager

FRANK S. HOPKINS has been appointed divisional manager of the West Coast territory for Associated Exhibitors by General Manager E. J. Smith. This placement comes immediately after Mr. Hopkins' successful introduction and establishment of the Associated product in the Canadian territory as Canadian Division Manager. His work in this territory resulted in Mr. Hopkins' promotion to his present post by General Sales Manager Smith, who declared: "Mr. Hopkins' ability as a supervisor and business builder insures his efficient and successful management of the West Coast Division."

"Radio Mystery Girl" in New Pathe Comedy

Anne Howe, the "Radio Mystery Girl," is playing her first role for the screen in the forthcoming Charlie Chase comedy for Pathe. Her name was introduced to the radio public as a screen "find" through Don Meany's Midnight Frolics at Hollywood, and the public, which was asked to "build" her, replied most generously with thousands of telegrams and letters.

She is receiving all possible aid from Charley Chase, Vivien Oakland and Leo McCarey, and F. Richard Jones, director general at Roach's, has endorsed her as a promising type for screen work.

Pathe Inaugurates New Sales System

New "Personal Service Sales Plan," Devised by Harry Scott, to be Put in Operation May 3; No Change in Personnel

IN order to better serve the exhibitor, Harry Scott, general sales manager for Pathe Exchanges, has effected a complete reorganization of the Pathe home office and field sales system to the extent that, starting May 3, instead of there being feature, two-reel, serial and short subject sales managers, the present incumbents of those offices become division sales managers, with supervision over all lines of product in the division to which they are assigned, instead of supervision over the specific classification of product, as indicated by the former title, in the country as a whole.

Although the new plan marks a radical departure from the established form of sales organization that has been followed by Pathe in the past, Scott states very definitely that it does not provide for any changes in personnel except the appointment of an additional field sales executive for the Western division.

It has always been Pathe's expressed purpose to handle each sale of product on its own merits, so far as possible. Territorial conditions, local conditions, even neighborhood conditions, play important parts in such a plan, and detailed knowledge of individual exhibitor problems is necessary for its successful working out.

Changing market conditions, the growth of exhibitor competition and the corresponding growth of exhibitor needs from distributing houses serving him have combined to demand certain changes in sales methods, and the new sales plan is Pathe's response to this demand.

The new "personal service sales plan," as it is looked upon, is the result of months of study on the part of Scott. Since December 1 Scott has visited practically every branch office in the United States, has made a comprehensive study of local conditions, talked with hundred of exhibitors, learned their problems and, out of all this information, evolved the new sales system. While it is not claimed that the plan is new in principle, it does contain a number of marked departures from the application of similar plans, and it is based on the highly important contention that the exhibitor is entitled to and must receive individual consideration.

Harry Scott, general sales manager of Pathe Exchanges, Inc.

It is not possible, Scott holds, for sales executives, seated in their offices in New York, for example, to pass intelligently and satisfactorily on problems with which they are only conversant by mail through the medium of a field representative. The personal touch is eliminated entirely and precedent is almost certain to be followed, thus disposing of the entire transaction on the basis of generalities.

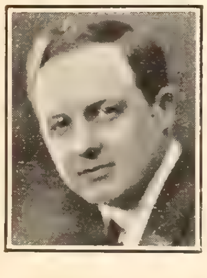
The new assignments will be as follows: Feature Sales Manager Pat Campbell becomes Eastern Division Sales Manager; Two-Reel Comedy Sales Manager Stanley B. Waite becomes Central Division Sales Manager; Short Subject Sales Manager W. A. V. Mack becomes Mid-West Division Sales Manager; Serial Sales Manager E. Oswald Brooks becomes Southern Division Sales Manager, and Western District Manager Frank Harris becomes Western Division Sales Manager.

Each of these Division Sales Managers is to be aided by an Assistant Division Sales Manager, as follows: Eastern District Manager Charles Henschel becomes Assistant Eastern Division Sales Manager; Central District Manager Robert Shrader becomes Assistant Central Division Sales Manager; Mid-West District Manager F. C. Aiken becomes Assistant Mid-West Division Sales Manager; Southern District Manager R. S. Ballantyne becomes Assistant Southern Division Sales Manager, and the Assistant Western Division Sales Manager has not yet been named.

The changed duties that accompany the changed titles make for vastly increased sales efficiency and service to the exhibitor and elimination of delay in approval or rejection of contracts. With the exception of the Western Division Sales Manager, all the Division Sales Managers will make their headquarters in New York City, but will spend the greater part of their time in their respective territories. The Western Division Sales Manager will probably make his headquarters in Los Angeles.

Under this system, each Division Sales Manager will be held responsible for the selling of all units of Pathe service by the Branches in his particular Division, and, with his Assistant Division Sales Manager, will be authorized to accept or reject contracts. In addition, both he and his assistant will be as thoroughly conversant with individual exhibitor problems and local conditions as are the Branch Manager and the Salesmen.

It is believed by Pathe officials that the new plan is far in advance of any hitherto devised so far as service to the exhibitor is concerned. The exhibitor is given a sales executive right on the ground to supply immediate action on contracts, and the one man is empowered to pass on contracts covering all the many lines of Pathe product. This will reduce to a minimum difficulties arising from any misunderstandings that might arise as a result of attempting to handle negotiations by mail; it gives the Division Sales Manager first-hand, authentic information on individual situations and generally makes for complete accord between Pathe and its customers.



Pat Campbell

E. Oswald Brooks

Stanley B. Waite

W A V Mack

Robert Shrader

R. S. Ballantyne

Frank Harris

Charles Henschel

Fred C. Aiken

New York Censorship, Newsreels Exempted, to Continue for Another Year

ALTHOUGH news reels have been exempted from censorship in New York State, under the terms of the Webb-Davison bill, which became a law on April 12 when it was signed by Gov. Smith, censorship of all other films will continue for another year.

The Republican group in the Assembly on April 14 defeated the Administration measure for censorship repeal by a strict party vote, 90 to 50. Assemblyman F. Trubee Davison, who championed repeal of news reel censorship, opposed lifting it from photoplays.

The action in the case of the news reels is the first victory the motion picture industry has won in New York State in recent years and is the first digression from the original censorship law which became effective August 1, 1921. It is believed, despite the refusal to repeal censorship completely, that the abolition of the obnoxious practice in the instance of news reels may pave the way later for complete repeal.

The bill provides as follows: "All films, exclusively portraying current events or pictorial news of the day, commonly called news reels, or excerpts from the public press, may be exhibited without inspection by the Commission and no fees or permits shall be required therefor."

Tivoli Theatres Absorbed by Circle Theatre Co.

Another move toward expansion of the Circle Theatre Company at Indianapolis came with announcement of the purchase of the capital stock of the Tivoli Theatres Corporation.

The Tivoli corporation, organized by Robert L. Hudson, of Richmond, Ind., was constructing a modern neighborhood theatre at Forty-second Street and College Avenue, a high class residential district. The Circle Company revamped the plans and will have a more elaborate house, costing about $135,000, ready to open about May 1.

The purchase marks the first major invasion of neighborhood territory by a downtown theatre here and will give Indianapolis two fine theatres on the north side, the other being A. C. Zaring's Egyptian at Twenty-eighth Street and Central Avenue. The theatres are far enough separated that there will be no neighborhood competition.

Worcester, Mass., Censors To Be Diminished

Following a number of conferences between exhibitors and city officials, it now appears probable that the censorship board in Worcester, Mass., will be reduced to a membership of five unpaid members instead of the customary fifty.

Exhibitors have long felt that such a board was an injustice to the theatres and that appointment to the board merely meant free admission to Worcester theatres whenever one or a number of the censors desired to witness an entertainment.

Exhibitors preferred to have a single censor look after the work, but as this would become a paid position for the mayor to fill by appointment, the suggestion has been made that a board of five be named.

Independent Outlook Brighter

Survey by F. H. Elliott Shows Better State Rights Situation in Many Spots

FREDERICK H. ELLIOTT, general manager of the Independent Motion Picture Association, has just made public the results of a survey conducted in important territories throughout the country in regard to the business prospects of independent exchanges, which indicates an optimistic outlook in many important sections of the nation. High lights of some of these reports are:

Philadelphia: "The local State right exchanges are optimistic. Their recovery from the effects of the disastrous coal strike, while slow, is nevertheless certain, and they feel that the coming year will be better than the one coming to a close."

Seattle: "The outlook for business among the independent exchanges is looking better than ever before in the Northwest. This is due primarily to changing conditions in Portland, Tacoma and Seattle. Portland will have three new downtown houses, all first runs; Tacoma will have two, and Seattle will have five, if all of them go through. I believe that with the new life all of the independent exchanges are taking from the brighter outlook this season will see the State right offices in the Northwest going after business as never before."

Detroit: "It is getting tough here for the reason that we are a small territory and the big circuits are so tied up that they use little independent stuff, and the rest of the territory outside of Detroit are small places where every night seems taken up with the national concerns. The Detroit theatres are good patronizers of State right pictures."

Cleveland: "As one evidence of how things are shaping up this spring, I can report two new State right concerns recently started. Of the chain theatres here, one of the circuits uses a very large percentage of independent product, the second uses none at all, and a third plays a few selected big ones. Individual theatre owners state that they are very well pleased with independent product generally."

San Francisco: "While the independent market faces the greatest competition probably that it ever has in this section of the country, it is no more seriously affected than a year ago. I have reports from the Colorado, Utah, Montana, Washington and Oregon zones, and we have instances in those sections where the independent product is receiving reasonable appreciation through intensive sales drives."

Fanamet Organization Well Received in Europe, Says News' Correspondent

ACCORDING to Heinrich Fraenkel, Berlin correspondent of Motion Picture News and prominent European writer on film topics, the formation by Famous Players, First National and Metro-Goldwyn-Mayer of "Fanamet," to distribute in certain Central European countries, has been well received abroad on the whole. Says Fraenkel:

"It certainly has been a rather wise move by the 'Big Three' to cut competition on those small markets, the size of which hardly justifies the expense of individual renting organizations. The Fanamet exchanges are going to release on those markets 104 pictures a year composed of those of the three partners' productions most suitable for the markets in question. Doubtless the new organization, thanks to a considerable saving of expenses, will go a long way to fructify those small markets which, individually, could hardly be properly exploited in a satisfactory way.

"The Fanamet offices are just being organized and, as a matter of fact, some are fully working already, although renting will only be started in the fall, in order to give the partners a chance of settling their old individual contracts on those markets.

"The Fanamet organization is being directed from a central office in Berlin which is jointly governed by Ike Blumenthal, representing Famous Players; Karl J. Fritzsche, representing First National; and A. S. Aronson, representing Metro-Goldwyn.

"The new organization has had very favorable comments on the part of the continental trade press, all of them agreeing that the idea underlying the organization is a good one and furthering the interests of all concerned."

Arbitration Dept. Formed by U. A.

Hiram Abrams Appoints Sam Moross, Prominent Exhibitor, to Handle Important Step in Contract Relations

SAM MOROSS, who has been active for some years in the affairs of the Theatre Owners' Chamber of Commerce, New York City, and who has established himself as a leading authority on arbitration, has been appointed by Hiram Abrams, president of United Artists, to organize and head a Department of Play Dates, the purpose of which will be to smooth out relations between exchanges and exhibitors and to settle cases in advance of their going to the arbitration boards wherever possible.

This marks an innovation in distributor methods, and if it proves successful is likely to be duplicated by other companies.

Moross, in an exclusive statement to Motion Picture News this week, stated that the purpose of the new department is threefold.

"First of all, the Department of Play Dates has been organized for the purpose of enforcing all existing contracts," he said. "'Enforcing' may seem like a harsh word in this connection, but it can be used advisedly, because the natural procrastination of some exhibitors, to which the exchange contributes in a degree, delays the fulfillment of contracts too far.

"United Artists Corporation releases a limited amount of product, and there is no reason why a contract for a limited number of pictures cannot be performed within a reasonable length of time.

"Often a perfectly honest difference of opinion may arise. This is usually settled by the arbitration board. An exchange manager may be a wonderful salesman and a splendid executive, but it is too much to expect him to be an expert on contractual matters and to be able to analyze a contract and decide the purpose for which it was written.

"Third, there are controversies involving a matter of principle and a considerable amount of money, regarding which the branch manager wants assistance or advice. In such cases my assistance will be given, either by my personal appearance or instructions. Many a case has been lost because it was poorly prepared."

"In a general way, the function of the department will be to clear away misunderstandings, interpret and explain contract matters, and to settle all disputes as far as possible before it is necessary to take them before an arbitration board. If the exchange feels it has a case against an exhibitor we will advise the branch manager as to exactly what his rights are under the contract, and whether or not they have been violated. If an exhibitor feels that he has a grievance against United Artists, we will analyze the case and his rights and attempt to adjust matters amicably without recourse to arbitration."

In addition to his vast amount of arbitration work for the T. O. C. C., Moross has a wide background of experience in such matters which dates back to 1905, at which time he was employed by the Travelers Insurance Company as field representative of the Liability Department in the United States, Canada and some parts of Europe. He remained in this important post until 1915. During the ten-year period he was lent to the New York Central Railroad at various times to run down threatening claims on the Big Four division, from Buffalo to St. Louis, his work being mainly in connection with fraudulent claims.

In 1915, after ten years of claim adjustment, desiring something which would not keep him constantly away from home, Moross became an exhibitor. The houses which he has operated include the S. & A. Theatre, Broadway and 125th Street; the Keystone, Broadway and 100th; the Rose, Amsterdam and 102nd, all in New York City; the North Avenue Theatre, New Rochelle, and the Globe Theatre, on Third Avenue, New York.

In 1920 he joined the Theatre Owners' Chamber of Commerce and in 1921 was elected the first executive secretary. In that same year he requested exhibitor representation on the grievance committee under the Hoy system, and since that time has been active in developing arbitration to its present point in New York, representing members of the T. O. C. C. in hundreds of cases before the local arbitration board.

Cleveland Zone Plan Disappoints

Method of Selling Pictures Abolished, Due to Disagreements Between Parties, Says Latest Announcement

THE zoning plan of selling pictures in the Cleveland territory has been discontinued after two years' probation. Notice to this effect was sent to William M. James, president of the Motion Picture Theatre Owners of Ohio in a letter dated April 5, which stated that "at the regular meeting of the Cleveland Film Board of Trade today, upon motion duly made and carried, it was decided that the entire zoning plan as now in operation be discontinued as of this date."

The abolition of the zoning plan was due to failure on the part of a joint committee of exhibitors and distributors, to agree on changes in the plan. Because of discontent in the territory among exhibitors, President William James of the M. P. T. O. A., of Ohio, appointed a committee to meet with a committee of the Film Board of Trade to iron out the difficulties, if possible. General discussions of grievances led to nothing constructive.

The matter was presented to the Hays organization. The Hays organization instructed the local Film Board of Trade to continue negotiations with the exhibitor committee in the hope of finally adjusting the plan so as to satisfy the majority of the exhibitors in the territory. Several weeks were devoted to serious discussions, the most constructive element of which was the presentation in writing by the exhibitor committee of the most serious objections to the zoning plan. The objections as submitted to the Film Board committee by the exhibitor committee are as follows:

That the exchanges cannot insist upon dates for pictures more than four weeks before the first-run plays the picture. That the only time that an exchange may hold a numerical zone back more than 42 days for the last play date, is when a picture goes in for a run in either a legitimate theatre or any one of the regular movie theatres at advanced admission prices, and only then, providing the picture next goes into one of the first-run theatres for its regular run. That a clause be inserted in the zoning plan whereby the subsequent run zones will have some kind of protection on theatres charging 10 and 15 cents, playing back of them, relative to advertising pictures before or during the run in said theatres. This to be drawn along the lines of the new uniform contract. That some method be devised whereby an understanding may be had as to the consecutive releases of pictures, insofar as the exchange, at certain times, compels an exhibitor to date certain pictures before giving them dates on a so-called box office attraction. That Class B theatres should play pictures as per the zoning plan in operation and that no protection be waived by first-run or Class B houses. That Zone C should be given the same play dates as Zone B. That when more than one theatre is sold for a second run in Zone B, it is distinctly understood that all theatres must start playing the picture on the same day, and not some of the theatres play the picture the last half of the week.

Failure to reach any satisfactory working agreement so that the zoning plan might operate fairly, in the opinion of the exhibitors, resulted in its complete abandonment, and a return to the old, individual selling plan.

Not to Handle Molly May Series

Cranfield & Clarke, Inc., announce that they are no longer handling the Molly May Series, featuring Violet Mersereau.

Paramount's Big Advertising Drive

Managers and Salesmen to be Supplied with "Circulation Work Sheet" to be Used for Benefit of Exhibitor

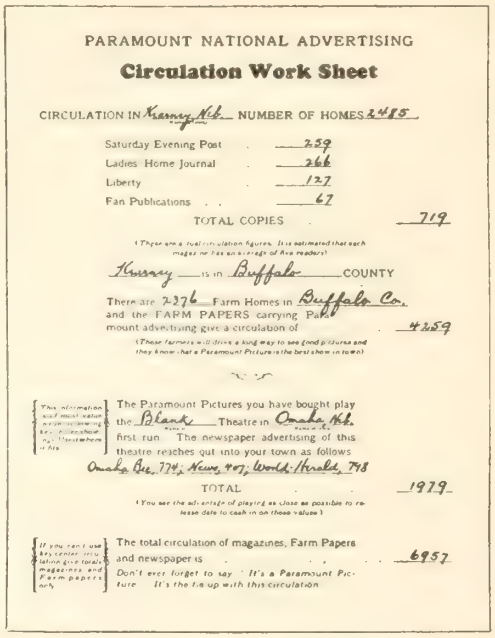
PARAMOUNT this year will carry its advertising in thirty-nine national magazines and farm papers, the circulation of which is 15,650,600, in support of its new production schedule. Managers and salesmen will be supplied with a "circulation work sheet" from which they can furnish the exhibitor with accurate data concerning the circulation in his locality of the magazines in which Paramount advertises.

This increase in promotional activitiy, says Sidney R. Kent, general manager of Paramount, is in accord with the company's pledge of a more comprehensive service to the theatre owners.

This advertising, he asserts, which will be carried in the Saturday Evening Post, the Ladies' Home Journal, Liberty, five fan publications and thirty-one farm papers, will enable the exhibitors to tie-in effectively for local exploitation and publicity. Paramount's advertising, he says, is planned so that it may be localized, especially along institutional lines. There is no better medium, he says, for establishing the local theatre on a high plane in the minds of the public.

"Many theatre men have written us advising us of the effective use of our national advertising in their local campaigns. To those exhibitors who have never tried to use our national advertising locally, I would suggest that they get in touch immediately with our salesmen or exploitation men, for in not availing themselves of this opportunity these exhibitors are letting thousands of dollars slip from their box offices. That is not just conversation; it is an absolute fact.

"This year Paramount's national advertising campaign will be the most far-reaching that this industry has ever known. More people will read about Paramount pictures than read about Cadillac or Buick cars, Hart, Schafner & Marx clothes and other merchandise that I might mention. This advertising appeals to more people than have ever received our message before, selling them not only Paramount pictures but the idea of attending the motion picture theatre more often.



PARAMOUNT NATIONAL ADVERTISING

Circulation Work Sheet

CIRCULATION IN Kearney, Neb. NUMBER OF HOMES 2485

Saturday Evening Post	259
Ladies Home Journal	266
Liberty	127
Fan Publications	67
TOTAL COPIES	719

(These are actual circulation figures. It is estimated that each magazine has an average of five readers)

Kearney is in Buffalo COUNTY

There are 2276 Farm Homes in Buffalo Co. and the FARM PAPERS carrying Paramount advertising give a circulation of 4259

(These farmers will drive a long way to see good pictures and they know that a Paramount Picture is the best show in town)

The Paramount Pictures you have bought play the Blank Theatre in Omaha, Neb. first run. The newspaper advertising of this theatre reaches out into your town as follows

Omaha Bee, 774; News, 407; World-Herald, 798

TOTAL 1979

(You see the advantage of playing as close as possible to release date to cash in on these values)

If you can't use key center circulation give totals magazines and Farm papers only

The total circulation of magazines, Farm Papers and newspaper is 6957

Don't ever forget to say "It's a Paramount Picture." It's the tie-up with this circulation

Specimen Circulation Work Sheet

"Paramount's national advertising has extended over a period of ten years. Some years ago I made a statement relative to advertising. The facts presented then are as true today. I said at that time:

"'It is apparent that the picture which is going to be the biggest success to the exhibitor is the picture that has been advertised in advance. This means not only advertising by the exhibitor, but also advertising by the producer. The day has passed when it is sufficient for the producer to make a picture, turn it over to an exhibitor and let the theatre do all the work of selling it to the public. The producer owes it to the exhibitor as much as to himself to see that his products are sold to the public before and also after they are sold to the exhibitor.'

"Paramount has always based its national advertising upon that premise. It has always urged the exhibitors to tie-in with this advertising so that they might reap the same benefits that the company does.

"In view of the magnitude of Paramount's birthday group we are, in addition to increasing our advertising, planning an exploitation drive to give these attractions the support they rightfully deserve.

"The present field force of exploitation representatives is being augmented to a sufficient number of men so as to give Paramount's birthday group of productions individual attention.

"The men enlisted by the department of exploitation are men who have a thorough and complete knowledge of the value of a higher standard of truthful exploitation and publicity. These men are thoroughly competent from the standpoint of the preparation of constructive advertising and they possess implicit confidence in exploitation methods that not only are productive of immediate benefits but build for theatres and attractions a permanent following and goodwill among the theatre's patrons.

"The coming season will reward the exhibitor who treats seriously the confidence the public has placed in him and who appreciates to the fullest extent that he is the individual in whom the public has placed its confidence in the selection of its entertainment."

Original Stories Are Gaining Ground

Picture Producers Foresee Progress in the Field of Writing for the Screen; New and Present Talent to be Encouraged

By Edwin S. Schallert

BROADLY speaking, this is the year of the scenarioist. Picture production promises to attain a new high level of originality. The story written directly for the screen is in the ascendancy.

The opening of the new spring-summer drive in picture making discloses that the writer, and with him the director who is capable of creating plots and situations independently of scenario and, are to be prominently in the foreground of the season's activities. The more superficial adaptation of the novel and the play is losing ground rapidly, and trading on the success of current popular books and stage successes is exercising comparatively less influence on the minds of producers.

In several instances, notably Metro-Goldwyn-Mayer, a preference is being shown for so-called "originals," and instead of purchasing the finished product of playwrights and novelists, Hollywood studios are interesting these in the devising of fresh movie material.

Irving Thalberg, production manager, has announced that approximately 60 per cent. of the M.-G.-M. output this season will be composed of motion pictures that are not adaptations. They will be based either on scenarios freely written for the screen by prominent authors newly engaged, or on themes provided by the company's present staff of writers or directors. The new writers of the company will include among others, John Colton and Marc Connelly, both prominent New York dramatists.

This move on the part of M.-G.-M. may be regarded as the direct result of their success with "The Big Parade," for which the theme was furnished by Laurence Stallings, co-author of "What Price Glory." They have also had very satisfactory results with certain other originals of lighter character like "His Secretary," in which Lew Cody and Norma Shearer appeared under the direction of Hobart Henley. Certain of their other pictures like "The Merry Widow" were so freely translated to the screen that they might almost be considered in the class of originals, although relying for a portion of their drawing-power on the vogue of a title.

Paramount's list of originals is also larger than usual. It will comprise about seventeen stories, chiefly light comedy sub-

(*Continued on page* 1909)

Fox Schedules Product at Convention

List Includes Forty-nine Feature Productions, Fifty-two Two Reel Comedies and One Hundred and Four News Reel Issues

PRODUCTION plans announced at the Fox convention being held in Los Angeles this week, show a line-up of forty-nine feature productions, fifty-two two-reel comedies and one hundred and four issues of the Fox News Reel. Stage plays form the nucleus of the stories planned for the feature productions and, in addition, are stories by leading fiction writers.

Fifty star and featured players are under contract and negotiations are being made for others, including Victor McLaglen, who will do the raw and rugged Captain Flagg of “What Price Glory”; Dolores Del Rio, who will be “Charmaine” of that opus; Belle Bennett, who will play the title role in “The Lily” by agreement with Samuel Goldwyn; George S. Sydney, Virginia Valli and Jacques Lerner, “The Monkey Man,” who will play in “The Monkey Talks.”

Productions included in the forty-nine features are: “What Price Glory,” the Maxwell Anderson-Laurence Stallings story of the World War, which Raoul Walsh will direct from a scenario by J. T. O'Donohue; three David Belasco-David Warfield plays, “The Music Master,” which Victor Schertzinger will direct; “The Auctioneer,” in which George Sydney will appear, and “The Return of Peter Grimm.”

“3 Bad Men” has been in production for a year under the direction of John Ford; George O'Brien and Olive Borden are featured. It is based on Herman Whitaker's novel, “Over the Border.” “Wedlock,” adapted from H. G. Wells' novel, “Marriage,” has Edmund Lowe, Margaret Livingston and Kathryn Perry in the cast. “One Increasing Purpose” is an A. S. M. Hutchinson novel.

Tom Mix and Tony, the horse, will be seen in seven western productions including “Dead Man's Gold,” “Silk Hat Cowboy,” a Gerald Beaumont story, and “Western Society.” Buck Jones is also scheduled for seven tales of the plains, four of which will be “Dark Rosaleen,” “Desert Valley,” “The Broncho Twister” and “30 Below Zero.”

Four of the John Golden plays to be produced are “Seventh Heaven,” “Pigs,” “A Holy Terror,” and “Going Crooked.” “Is Zat So,” James Gleason and Richard Taber's story of the prize ring; “The Monkey Talks,” in which Jacques Lerner, the monkey impersonator who appears in the stage play, makes his screen debut; “Cradle Snatchers” and “The Family Upstairs,” “The Pelican” and “The Way Things Happen.” Four Al Woods plays are also listed for picturization.

Another Belasco production to be made by Fox is “The Lily,” in which Belle Bennett will be featured by special arrangement with Samuel Goldwyn. A story by Rida Johnson Young, “The Story of Mother Machree,” will be directed by John Ford, with George O'Brien starred. O'Brien will also be seen in “The Devil's Master,” an adaptation of Gerald Beaumont's “The Lord's Referee.”

Two mystery melodramas, “Whispering Wires” and “The Great K. & A. Train Robbery,” will be directed by Irving Cummings. Clyde Fitch's last play, “The City,” will be a John Griffith Wray production, with Edmund Lowe and Margaret Livingston featured. Lowe and Miss Livingston will also be featured in “Married Alive.”

An elaborate production is being planned for direction by F. W. Murnau, European director, who made “The Last Laugh.” The vehicle has not been selected as yet.

Fox short product will include fifty-two two-reel comedies, twenty-six “Fox Varieties” of one-reel length and one hundred and four “Fox News” releases. Twenty of the two-reelers will be the Imperial Comedies, well known laugh-winners. A new feature this season is to be known as “Fox Animal Comedies.” There are eight in the series.

“The Adventures of Van Bibber,” based on stories by Richard Harding Davis, starring Earle Foxe, enter on their third year. O. Henry's fiction gems of wit and “The Married Life of Helen and Warren,” both popular last year, will be elaborated on. There will be eight two-reelers in each of these three series from literary sources.

The reception accorded “Fox Varieties,” which portray far scenes and strange occurences, has resulted in the camera force being augmented for this department.

The special train carrying one hundred and four members of the Fox Films staff arrived in Los Angeles last Sunday afternoon and they were met at the station by William Fox, president of the company; Winfield R. Sheehan, general manager; Sol. M. Wurtzel, production manager of the West Coast studios; Edwin C. Hill, supervisor of western productions, and Ned Holmes, western scenario editor.

Sunday afternoon was spent in shaping up matters in readiness for the convention which was to start on Monday morning at the Ambassador Hotel, with business from 9 a. m. to 1 p. m., and from 2:30 p. m. to 5:30 p. m.

On Monday morning the visitors spent some time at the Fox studios and after lunch the session consisted of a talk by William Fox, after which the convention was turned over to W. R. Sheehan and J. R. Grainger.

On Monday evening the executives and directors of the studio gave a beefsteak dinner at the Ambassador to the sales force and all other delegates attending, among whom were Stanley S. Crick, manager for Fox in Australia.

“Man Who Laughs” Set for Filming in France

AS forecast some time ago in Motion Picture News, the difficulties which interrupted the negotiations between Universal and the Societe Generale des Films, of France, for the joint making of “The Man Who Laughs,” have been smoothed away and production is scheduled to begin in Paris on or about September 15. This has been confirmed by announcement of Carl Laemmle, who stated that Charles Whittaker had been assigned to the preparation of the script.

Universal has the privilege of naming two American stars, to choose the roles which they will play, and to furnish a director. Mary Philbin will probably be one of the stars, and Svend Gade may direct. A production manager will go abroad on June 15 to make preliminary arrangements.

“Old Ironsides” Cast Is Announced

THE premier players, signed to appear in the forthcoming James Cruze production for Paramount, “Old Ironsides,” have been named. The featured ones are Esther Ralston, Wallace Beery, George Bancroft, Charles Farrell and Johnnie Walker. Others who will take part are Guy Oliver, George Godfrey, Mitchell Lewis, Duke Kahanamoku, Eddie Fetherston, Effie Ellsler, William Conklin, Fred L. Kohler, Frank Jonasson, Charles Hill Males and Frank Bonner.

James Cruze's new cinematographer, Alfred Gilks, will photograph the picture and Harold Schwartz and Vernon Keays are the assistant directors.

In the main the story of “Old Ironsides” will be about the early merchant marine and the renowned battle-scarred frigate, “Constitution,” in its conquests over the Tripolitan pirates.

O'Hara Signed To F. B. O. Stock For Five Years

According to a report emanating from the F. B. O. studios at Hollywood, George O'Hara has signed a five-year contract as a regular member of the F. B. O. stock company. He will display his athletic prowess in six five-reelers.

In the past O'Hara appeared in three series which brought him much popularity: “The Pacemakers,” “The Go-Getters” and “Fighting Blood.” Possibly his best performance was that of the younger brother in “The Sea Beast.” He is scheduled to play opposite Viola Dana in a circus film, “Bigger Than Barnum's,” which will be one of the F. B. O. Gold Bonds for the season of 1926-27.

Molly Malone To Act With Buffalo Bill, Jr.

Lester F. Scott, Jr., producer of the Buddy Roosevelt, Buffalo Bill, Jr., and Wally Wales series of Westerns for Associated Exhibitors, has engaged Molly Malone to play the female lead to Buffalo Bill, Jr., in “Rawhide” now being filmed on the Coast.

'Volga Boatman' Has Premiere

Opening of De Mille Production at the Times Square Theatre a Brilliant Affair

TUESDAY evening saw the premiere at the Times Square theatre, New York City, of "The Volga Boatman." Cecil B. De Mille's newest production before as brilliant an audience of notables as has been assembled in some time. Under the direction of Dr. Hugo Riesenfeld a powerful musical accompaniment had been arranged, combined with a vocal chorus under the direction of Josiah Zuro, and a Russian balalaika orchestra.

Among those invited to fill the 1,100 seats were the following persons, prominent in the screen, theatrical and financial worlds: Gloria Swanson, Sam Warner, Sam Dembow, Moe Mark, Walter Hayes, Joseph Plunkett, Harold Franklin, Major Bowes, B. S. Moss, Arthur Whyte, John Zanft, David Picker, Messrs. Mayer and Schneider, Sidney Cohen, William Brandt, Charles O'Reilly, Cy Fabian, Pete Woodhull, Fred Falkner, Mr. Frankenthal, Walter Reade, Mort Shea, Commissioner Wolrath, Commissioner Levy, Feodor Chaliapin, James Wolff, Mme. Ina Bourskaya, Cecil B. De Mille, John C. Flinn, Fred C. Monroe, Nathan Burkan, W. J. Morgan, Walter Hope, Jeremiah Milbank, Theodore Schulze, Harry A. Richards, Crosby Gaige, Will H. Hays, Carl Milliken, Alexis Kosloff, Theodore Kosloff, Raymond Pawley, Nellie Revell, Hiram Abrams, Fannie Hurst, E. F. Albee, Forrest Halsey, Alice Joyce, Ralph Kohn, Adolph Zukor, Florence L. Strauss, Jules Brulatour, Paul Sturtevant, Charles J. Giegerich, Frank J. Wilstach, Joseph O'Sullivan, George W. Harvey, Haydn O. Duke, Joseph Burger, G. M. Davidson, Charles Beahan, L. W. Kniskern, Arthur Friend, William Saal, A. E. Fair, Mr. Atkinson, F. Buehler, H. Davis, G. Hess, William Vogel, Lee Bach, Lieutenant Kyger, Mr. Dumont, David Loew, Charles Levine, Edward Hyman, L. Keene, A. Fanchi, Jack Hattem, Messrs. Rachmiel and Rinsler, Adams brothers, Mike Glinn, Mr. Quittner, Messrs. Grobe and Knobel, A. H. Schwartz, Leo Brecher, Mr. Donnelly, Mrs. Colbert, Jack Springer, George Trilling, Frank Wilson, Robert Milton, Irvin S. Cobb, Gladys Unger, Doris Keane, Rudolph Schildkraut, Marion Ivy Harris, Anthony Paul Kelly, Konrad Bercovici, John Emerson, Anita Loos, Edgar Selwyn, Jos. M. Schenck, Maurice McKenzie, J. J. McCarthy, A. H. Sebastian, J. P. Muller, J. J. Murdock, Jules S. Bache, Walter Wanger, A. A. Landesco, George N. Armsby, Randolph Warner, Robert L. Hague, Mrs. Barrington Moore, Arnold Genthe, Martin C. Ansorge, E. Lee Campe, Mrs. Noyes Sierck, Chester Dale, Flora M. Wolfe, Frank G. Allen, Stanley R. Smith, Louis J. Robertson, Isaac Alkus, Charles Freauff, Hope Hampton, Robert Lieber.

Special Drive for Sam Morris

April and May Set Apart by Warner Field Forces to Honor Sales Manager

DEFEATED in an attempt to keep secret the fact that they were making a special drive during the month of April in honor of Sam E. Morris, general manager of distribution for Warner Brothers, the Warner sales force in the field have decided to set apart both April and May as Sam E. Morris Months.

It was discovered, it is said, that the response to the efforts of the salesmen was so great that it was decided that there were not enough play-dates in the month of April for a man of the popularity of Morris so the force redoubled its efforts in an attempt to set new records for the Warner branches.

Lloyd Willis, general home office representative of Warner rothers, plunged into the work and scurried about the country perfecting minor details, with the result that play dates are piling up for both April and May, according to word from the Warner offices.

Sam Morris is known to every exhibitor in the country as a "square shooter." He has been fighting for business fair play in the industry ever since he entered it. He was one of the first to father the idea of settling business difficulties by arbitration, and was also president of the first film board ever created in Cleveland, Ohio.

Morris has long been at the head of the selling organization for Warner Bros. He has won the respect and admiration of every man in every department of the great organization.

Sam E. Morris, general manager of distribution for Warner Bros., for whom a special sales drive is being made during April and May

Milton Sills and Betty Bronson (lent by Famous Players-Lasky), who will appear in "Paradise," Ray Rockett's first production for First National

Milton Sills, Betty Bronson Head Cast of "Paradise"

In the picturization of the Cosmo Hamilton novel, "Paradise," Ray Rockett's first production for First National, Milton Sills will play the starring role, while the feminine lead will feature Betty Bronson, who has been engaged through the courtesy of Famous Players. The comedy situations will be taken care of by Charlie Murray and Kate Price, and Irvin Willat has been engaged from Famous Players to direct. The treatment is being prepared by Gladys Unger, while John Fish Goodrich is doing the continuity. With this brilliant line-up of names Rockett may well expect a real picture in his first production for First National.

Jane Winton Added to Cast of "Footloose Widows"

Jane Winton, who was recently signed to a Warner Bros. contract, will be seen in her first co-star part in "Footloose Widows," which went into production at the Warner Bros. West Coast Studios. With Louise Fazenda, she heads a cast which has Jason Robard in the leading male role and which includes Jacqueline Logan, John Miljan, Neely Edwards, Arthur Hoyt, Douglas Gerard and Mack Swain. The picture is being made under the direction of Roy Del Ruth.

Furness to Handle M.-G.-M. Trade Paper Publicity

Neuman Furness, for the last two years connected with the publicity department of Metro-Goldwyn-Mayer, where he handled press book material among other things, has been appointed to the position of managing all of the trade paper publicity in the East for that company. Prior to joining the M.-G.-M. forces Neuman did journalistic work with the "Brooklyn Daily Times."

Jules Levy Made United Artists' Field Man

Jules Levy has been appointed by Hiram Abrams as assistant sales manager of the United Artists Corporation. Levy is well known in a sales capacity and during the last few months has been acting as special representative in the field and with branch managers. In his new capacity Levy will work out of the home office in co-operation with the general sales managers.

Warners' New York Session Success

Announce Plans to Make All First Run Features; Do Not Seek More Theatres; Next Meeting Scheduled for Chicago

AFTER a three-day session at the Pennsylvania Hotel, New York City, eighty division managers, branch managers and qualifying salesmen from the Eastern seaboard who attended the Warner Brothers' convention have left for their respective territories with a complete knowledge of all the plans mapped out for the coming season. The New York session wound up with a banquet and theatre party.

The high lights of the New York convention were: A statement from H. M. Warner that the company was fully organized after a strenuous year and now stood on its own, with no excuses to offer hereafter. A further statement from him that during the past year the company's product had won such respect from exhibitors for its box office value that Warner Brothers did not require any more theatres and were not in the theatre business.

A statement from Waddell Catchings, of Goldman, Sachs & Co., and a member of the Warner board of directors and chairman of the finance committee, that he was satisfied that Warner Brothers had been building solidly, steadily and honestly, had greater possibilities than any other company, and that his associates would put forth every effort to develop these possibilities.

Announcement by Jack L. Warner, production chief, that the product next year would consist of all "punch pictures"; that as 90 per cent. of the moving picture goers were lovers of melodrama and comedy, the production department would turn out pictures entirely along these lines and that more time would be spent on each individual picture than heretofore, with bigger pictures than "The Sea Beast" in view.

A statement from Sam Warner that the company would go in for exploitation, advertising and publicity on broader lines than ever and that the first gun would be fired early in May, when a cross-country radio exploitation stunt would be inaugurated in the form of a floating radio station, which is to be started from Los Angeles to visit every city in the United States over a period of several months and broadcast exploitation in front of the theatres playing Warner Brothers pictures. Details will be announced later on.

Abe Warner, treasurer of the company, made known that more money would be spent in the coming season's product, which will be announced at the Chicago convention, than was expended on last year's forty, that the production schedule would be finished in time, but not hurried, and that the quality of every picture would be of first-run calibre.

Sam E. Morris, general manager of distribution, dwelt at length on the block systme of selling, which he has organized and perfected and which will be effected nationally in connection with the Twenty-six Warner Winners for the 1926-27 season. In outlining this extensive yet comprehensive plan to the division managers, branch managers and salesmen, Morris said:

Herman Starr, Home Office organization expert, followed Morris on the program and assured the sales force the utmost cooperation from the Home Office.

Lloyd Willis, special Home Office representative, who is in constant touch with the men in the field, praised them highly for their work in the past and expressed it as his opinion that, under the new block system plan devised by Morris, they would be materially aided in increasing their sales far in excess of anything they have accomplished in the past.

Watt L. Parker, director of advertising and publicity, outlined at length the extensive advertising, publicity and exploitation aids that would be effected in putting over the Twenty-six Warner Winners.

Among those who attended the convention were the following: Home Office, New York and New Jersey representatives, H. M. Warner, A. W. Warner, S. L. Warner, J. L. Warner, Herman Starr, Sam E. Morris, L. Willis, C. W. Bunn, Watt L. Parker, Sam Schneider, W. C. Murphey, C. J. Smith, L. Marangella, Barran Lewis, Tom C. Gerety, Arthur Abeles, George Balsdon, Harry Decker, Eddie Goldstein, E. Mishkin, Herbert Kaufman, Leo Jacobi, M. Markowitz, Wally Gardner and P. Carroll; Albany, Harry Seed, Edward Hochstein, Milton Caplon, Bert Stern and Lee Langdon; Atlanta, Claude C. Ezell, John Ezell, C. S. Hollingsworth, W. B. Fulton and Jimmy Hicks; Boston, Herbert E. Elder, J. A. Donohue, Harry Smith, M. Curran, Harry Jewel, Abe Eskin, Bob Murray and H. M. Davis; Buffalo, Paul Swift, Clifford Almy, M. Edwards, J. Goldsmith and M. Resnick; Charlotte, Merritt Davis, J. E. Holston and George Atkinson; Chicago, Edwin Silverman; Cleveland, Nat Barach; Montreal, C. K. Osborn; New Haven, Cantor, Olshan and Furst; Philadelphia, J. S. Hebrew, E. M. Whaley, G. Gregory, J. Schaeffer and H. L. Denbrow; St. John, Wolfe Cohen; Toronto, Myers, Perry and Schantz; Washington, Ralph E. Binns and Charles Rechetnik.

The Home Office delegation left Wednesday afternoon for the second section of the convention, to be held at the Congress Hotel in Chicago next Saturday, Sunday and Monday. Those who made the trip were Harry M. Warner, Jack L. Warner, Sam E. Morris, Lloyd Willis, C. W. Bunn and Watt L. Parker. The division managers will also proceeed as far as the Chicago convention, while the Home Office representatives will continue on to the Coast, following the Chicago session, for a three-day convention to be held in Los Angeles at the Ambassador Hotel, April 24, 25 and 26.

Sax Names New Gotham Films for Next Season

SAM SAX has announced that the first four of the Gotham series of twelve for the coming season have been decided upon. They are "The Golden Web," "The Silent Power," "The Final Extra" and "Money to Burn." Continuity work and casting are now being done on the pictures.

The first, an E. Phillips Oppenheim story, will have Huntley Gordon, Lillian Rich, Jay Hunt and Lawford Davidson in the principal roles. The second will portray the ins and outs of the electrical power business, with the chief role enacted by Ralph Lewis. The casting of the third has not as yet been completed, but the tale will be one of the newspaper business. Number four will be a screen version of a Reginald Wright Kaufman novel, with the cast as yet unannounced.

Charlotte Branch of U. A. Established

Hiram Abrams, president of United Artists, has established a new branch office at Charlotte, N. C., with C. E. Peppiatt in charge as sales manager. The branch was inaugurated to provide better distribution for the Southern Atlantic Seaboard, formerly served by the Atlanta office. As there have been physical difficulties in handling product from the Atlanta office, such a step as the establishment of another branch seemed logical. The Carolinas and the eastern part of Tennessee will be included in the sphere of the new branch.

Peppiatt is well known in the Southern cities of Memphis, Atlanta and Charlotte, having had distribution connections in all of those cities.

'George Washington Cohen' Replaces 'Cherry Tree'

Al Lichtman has announced that his next production, "The Cherry Tree," by Aaron Hoffman, will be released under the title of "George Washington Cohen." The script has been completed by Arthur Hoerl and Mr. Lichtman, and camera work will begin shortly. "George Washington Cohen" will be filmed in New York., with George Jessel, star of "The Jazz Singer," a current Broadway hit, playing the title role.

This story enjoyed much popularity on the stage and tells the difficulties encountered by a Jewish boy in the twentieth century business world who endeavored to emulate America's first president with regard to truth.

Al. Rogell Chosen to Direct Ken Maynard Series

After canvassing the whole field of available directors Chas. R. Rogers has chosen Al. Rogell to direct the series of Westerns featuring Ken Maynard, which he will produce for First National release. The selection was based on Rogell's record as director of Fred Thomson, Jack Hoxie and others in some of their most successful offerings. He has proved his versatility since he directed his first picture four years ago. On a series of seven Fred Thomson pictures directed by Rogers, exhibitors' reports fail to reveal one adverse criticism.

Associated Signs New Product

Gets Four Comedy Features and Signs George Jessel to Star in Production

IN addition to previous announcements concerning the line-up of product for release next season, Associated Exhibitors announced this week the signing of a contract for a series of four special comedy features to be produced by Max Graf, in San Francisco, and the acquisition of George Jessel, well known on the vaudeville stage and at present playing in a current Broadway stage play, "The Jazz Singer," to star in a picture to be made by Harry Sherman.

"Finnegan's Ball" will be the first of the Max Graf series to be released. A generation or so ago it probably was known to as many theatregoers from the metropolitan centers to the smallest hamlets as was "Uncle Tom's Cabin," "Ten Nights in a Barroom," "East Lynne," "Rip Van Winkle," "The Black Crook," or any other established road attraction current at that time.

Murray and Mack, foremost comedy team of their day, starred the length and breadth of the United States and Canada for twelve successive seasons in this epic of the theatre.

Immediately upon the closing of this deal, Bert B. Perkins was engaged to furnish scenario and continuity of the same, delivery of which was made and approved a few weeks ago. Since then preliminary preparations have been made by Pallas Photo-Plays, Inc., for the filming to be done at Graf Brothers Studios, San Mateo. Actual production will begin about May 1.

George Jessel, stage star, signed to contract to star in production for Associated Exhibitors.

Ralph Doyle Here on Visit

United Artists Manager Discusses Conditions in the Antipodes with Abrams

IN accordance with Hiram Abrams', president of United Artists, plan of having a foreign manager visit the home office in order that he may become acquainted with the new pictures and various points of contact in the organization, Ralph R. Doyle, general manager of United Artists, Ltd. of Australasia, distributor of the United Artists product in the Antipodes is at present in New York conferring with Abrams.

Discussing conditions in his territory Doyle said:

"The larger theatres of Australia are paying more and more attention to proper presentation of feature pictures. Mr. Phillips of Melbourne's leading theatre, during the run of "The Gold Rush" there put it on with the original Grauman prologue as conceived by Sid Grauman for his Hollywood Egyptian Theatre.

"Australia has enjoyed a most prosperous year; there has been no dry season, the rains have been right and the crops have been exceptional. The Australian public has the money and wants to see all the good pictures it can.

"Picture tastes are different in Australia than here in the States. Comedy is the favorite fare there. That is why the comedians and Charlie Chaplin especially lead all the other stars when it comes to popularity. Buster Keaton has risen to an important position in Australia. His pictures are eagerly looked forward to."

Asked about the rigid rules of the Australian Federal Censorship, Doyle said that they operate fairly, all things considered. "Australia and New Zealand, each with its separate board of censors, sometimes presents contrasts as curious as those represented by two different state boards in the United States," Mr. Doyle said, "A picture may be passed without change by one group and condemned in toto by the other. I have seen this happen often.

"There is one peculiarity in the Australian exhibition field that is more apparent when we come to America and see the manner in which pictures are put on here," Mr. Doyle explained, "and that is the practise of the outlying exhibitors to put on not only double feature but triple feature bills as a general thing, not as an exception to the rule."

Two Added to Hal Roach Production Staff

Jerome Storm, writer and director, has been added to the staff of F. Richard Jones, vice-president and general director at the Hal Roach studios. Beatrice Van, well-known writer of filmland, has also been assigned to the Roach staff. Since the inauguration of the "big players in short pictures" idea the preparation of the story material for the comedy has been made the chief concern of the writing staff.

M.-G.-M. Studio Prepares for "Altars of Desire"

Preparations are under way for the filming of the latest Mae Murray vehicle, "Altars of Desire," an adaptation of the novel by Maria Thompson Davies, which is scheduled to get under way about April 15. It will be produced by Bernard Hyman, and Christy Cabanne will direct the picture.

"The Millionaire Policeman" Camera Work Finished

Photography on the Banner picture, "The Millionaire Policeman," has been finished by Director Edward Le Saint. Herbert Rawlinson and Eva Novak have been assigned the leading roles and Arthur Rankin, Eugenie Besserer and Lillian Langden are members of the supporting cast. Ginsberg-Kann are the distributors.

Zasu Pitts Is Selected for "The Wedding March"

Eric Von Stroheim has chosen Zasu Pitts to appear in his forthcoming picture, "The Wedding March," It was due to her work as Trina in "Greed" that she was selected by the noted director to portray an important role in this picture, which he is making for P. A. Powers, to be released this coming fall as a Paramount special.

Cranfield & Clarke Open Exchanges in Canada

Cranfield & Clarke, Inc., announce they have opened exchanges under their own name at the following addresses:

Vital Exchanges of Canada, 27 Prince William Street, St. John, New Brunswick; 12 Mayor Street, Montreal, Quebec; 21 Dundas Street, East, Toronto, Canada, and

Brady Selects "The Haunted Lady" as Next for A. E.

Paul J. Brady has selected "The Haunted Lady," an Adela Rogers St. John's novel, as the first of the four pictures he will make for Associated Exhibitors release during the coming year. As yet no information of the principals connected with the pictue has been given out.

F. N. Convention Plans Shaping Well

THE First National Sales Convention at the Drake Hotel, Chicago, opening April 26 and extending over three days is being planned. Richard A. Rowland, John McCormick, Al and Ray Rockett, Earl Hudson, and a number of others of the organization will be on hand to tell the salesmen about the product that they will sell.

During the past week Ned Marin has been in Chicago completing arrangements for the Convention and as a result of conferences with Mr. Marin, A. W. Smith, Jr., and Ned E. Depinet, the program for the three days is nearly completed. All distribution phases will be covered by the speakers. First National executives and others not connected with company will give their views.

P.D.C. to Have Forty-one Productions

Schedule Announced by Cecil B. De Mille Includes One Personally Directed Picture and Two Comedies from Christie

PRODUCERS DISTRIBUTING CORPORATION will release forty-one productions on its 1926-27 program, according to an official announcement made this week by Cecil B. De Mille, one of which, "The Deluge," De Mille will personally direct, and two feature length comedies which Al Christie will produce.

The schedule will include adaptations from twenty-two well-known novels, eight successful stage plays, four popular magazine stories and six original scripts, including the De Mille special, "The Deluge," on which Jeanie Macpherson is now at work, and one undecided vehicle to be used by Al Christie for his second comedy feature.

Twenty-two productions will be made at the De Mille Studio, seventeen will be produced at the Metropolitan Studio and the two Christie features will be made partly at the Christie Studio and partly at the Metropolitan.

Leatrice Joy, Rod La Rocque and Vera Reynolds will each be starred in four productions, and Jetta Goudal will be starred in three of the pictures to be made at the De Mille Studio. Marie Prevost will be starred in five productions, Priscilla Dean will be starred in three pictures, and Joseph Schildkraut will be featured in two of the pictures to be made at the Metropolitan Studio.

The four Leatrice Joy starring vehicles will be "The Clinging Vine," an adaptation of Henry W. Savage's musical comedy of the same title, written by Zelda Sears, to be produced under the direction of Paul Sloane; "For Alimony Only," to be directed by William C. De Mille, from an original story especially written for Miss Joy by Lenore Coffee; "Vanity," another original story by Lenore Coffee, will be Miss Joy's third starring vehicle, and "Nobody's Widow," adapted from David Belasco's successful stage play by Avery Hopwood, to be directed by William C. De Mille, will be the fourth production in the Leatrice Joy series.

The Rod La Rocque series will consist of "Gigolo," an adaptation of Edna Ferber's novel of the same title, to be directed by William K. Howard; "The Cruise of Jasper B," from the novel by Don Marquis, to be directed by Paul Sloane; "His Dog," from Albert Payson Terhune's famous novel, under William K. Howard's direction, and "Ladies Must Love," adapted from the play by Aubrey Kennedy. No director has yet been assigned to this, the fourth Rod La Rocque picture.

"Sunny Side Up," adapted from Henry St. John Cooper's novel, "Sunny Ducrow," will be the first starring vehicle for Vera Reynolds. It will be produced under the direction of Donald Crisp. The other three starring vehicles selected for Vera Reynolds include "Risky Business," adapted from "Pearls Before Cecily," a Saturday Evening Post story by Charles K. Brackett, to be directed by Alan Hale; "Corporal Kate," adapted from Zelda Sears' novel, to be directed by Paul Sloane, and "The Little Adventuress," an adaptation of the New York and London stage play, "The Dover Road," by A. A. Milne, which will be produced under the direction of William C. De Mille.

Cecil B. De Mille, who announces line-up of product for release through Producers Distributing Corporation

Jetta Goudal's three starring vehicles will be "Her Man o' War," adapted from the story, "Black Marriage," by Fred Jackson. Frank Urson will direct; "Fighting Love," from the novel and magazine serial by Rosita Forbes, to be produced under Rupert Julian's direction, and "White Gold," from the play by J. Palmer Parsons, under William K. Howard's direction.

Marie Prevost will be starred in "Almost a Lady," from the Cosmopolitan Magazine story, "Skin Deep," by Frank R. Adams, directed by E. Mason Hopper; "For Wives Only," from the play, "The Critical Year," by Rudolph Lothar and Hans Bachwitz, under the direction of Joseph Henabery: "The Night Bride," from the story by Frederic Chapin, under E. Mason Hopper's direction; "Man Bait," an original story, to be directed by Scott Sidney, and "Getting Gertie's Garter," an adaptation of the A. H. Woods stage play by Willson Collison and Avery Hopwood. This will be directed by Joseph Henabery.

The three Priscilla Dean starring vehices will include "The Speeding Venus," from Welford Beaton's story, "Behind the Wheel," Robert Thornby directing; "West of Broadway," from the Red Book Magazine serial, "New York West," by Wallace Smith, to be directed by Edward Dillon, and "Jewels of Desire," from the story by Agnes Parsons, which will also be directed by Edward Dillon.

Joseph Schildkraut will be featured in "Meet the Prince," an adaptation of Munsey's Magazine story, "The American Sex," written by Frank R. Adams, and "The Heart Thief," an adaptation of the Lajos Biros stage play, "The Highwayman." Both of these productions will be directed by Joseph Henabery. Joseph Schildkraut will also be co-featured with his father, Rudolph Schildkraut, in "Young April," an adaptation of the popular novel of the same title by Edgerton Castle. This production will be directed by Donald Crisp and will be released as a Donald Crisp production.

The De Mille Motion Picture Corporation will produce five other specials. These five subjects will embrace "Rubber Tires," from the story by William Slavins McNutt and Frank Woods; "The Yankee Clipper," by Denison Clift, featuring William Boyd, Elinor Fair, Junior Coghlan and Walter Long, and "Turkish Delight," from Irvin S. Cobb's story. These three pictures will be released as Donald Crisp productions. "Silk," from the novel by Samuel Merwin, which will be a Rupert Julian production, with Jetta Goudal and Joseph Schildkraut in the featured roles; "The Country Doctor," from the story by Mann Page and Izola Forrester, a William K. Howard production, featuring Rudolph Schildkraut, Julia Faye, Kenneth Thomson and Sally Rand.

Seven Metropolitan specials are scheduled. These include "The Flame of the Yukon," featuring Seena Owen and Arnold Gray, to be directed by George Melford, from the story by Monte Katterjohn; "Pals in Paradise," adapted from Peter B. Kyne's story, in which William Boyd, Seena Owen and Phyllis Haver will be featured; "The Rejuvenation of Aunt Mary," from the famous play by Anne Warner, to be directed by Joseph Henabery, with an all-star cast including Harrison Ford, John Bowers, Marguerite De La Motte, Phyllis Haver, Arnold Gray and Trixie Friganza; "No Control," from the Saturday Evening Post story by Frank Condon, featuring Phyllis Haver and Harrison Ford, to be directed by Scott Sidney; "Jim, the Conqueror," from the story by Peter B. Kyne, featuring William Boyd and Elinor Fair, directed by E. Mason Hopper; "A Harp in Hock," featuring Rudolph Schildkraut and Junior Coghlan, and "The Sea Wolf," the Ralph W. Ince production, directed by Ralph Ince.

The first Al Christie feature will be "The Nervous Wreck," adapted from Sam H. Harris' stage play written by Owen Davis and directed by Scott Sidney, with an all-star cast. The title of the second Christie feature is not disclosed in the announcement.

The outstanding feature in this program will be Cecil B. De Mille's personally directed super-special, "The Deluge." This production will be written by Jeanie Macpherson around the Biblical description of the world's colossal catastrophe. The production will be made on the most pretentious scale yet attempted by Cecil B. De Mille.

Another U. S. Exchange for Cranfield & Clarke

Cranfield & Clarke, Inc., report they have opened an exchange under their own name at New Haven, Conn., which territory will be worked from this center.

F. B. O. Lists Product for April

Schedule of Releases Includes Features, Gold Bond Special and Brent Vehicle

SIX feature productions and a number of short subjects are scheduled by Film Booking Offices for release this month. With fifty-six feature length pictures and nearly a hundred short subjects on its year's schedule, F. B. O. promises there will be no diminution of product during the warm months.

''The Isle of Retribution,'' a Gold Bond production, is one of F. B. O. April releases. This is based on the story of the frozen wastes of Alaska by Edeson Marshall, directed by James Hogan,, and has a cast which includes Lillian Rich, Mildred Harris, Inez Gomez, Kathleen Kirkham, Robert Frazer, Victor McLaglen and David Torrence.

Evelyn Brent's April release will be ''The Imposter,'' a secret story. Her supporting cast includes Jimmy Morrison, Carrol Nye, Frank Leigh, Edna Griffin, Jimmy Quinn and Carlton Griffin. The picture is based on a story by Clifford Howard and was directed by Chet Withey.

''Sir Lumberjack'' is the Lefty Flynn production on the April schedule. This is a story of the lumber camps of the north. Kathleen Myers plays opposite Flynn and others in the cast include Tom Kennedy, William Walling, Luke Cosgrove, William Nestell and Raymond Turner. Victor Gibson wrote both the story and the continuity and the production was directed by Harry Garson.

''The Fighting Boob'' is the title of the Bob Custer picture being released this month. This is a Western, written by Jack Nelson and James Aumont, and was directed by Jack Nelson. Violet Palmer and Joan Meredith have important roles and many well-known players are seen in the supporting cast.

Richard Talmadge is represented in the April releases with ''The Broadway Gallant,'' a society-crook play. Clara Horton is the heroine and others in the cast are Joe Harrington, Jack Richardson, Ceeil Cameron and Ford West. Mason Noel directed the picture from an original story and continuity by Frank Howard Clark.

Tom Tyler, in ''Wild To Go,'' is also an April release. The picture was adapted by F. A. E. Pine from his original story. Eugenie Gilbert plays opposite the star, and as an innovation for a ''Western'' there are a fine lot of bathing girls.

For the short subjects during April there are two chapters of the ''Fighting Hearts'' series, adapted from the Sam Hellman stories, with Alberta Vaughan, Al Cooke, Kit Guard, Larry Kent and Grant Withers. The April releases are ''Sock Me to Sleep'' and ''Smoldering Tires.''

Other short subjects in the April releases are two Bray cartoons, ''King of the Beasts'' and ''Egypt,'' a Standard comedy called ''Honeymoon Feet'' and the Blue Ribbon comedy, ''The Hurricane.''

M-G-M to Start Six Pictures

New Features Include Vehicles from Mae Murray and Marion Davies

IN addition to the nine pictures now in process of filming, Metro-Goldwyn-Mayer plan to put six more into work in the very near future. The new productions include ''The Waning Sex,'' ''Altars of Desire,'' ''The Flaming Forest,'' ''The Red Mill,'' ''The Mysterious Island,'' and a fire production to be made in co-operation with fire chiefs throughout the country.

Robert Z. Leonard will start production on ''The Waning Sex'' within the next few days. The story is an adaptation of the play by Frederic and Fanny Hatton. Shortly thereafter filming will be commenced on the fire picture under the direction of Will Nigh.

Mae Murray will start her initial vehicle under her new contract about the middle of April. Christy Cabanne will direct and the production will be known as ''Altars of Desire.''

Another production to be started in April will be ''The Flaming Forest,'' a James Oliver Curwood story, which Reginald Barker will handle as his first picture under his contract with Metro-Goldwyn-Mayer.

Marion Davies' newest vehicle, ''The Red Mill,'' will be started at the end of April, and also ''The Mysterious Island,'' in which undersea action plays an important part, will be started by Maurice Tourneur. The entire production will be done in Technicolor and J. E. Williamson will handle the undersea sequences.

F. B. O. Prepares Campaign on Two Porter Pictures

The Film Booking Offices are making extensive plans for the selling drive and exploitation campaign on the two Gene Stratton-Porter stories, ''The Magic Garden'' and ''Laddie.'' The former is a posthumous novel found on the author's desk after her death, and will be published serially in ''McCall's'' magazine. The second is a best seller, 1,600,000 having been sold. The screen continuities are being prepared by the deceased author's daughter, Miss Jeanette Meehan.

J. Butler Made Assistant to William Le Baron

John W. Butler, associated with Paramount for the last six years, has been transferred from his post of manager of the home office production department to the Long Island studio as executive assistant to William Le Baron. His new assignment went into effect April 12. He will act as Le Baron's representative in all production activities.

Keaton to Make Civil War Comedy for U. A.

BUSTER KEATON'S first comedy for United Artists will be "The General." It will have a historical background in the Civil War period, and will be produced on a large scale.

The scenario and suggestion staff for "The General" will include Paul Gerard Smith, Clyde Bruckman, Albert Boasberg and Charles Smith. Devereux Jennings and Bert Haines will be the cameramen, and Fred Gabourie technical director. The production will be under the general management of Lou Anger.

E. Clark, Noted Scenarist, Signed By Warner Bros.

Warner Bros. have signed Edwin Clark, actor, playwright and motion picture writer, to a long term contract as a scenarist. Clark has a number of stage and screen successes to his credit. In collaboration with Raymond Schrock he wrote ''Silky Anne,'' as a starring vehicle for Constance Talmadge, and ''De Luxe Annie,'' in which Norma Talmadge starred. He made his stage debut with William Collier in ''One of the Boys'' and for many years he was a headliner in Keith vaudeville.

Goldwyn Goes to Coast; Buys Story for King

On April 12 Samuel Goldwyn left New York for California, where he will start work on ''The Winning of Barbara Worth'' and ''Beauty and the Beast,'' his two productions for next season's release by United Artists. In both of these pictures Vilma Banky and Ronald Colman will appear under the direction of Henry King.

Goldwyn has with him the script of a play purchased in New York, over which he will confer with King before announcing its name.

"Wilderness Woman" Given Two Working Previews

Within the past week the Robert Kane production, ''The Wilderness Woman,'' has been shown at two ''working previews.'' The first was at Lee Och's Costello Theatre, New York City, Friday evening, April 9th. The second preview was held at the Playhouse in Rye, New York, Monday evening, April 12th. On both occasions members of the Kane and First National organizations were scattered throughout the audiences to notice the effect on the general public.

Universal Buys "The Four Flusher" for Denny

Universal has purchased, through the American Play Company, the screen rights to ''The Four Flusher,'' a stage success in which Russell Mack had the leading role. It will be adapted as a Reginald Denny production for the coming season. The story concerns a shoe store clerk with a new footwear invention and his love affairs with the cashier in the shoe store and the town heiress.

Red Seal Organization Is Expanding Rapidly

Key cities in the middle west, Cleveland, Cincinnati, Detroit and Pitsburgh, have been added to Red Seal's growing national chain for the distribution of its featurettes.

Arrangements have been completed with Harry Charnas, one of the best known distributors in this territory, so that Red Seal's product will be taken over by him immediately, on an association basis of partnership.

Red Seal has been distributing its product through these large cities in the past on a costly "direct by express" plan. Such big first run houses as the Allen of Cleveland, and many of the biggest theatre chains have repeatedly requested a more direct service in their immediate territories.

Theatre Men To Be Honored in State of Washington

Two cities in the State of Washington are offering large formal affairs in honor of exhibitors and film men. First comes the Tacoma Movie Folks Frolic and Ball, under the management of Ned Edris, former head of the Blue Mouse Theatre in that city. The feature guests at that event will be the cast of the H. C. Weaver studios at Titlow Beach, Washington.

The second will be the Motion Picture Theatre Owners of Washington Meeting and Movie Ball at Olympia. The affair will be absolutely free to all members of the motion picture industry, the entire expense being borne by the Olympia Theatre employees and managers.

"Madam Mystery" is the title of a new two-reel comedy offered by Pathe.

Mason Wadsworth, Robt. E. Sherwood and Robt. Benchley, who are producing the "Life" cartoons for Educational release

"Life" to Make Comedy Films

Will Produce Series of Twenty-Six Cartoons for Release Through Educational

After six years spent in experimenting with motion picture cartoon comedies which will represent, on the screen, the humor that has made "Life" one of the most popular of magazines throughout the world, the editors of this publication are ready to put these comedies on the market through Educational Film Exchanges, who will release the first of the series this summer, with twenty-five more to follow.

Robert E. Sherwood, editor of "Life," and one of the best known motion picture critics in this country, will write the scenarios, and handle the titling and editing of these films. Sherwood has had considerable experience with motion picture production, having edited and titled "The Hunchback of Notre Dame" and "The Phantom of the Opera," and written original stories for Buster Keaton, Syd Chaplin and Famous Players-Lasky.

Collaborating with Sherwood will be Robert Benchley, the Dramatic Editor of "Life" and author of several popular books of humor. Benchley has recently been engaged to write titles for Famous Players-Lasky, having already completed the titling on "The American Venus," "Fascinating Youth" and "A Social Celebrity."

All of "Life's" regular contributors will concentrate on the preparation of these comedies, including Charles Dana Gibson, president of Life Publishing Co. and creator of the celebrated "Gibson Girl"; James Montgomery Flagg, Milt Gross, Corey Ford, Marc Connelly, Ellison Hoover, John Held, T. S. Sullivant, Baird Leonard, Tip Bliss, Newman Levy, Gluyas Williams, Al Frueh, Herb Roth and many others.

The actual production of the pictures will be directed by Mason M. Wadsworth, who has worked for several years on Short Features, and whose practical experience will be of great value in adapting "Life's" humor to the screen. Wadsworth has assembled a large staff of animators and camera-men to carry out the work.

"Life" proposes to institute a scenario contest among its readers throughout the country which will stimulate interest in the Cartoon Comedies, and serve as an effective tie-up for exploitation purposes. The current issue of "Life" carries the first big advertising layout announcing these comedies to its readers.

The Cartoon Comedies are the first and only motion pictures of any kind that have been produced by the publishers of "Life"

Production On Artclass Series Gets Under Way

The Winnie Winkle comedy, "Happy Days," the first of a series of two-reelers presenting the famous cartoon characters, has been completed by Weiss Bros., producers, for Artclass. Production has also been started on "Hairbreadth Harry," another comic series to be followed by "The Izzie and Lizzie" series.

The "Guess Who" series have been tied up with the Philadelphia Inquirer in connection with their booking by the Stanley Circuit due to the efforts of Tony Lucchese. Weiss has engaged Bert Ennis to introduce the series to the fans in Washington and Baltimore.

Theatre Accident Leaves No Bad Effects

Following the collapse of the ceiling of the Starland Theatre, Winnipeg, Manitoba, one of the three local houses controlled by Universal, during a recent performance when 30 persons were injured, an investigation was ordered by the civic authorities, but no blame was attached to the owners, or management and the house reopened for the week of April 5. The manager of the Starland is Fred Crosbie, formerly an exchange official of wide renown in Canada.

M. C. Levee Business Manager for First National on West Coast

RICHARD A. ROWLAND, general manager of First National, this week signed M. C. Levee to a contract calling for Levee's services as executive business manager of First National pictures in Hollywood, according to an announcement issued by John McCormick, general manager of production for First National on the West Coast.

Levee will take up his new duties immediately, which will give him complete general charge of the entire First National plant, insofar as business is concerned, and McCormick will confine himself to production activities.

Levee, who has been producing pictures for First National release for a number of years, will abandon all personal production activities with his latest picture, "Sweet Daddies," scheduled for release May 9. Henceforth he will devote all of his energies to conducting First National affairs on the West Coast, where new studios are now in process of erection at Burbank and will be ready for occupancy in July.

M. C. Levee, who becomes executive business manager for First National in Hollywood.

Columbia's National Campaign

Plan to Advertise in Saturday Evening Post and Other National Publications

RIGHT on the heels of the announcements concerning the buying of its own studio, and the purchase of rights to a number of stories by famous authors, and well-known stage plays, comes the word that Columbia pictures have contracted for advertising in the forthcoming issues of the Saturday Evening Post which will commence in a June issue. This will be followed by advertising in other mediums that will reach millions of people, it is said.

Joe Brandt, President of Columbia Pictures, said: "My associates, Messrs. Harry and Jack Cohn, have come to the conclusion that in furthering the development of our nationalization plan for our product, we will leave no stone unturned this year to make Columbia Pictures a real factor in the industry and a household word everywhere.

"Our Advertising and Publicity Department is working out a contemplated plan of merchandising our pictures so that our direct contact with the public will mean more money in dollars and cents actually brought to the doors of exhibitors' theatres.

"We know that the public is interested in but one thing—entertainment. We intend to bring to their attention, in every possible manner, the fact that we have the kind of stories they want to see, that we have cast our pictures with popular stars and players, and that we have the money, brains and experience necessary to produce entertainment which will please them."

Changes in P.D.C. Sales Force

W. J. Morgan Makes New Territorial Lines and Appointments in Branches

AT the meeting of district managers of Producers Distributing Corporation, held in New York on Monday and Tuesday of last week, W. J. Morgan, sales manager, who persided over the sessions, announced several changes in the personnel of the field force in addition to outlining the company's production plans for the 1926-27 season.

District managers Ralph Clark and Ralph Morrow, have been made assistant sales managers under Morgan, and hereafter will make their headquarters in the home office of Producers Distributing Corporation.

George Dillon, for many years manager of the company's New York Branch, has been appointed District Manager, covering the New York, New Jersey, Philadelphia and Pittsburgh territory, filling the place made vacant by Ralph Clark's promotion.

Frank Stuart, who has been branch manager at Detroit during the past two years, will take Ralph Morrow's place as District Manager in charge of the Dallas, New Orleans and Oklahoma City territory.

L. J. Hacking, district manager in New England, has had his territory expanded to include the upper part of New York State covered by the Albany and Buffalo branches.

David Gross, formerly associated with W. J. Morgan in First National activities, and recently New York branch manager for Fox, has been appointed New York branch manager to fill the vacancy caused by George Dillon's promotion.

Camera Work Started On "The Wolf Hunters"

Camera work has been begun on "The Wolf Hunters," the first of a series of three James Oliver Curwood stories to be directed by Ben Wilson for Rayart release. Included in the cast are Robert McKim, David Torrence, Carrol Nye, Virginia Browne Faire, Al Ferguson, Mildred Harris, Bill Patton, Dick Hatton, Joseph de la Cruze and Eagle Wing. Ben Wilson is being directed by Stuart Bayton.

Stern Bros. Sign Adrienne Dore for Comedy Work

Adrienne Dore, winner of second place in the Atlantic City beauty contest last summer, has been signed by Stern Brothers, producers of comedies for Universal release. Her first work will be in support of Sid Saylor in the "Let George Do It" series of comedies, based on the popular newspaper cartoons by George McManus.

Miss Dore has played in many Universal features in the past.

Second Cody Vehicle Will Enter Production Soon

Bill Cody's second starring vehicle for Western Star productions for release through Associated Exhibitors is "Flashing Steeds," an original story by Adela Buffington, who wrote the first Cody effort for A. E., "The Galloping Cowboy." William J. Craft has again been chosen to direct Cody and is now assembling the supporting cast.

Stern Bros. Get Rights to Screen "Mike and Ike"

The arrangements for the adaptation of the "Mike and Ike" series has been definitely completed between Julius and Abe Stern and Rube Goldberg. This makes the fourth tie-up of comic strips for Stern Brothers, the other three being "Buster Brown," "The Newlyweds" and "Let George Do It."

HAL ROACH

presents

CHARLEY CHASE

in

"DOG SHY"

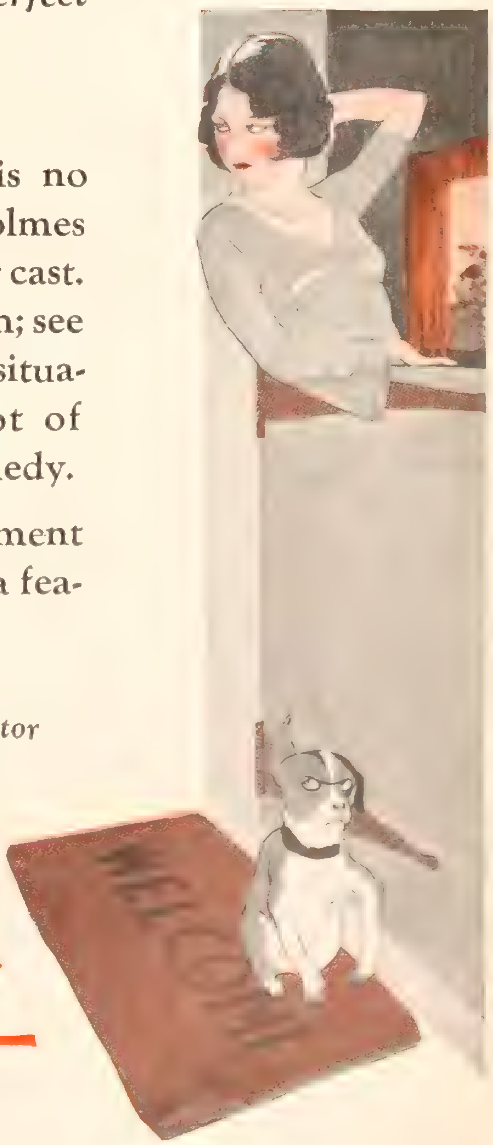
Do you want to see, to show a *perfect* two reel comedy.

"Dog Shy" is.

Chase at his best, and there is no better. With him Stuart Holmes Mildred June and a truly stellar cast. See Charley give the duke a bath; see him forced into situation after situation each of which is a riot of laughter, a triumph of pure comedy.

When you can get entertainment like this, step on it. Bill it like a feature. It *is*.

F. Richard Jones, *Supervising Director*



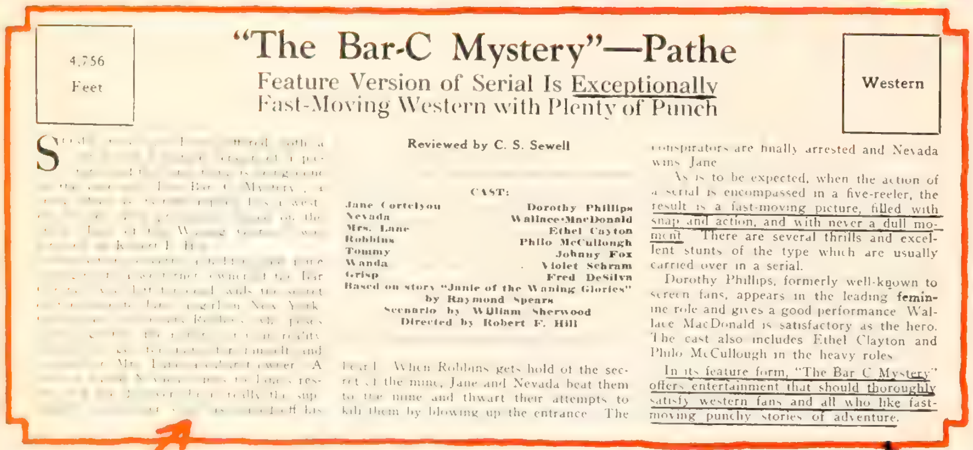
Pathécomedy
TRADE MARK

Both Feature and Serial—

Dorothy Phillips *in*

The BAR C

An exceptionally fast-moving Western Feature 5 reels.



4,756 Feet

"The Bar-C Mystery"—Pathe

Feature Version of Serial Is Exceptionally Fast-Moving Western with Plenty of Punch

Western

Reviewed by C. S. Sewell

CAST:

Jane Cortelyou	Dorothy Phillips
Nevada	Wallace MacDonald
Mrs. Lane	Ethel Clayton
Robbins	Philo McCullough
Tommy	Johnny Fox
Wanda	Violet Schram
Grisp	Fred DeSilva

Based on story "Janie of the Waning Glories"
by Raymond Spears
Scenario by William Sherwood
Directed by Robert F. Hill

S[illegible] When Robbins gets hold of the secret of the mine, Jane and Nevada beat them to the mine and thwart their attempts to kill them by blowing up the entrance. The conspirators are finally arrested and Nevada wins Jane.

As is to be expected, when the action of a serial is encompassed in a five-reeler, the result is a fast-moving picture, filled with snap and action, and with never a dull moment. There are several thrills and excellent stunts of the type which are usually carried over in a serial.

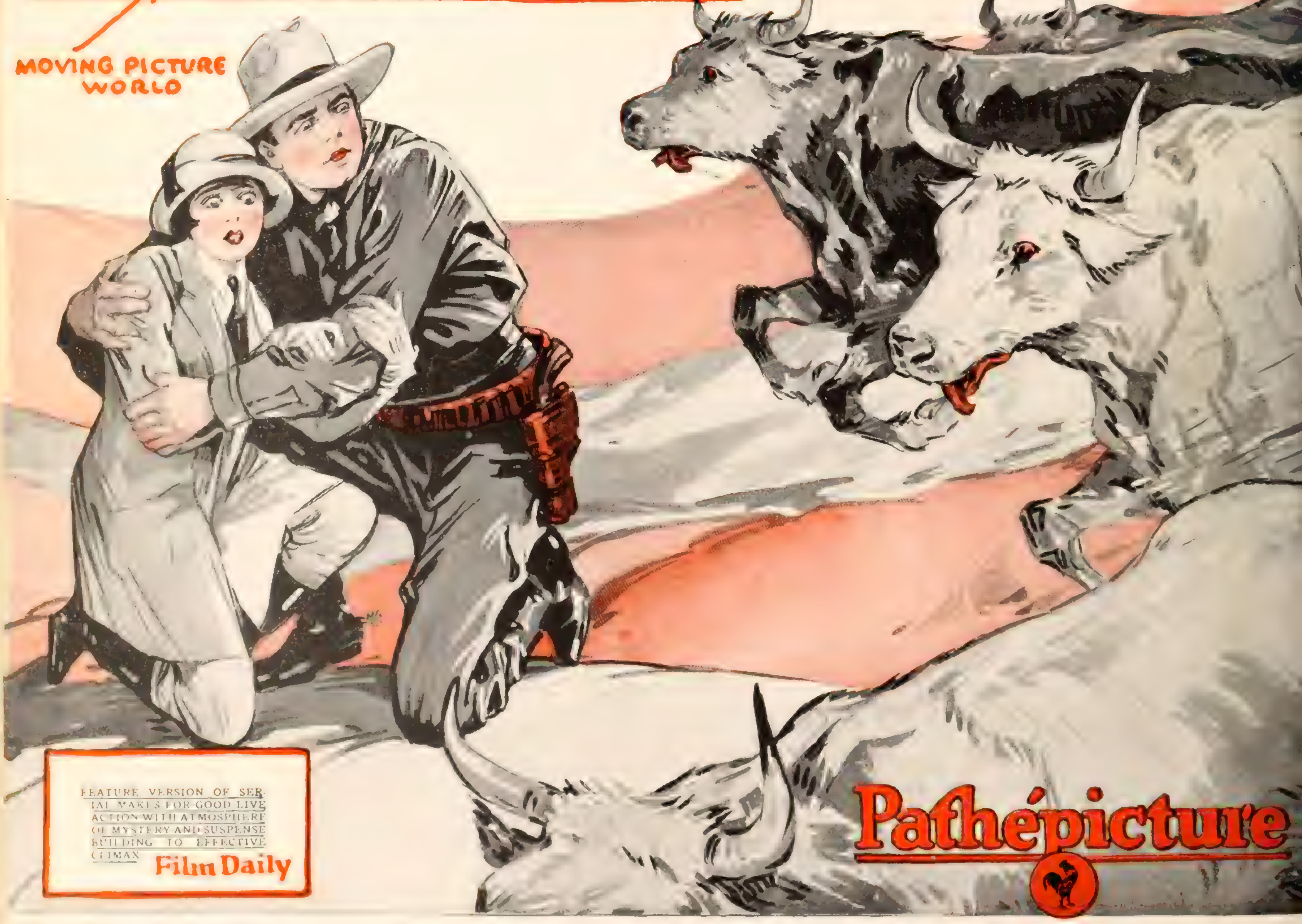
Dorothy Phillips, formerly well-known to screen fans, appears in the leading **feminine** role and gives a good performance. Wallace MacDonald is satisfactory as the hero. The cast also includes Ethel Clayton and Philo McCullough in the heavy roles.

In its feature form, "The Bar C Mystery" offers entertainment that should thoroughly satisfy western fans and all who like fast-moving punchy stories of adventure.

MOVING PICTURE WORLD

And Motion Pictures Today says:

"A fine spirited Western melodrama, with a well worked out plot, smooth continuity and excellent cast . . Pace fast, atmosphere colorful, suspense to the end. A likely box-office attraction."



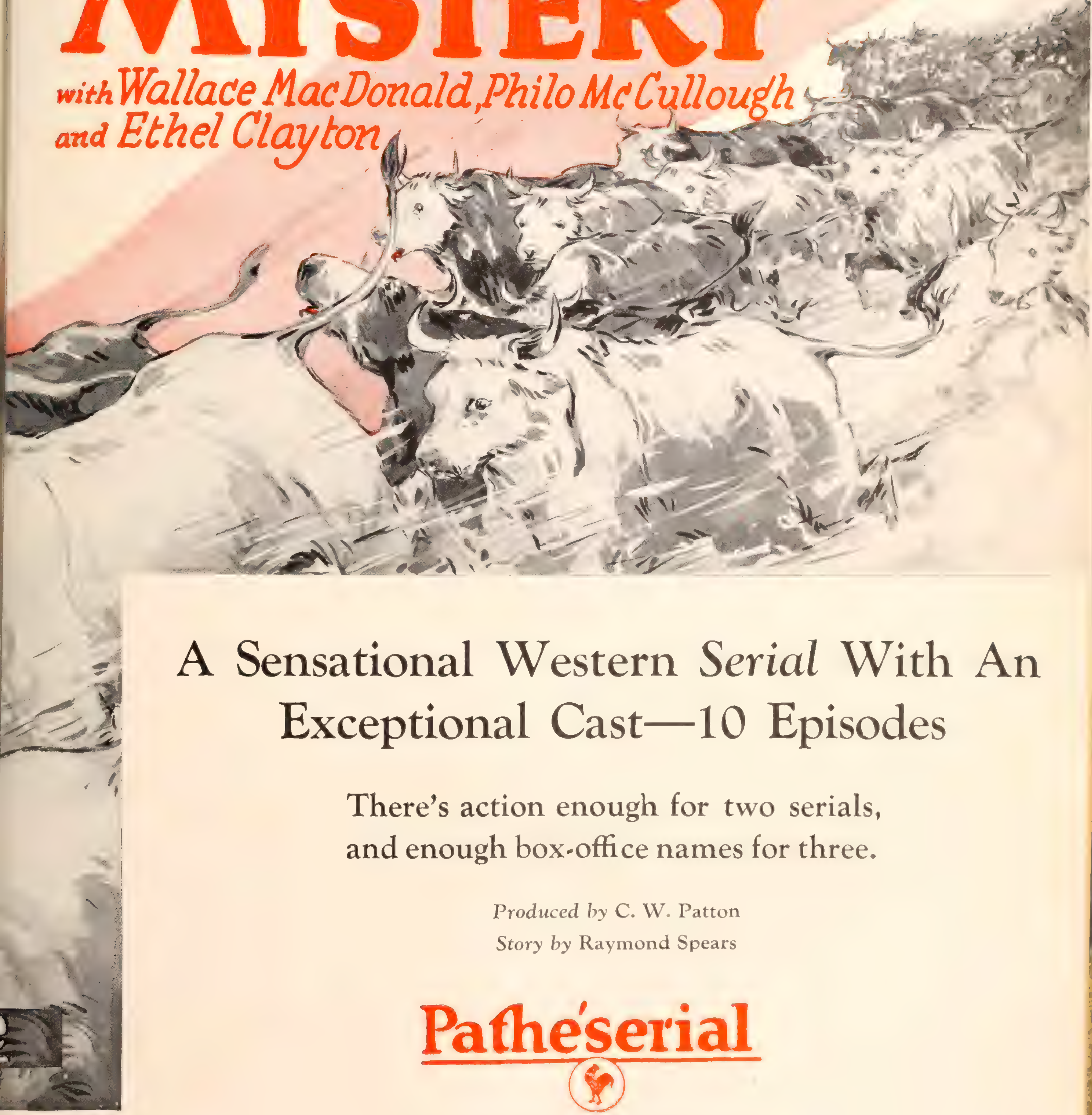
FEATURE VERSION OF SERIAL MAKES FOR GOOD LIVE ACTION WITH ATMOSPHERE OF MYSTERY AND SUSPENSE BUILDING TO EFFECTIVE CLIMAX

Film Daily

Pathépicture

MYSTERY

with Wallace MacDonald, Philo McCullough
and Ethel Clayton



A Sensational Western *Serial* With An Exceptional Cast—10 Episodes

There's action enough for two serials,
and enough box-office names for three.

Produced by C. W. Patton
Story by Raymond Spears

Pathéserial

HAL ROACH

presents

"OUR GANG"

in

"MONKEY BUSINESS"

The reviewers are laughing yet. Their opinion is unanimous that "Monkey Business" is one of the very best "Gangs" that has been produced.

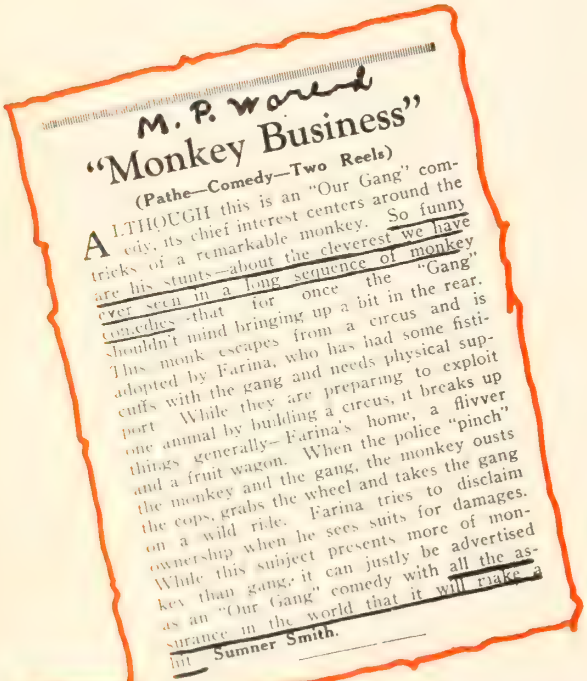
Pathe thinks so, too.

Farina adopts a very remarkable monkey, and the panic is on.

If your audiences can see this one without actually yelling, what *can* make them?

Directed by Robert McGowan

F. Richard Jones, *Supervising Director*

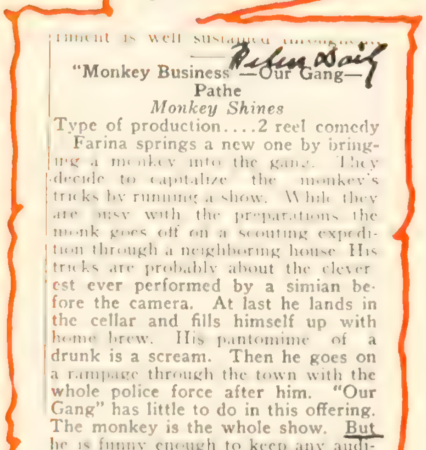


M. P. World

"Monkey Business"

(Pathe—Comedy—Two Reels)

ALTHOUGH this is an "Our Gang" comedy, its chief interest centers around the tricks of a remarkable monkey. So funny are his stunts—about the cleverest we have ever seen in a long sequence of monkey comedies—that for once the "Gang" shouldn't mind bringing up a bit in the rear. This monk escapes from a circus and is adopted by Farina, who has had some fisticuffs with the gang and needs physical support. While they are preparing to exploit one animal by building a circus, it breaks up things generally—Farina's home, a flivver and a fruit wagon. When the police "pinch" the monkey and the gang, the monkey ousts the cops, grabs the wheel and takes the gang on a wild ride. Farina tries to disclaim ownership when he sees suits for damages. While this subject presents more of monkey than gang, it can justly be advertised as an "Our Gang" comedy with all the assurance in the world that it will make a hit. **Sumner Smith.**



iment is well sustained throughout.

Film Daily

"Monkey Business"—Our Gang—
Pathe
Monkey Shines

Type of production....2 reel comedy

Farina springs a new one by bringing a monkey into the gang. They decide to capitalize the monkey's tricks by running a show. While they are busy with the preparations the monk goes off on a scouting expedition through a neighboring house. His tricks are probably about the cleverest ever performed by a simian before the camera. At last he lands in the cellar and fills himself up with home brew. His pantomime of a drunk is a scream. Then he goes on a rampage through the town with the whole police force after him. "Our Gang" has little to do in this offering. The monkey is the whole show. But he is funny enough to keep any audience keyed up to the merriment which is continuous.

Pathécomedy

TRADE MARK

Original Stories Gaining Ground This Year

(*Continued from page* 1896)

jects. "Old Ironsides" and "The Rough Riders," two of their main seasonal attractions, have been written directly for the screen. Raymond Griffith's "Get Off the Earth," which is to be one of the more elaborate features on the Famous Players program, is also an original. "Beau Geste" is one of the few exceptions among their bigger films, being taken from a widely-read novel.

The Fox Company has perhaps the largest list of play successes, but they represent an unusually effective list from a box-office standpoint, including as they do some of the foremost stage successes like the David Warfield plays, and those produced by John Golden, not to speak of the celebrated "What Price Glory."

"The Brown Derby" Near Completion

Johnny Hines and the C. C. Burr organization are busily engaged in putting the finishing touches to the interior scenes of "The Brown Derby" for First National release, at the Tec Art studios in New York.

Opposite the star is Diana Kane, in the leading feminine role, with Ruth Dwyer playing the ingenue. Other roles are in the hands of Flora Finch, Bradley Barker, Edmund Breese, Herbert Standing, Bob Slater, Harold Forshay, J. Barney Sherry, and a particularly difficult role was entrusted to Oliver, an ostrich.

Ernest Mass Takes Up His Duties At Hollywood

Ernest Mass, recently appointed production superviser at the Fox West Coast studios, has arrived in Hollywood from New York to take up his duties under Sol. M. Wurtzel.

Mass, at one time an independent producer, began his motion picture career in the scenario department of Universal and was also in the production department at the Long Island studios of Famous Players. During the past year he has been the general assistant to Robert Kane.

Joseph M. Seider

OVERBUILDING TO BE TOPIC

Convention Plans Discussed by Seider

WAYS to combat the theatre encroachment menace to independent exhibitors will be one of the chief topics at the national convention of the M. P. T. O. A. at Los Angeles in June, according to a statement by National Business Manager Joseph M. Seider.

"At Los Angeles our angle on theatre building will have to do with the man who goes into a town and announces the planning of a theatre with the deliberate intention of having such announcement react as blackmail upon a pioneer theatre owner," said Mr. Seider.

National headquarters reports unprecedented interest in the Los Angeles convention. The Mid-West special train from Chicago will have to be enlarged, it is expected, to take care of reservations, and it is likely a third special to take care of other Central Western delegates will be made up. The M. P. T. O. A. special train from New York has been enlarged already.

E. Thornton Kelly, of the M. P. T. O. A. Contact Bureau, left New York April 15 for Chicago, Indianapolis, Milwaukee and other Mid-West cities. He will make a complete report on the status of the Mid-

E. Thornton Kelly, of the M. P. T. O. A. Contract Bureau, left New

Daylight Saving in New York

Northern Part of State Not to Adopt New Schedule; Albany and Troy to Use It

MUCH to the delight of theatre owners in northern New York, every city and village in that section of the state has decided not to adopt daylight saving for the coming summer. This decision means that there will be tens of thousands of dollars added to the receipts of these theatres, which would otherwise be lost because of daylight saving. The last of the northern New York villages to reach a decision on the question of daylight saving for this summer, was Saranac Lake, which voted last week 960 to 625, as against the adoption of the ordinance.

All told there are at least 200 motion picture theatres in northern New York, including those in such cities as Plattsburg, Ogdensburg and Watertown, with large seating capacities. In so far as the cities of central New York are concerned, there is still a question as to whether daylight saving will be adopted for this summer. Albany and Troy, however have already settled the question, with the result that these two cities will begin to operate under daylight saving the latter part of this month.

In northern New York, several of the theatre owners were prominently identified in the fight to do away with daylight saving. It is the first time since 1918, that all northern New York has become a unit and will function without daylight saving.

LOEW'S, INC., FLOAT NEW BOND ISSUE FOR $15,000,000; HIGH RECORD EARNINGS

LOEW'S, INC., will offer this week a $15,000,000 6 per cent, loan through Dillon, Read & Co. and the National City Bank, underwriters for the issue, with stock warrants attached.

Present capitalization of Loew's, Inc., consists of 1,060,780 shares of common stock with a total indicated market value, based on current quotations on the New York Stock Exchange, of approximately $38,000,000. The corporation's theatre chain now totals 119 houses.

Earnings of Loew's, Inc., including Metro-Goldwyn Pictures and other fully owned subsidiaries, for the first half of the fiscal year of 1925-26 will show a new high record in the company's history, according to David Bernstein, treasurer. His preliminary figures show that approximately $3,650,000 will be left as net profit after taxes for the twenty-eight weeks ended March 14, 1926, as compared with net profits of $2,945,143 for the corresponding period ended March 15, 1925.

Total paid attendance at Loew theatres for the six months ended March 14, 1926, totaled 46,959,624, as compared with 43,951,657 for the six months ended March 15, 1925, and a total paid attendance of 75,570,840 during the fiscal year ended August 31, 1925.

Change Made in "Waning Sex" Cast

A revised cast, consisting of Conrad Nagel, Sally O'Neil, Mary McAllister, George K. Arthur and William Bakewell will support Norma Shearer in "The Waning Sex." Robert Z. Leonard will direct the story, which is the work of Frederic and Fanny Hatton, adapted to the screen by F. Hugh Herbert and Frederica Sagor.

"Great Deception" Goes Into Production

"The Great Deception," Sir Philip Gibbs' "spy" story published some years ago under the title of "The Yellow Dove," went into production Monday of this week at the Cosmopolitan studios, New York. Charlotte Walker, Sam Hardy, Aileen Pringle and Ben Lyon are the principals in this picture under the direction of Howard Higgins.

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents.

Wanted

WANTED.—Good mechanics to assemble Baird Projectors. Address Baird Motion Picture Machine Company, Sherman Ave. and Runyon St., Newark, N. J.

WANTED.—Used posters, photos, slides, banners and accessories of all kinds. Must be in good condition. Will allow liberal credit. Theatre Poster Supply Company and Sign Exchange, 327 E. Sixth Street, Cincinnati, Ohio.

WANTED.—To rent or buy motion picture theatre. Give full particulars in first letter. Mrs. J. Beucher, 2880 Elston Ave., Chicago, Ill.

FAMILY of four would take full charge of your theatre — manager, operator, musician and ticket seller. Fifteen years' experience. Will lease or buy small theatre. Box 665, Motion Picture News, New York City.

CAMERAMAN. — Open soon for local news reel, special stunts, screen prologues, exploitation, amateur photoplays, contests, etc.; want permanent place; salary basis; reliable theatre only; own camera. Address Rowe, 6855 Vinewood, Detroit, Mich.

MOTION PICTURE PHOTOGRAPHER at liberty, desires position anywhere. Have my own cameras. Write J. H. D., 159 Orchard Street, Elizabeth, N. J.

PIANIST desires engagement to play alone evenings only, in picture theatre within commuting distance from New York City. Box 680, Motion Picture News. New York City.

WANTED.—Portable stereopticon, with or without slides. Spot cash. Must be cheap. Lyric Theatre, Odell, Illinois.

WANTED.—To lease a good theatre or take job as manager. Have had twelve years' experience. Married. Can give best of reference. Address E. L. Marquet, Opera House, Richwood, Ohio.

WANT to lease movie theatre 600 seats or over; anywhere in State of Wisconsin; would consider house somewhat run down, or will buy interest in bona fide proposition where owner wishes to retire; all replies absolutely confidential. Address, Box 660, Motion Picture News, Chicago, Ill.

OPERATOR- and- electrician with 9 years experience in large houses; married; wants work at once. W. F. Ingalls, 313 So. "B" St., Oskaloosa, Iowa.

For Sale

SEVERAL used pipe and pit organs of standard makes, completely overhauled, traded on new Page organs; priced to sell. The Page Organ Co., Lima, Ohio.

FULLY EQUIPPED theatre in Florida for lease, now operating. Address Box L, c/o Motion Picture News, New York City.

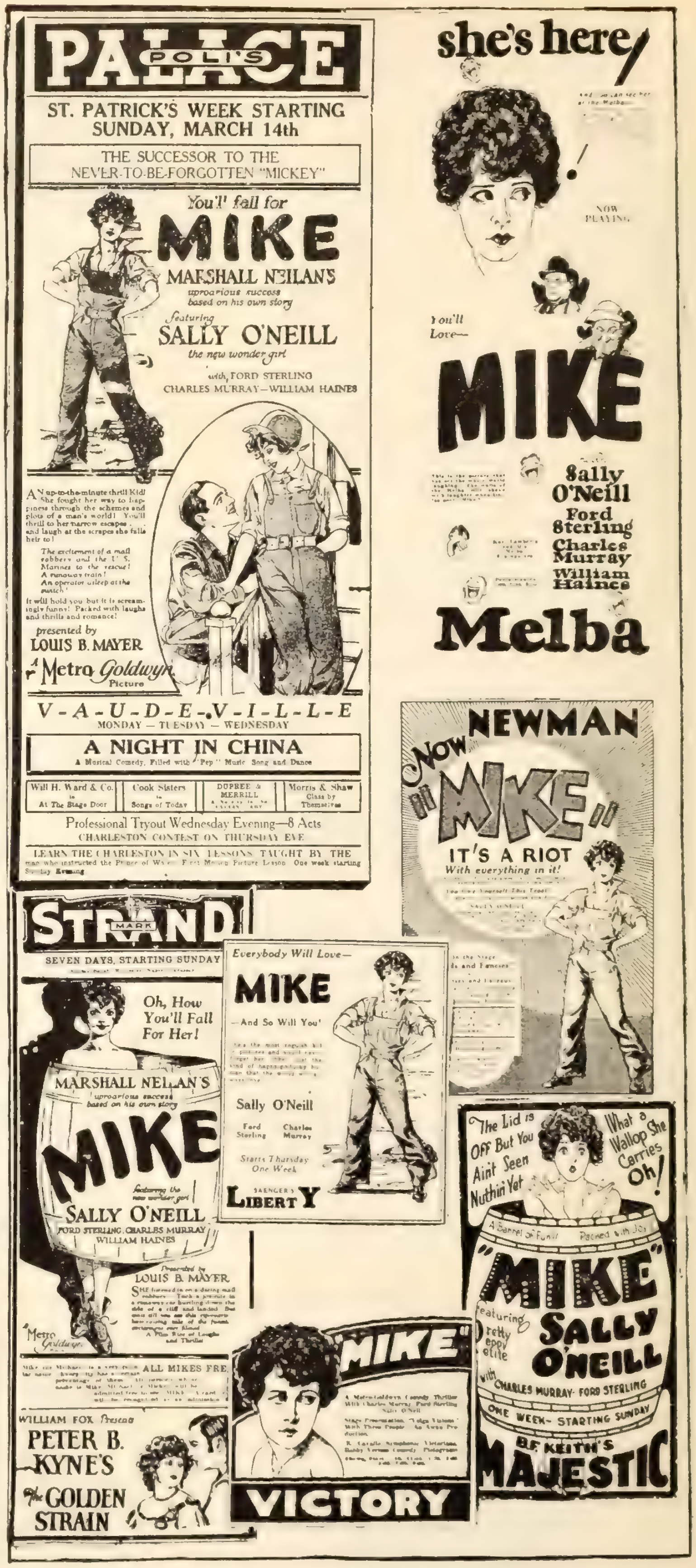
THEATRE for long lease or sale. Fully equipped pictures or road shows. Seating capacity 900. Charels Bellinger, Findlay, Ohio.

PRICED RIGHT for quick sale. Theatre fully equipped, pictures and road shows. Four apartments, store-room. Eastern Pennsylvania town. Box 675, Motion Picture News, New York City.

TWO - SIMPLEX MACHINES, complete with motors; fine condition, $300 each; National ticket-selling machine, $50; Brandt Changer (cost $100), $25. Box 82, Canton, Ohio.

FOR SALE. — Beadle's dime novels; invaluable plot material. James Madison, 544 Market St., San Francisco.

DEALERS. — Verascope stands and mechanisms; Edison supermechanisms at bargain prices; Gundlach Radiant lenses, new, 5¼, 5½ and 7-inch focus; value, $45; sell $15 each; like new Kliegl plugs and pin connectors, 5, 15 and 30 ampere, 50 cents each. Brinkman, 607 W. 137th St., New York. Mail only



PALACE
POLI'S
ST. PATRICK'S WEEK STARTING SUNDAY, MARCH 14th
THE SUCCESSOR TO THE NEVER-TO-BE-FORGOTTEN "MICKEY"
You'll fall for
MIKE
MARSHALL NEILAN'S uproarious success based on his own story
featuring SALLY O'NEILL the new wonder girl
with FORD STERLING CHARLES MURRAY—WILLIAM HAINES

AN up-to-the-minute thrill Kid! She fought her way to happiness through the schemes and plots of a man's world! You'll thrill to her narrow escapes . . . and laugh at the scrapes she falls heir to!

The excitement of a mail robbery and the U. S. Marines to the rescue! A runaway train! An operator asleep at the switch!

It will hold you but it is screamingly funny! Packed with laughs and thrills and romance!

presented by LOUIS B. MAYER
A Metro Goldwyn Picture

V-A-U-D-E-V-I-L-L-E
MONDAY — TUESDAY — WEDNESDAY
A NIGHT IN CHINA
A Musical Comedy, Filled with "Pep" Music Song and Dance
Will H. Ward & Co. in At The Stage Door
Cook Sisters in Songs of Today
DUPREE & MERRILL
Morris & Shaw Class by Themselves
Professional Tryout Wednesday Evening—8 Acts
CHARLESTON CONTEST ON THURSDAY EVE
LEARN THE CHARLESTON IN SIX LESSONS TAUGHT BY THE man who instructed the Prince of Wales. First Motion Picture Lesson. One week starting Sunday Evening

she's here!
NOW PLAYING
You'll Love—
MIKE
Sally O'Neill
Ford Sterling
Charles Murray
William Haines
Melba

NEWMAN
Now "MIKE"
IT'S A RIOT
With everything in it!

MARK STRAND
SEVEN DAYS, STARTING SUNDAY
Oh, How You'll Fall For Her!
MARSHALL NEILAN'S uproarious success based on his own story
MIKE
featuring the new wonder girl
SALLY O'NEILL
FORD STERLING, CHARLES MURRAY
WILLIAM HAINES
Presented by LOUIS B. MAYER
A Film Riot of Laughs and Thrills
Metro Goldwyn
ALL MIKES FREE

WILLIAM FOX Presents
PETER B. KYNE'S
The GOLDEN STRAIN

Everybody Will Love—
MIKE
—And So Will You!
Sally O'Neill
Ford Sterling
Charles Murray
Starts Thursday
One Week
SAENGER'S LIBERTY

"MIKE"
VICTORY

The Lid is Off But You Aint Seen Nuthin Yet
What a Wallop She Carries Oh!
A Barrel of Fun!! Packed with Joy
"MIKE"
featuring Pretty Peppy Petite
SALLY O'NEILL
with CHARLES MURRAY · FORD STERLING
ONE WEEK— STARTING SUNDAY
B.F. KEITH'S MAJESTIC

The displays shown in the group above illustrate the manner in which first-run theatres played up Metro-Goldwyn-Mayer's "Mike" in their newspaper advertising. Press book cuts figured importantly in the majority of ads for the picture. Displays included in the layout were used by the following theatres: Newman, Kansas City; B. F. Keith's Majestic, Indianapolis; Liberty, New Orleans; Victory, Denver; Melba, Dallas; Poli's Palace, Hartford, Conn.; Mark Strand, Worcester.

Studio Briefs

"No Shenanigans," the fourth Peter B. Kyne story to be filmed this season will go into production on April 12th. It will bear the screen title of "More Pay—Less Work." Actors already chosen for important roles are Edward Ratcliffe, Charles Rogers, Albert Gran and Otto Hofmann. Albert Ray will direct under the supervision of Kenneth Hawks. This is another story about the Kyne character, "Cappy Ricks."

The cast has been completed and work is well under way on the production "Black Paradise," which will be released about the middle of May. The author of the story, R. William Neil, is also directing. Leading roles are portrayed by Madge Bellamy, Edmund Lowe and Leslie Fenton. Others in the cast are Paul Panzer, Edward Piel, Harvey Clarke, Marcella Daly, Samuel Blum, Doris Lloyd, Patrick Kelly and Mary Gordon.

Irving Cummings began production this week on "Pigs," with Richard Walling, son of the actor, William Walling, in the featured male role, with Janet Gaynor playing opposite him. The cast includes George Irving, Gene Cameron, Gladys McConnell, Arthur Housman, Tempe Piggott, Doris Lloyd and Herbert Pryor. "Pigs" is a current stage success by Anne Morrison and Patterson McNutt.

Paramount has signed James Hall, prominent musical comedy star from "The Matinee Girl," to play leads in forthcoming pictures.

Jack Cohn, vice-president Columbia Pictures Corp.

John Bowers has been chosen for the tile role of "Laddie," from which Jeanette Porter Meehan is now making the screen adaptation. The production will be made under the direction of J. Leo Meehan and the cast will include Bess Flowers, Mary Alden, Little Gene Stratton, David Torrence, Fannie Midgeley and Eugenie Gilbert.

Marie Prevost is going to have still more company in "Up in Mabel's Room," the Al Christie feature now in the course of production, for Phyllis Haver has been added to the cast in which Harrison Ford, Harry Meyers, Sylvia Breamer, Paul Nicholson, Carl Gerard, Maud Truax, William Orlaond and Arthur Hoyt have already been numbered.

Louise Dresser has been signed for a featured role in support of Rod La Roque in Garrett Fort's adaptation of the Edna Ferber story of "Gigolo," which William K. Howard is to direct from the continuity of Marion Orth.

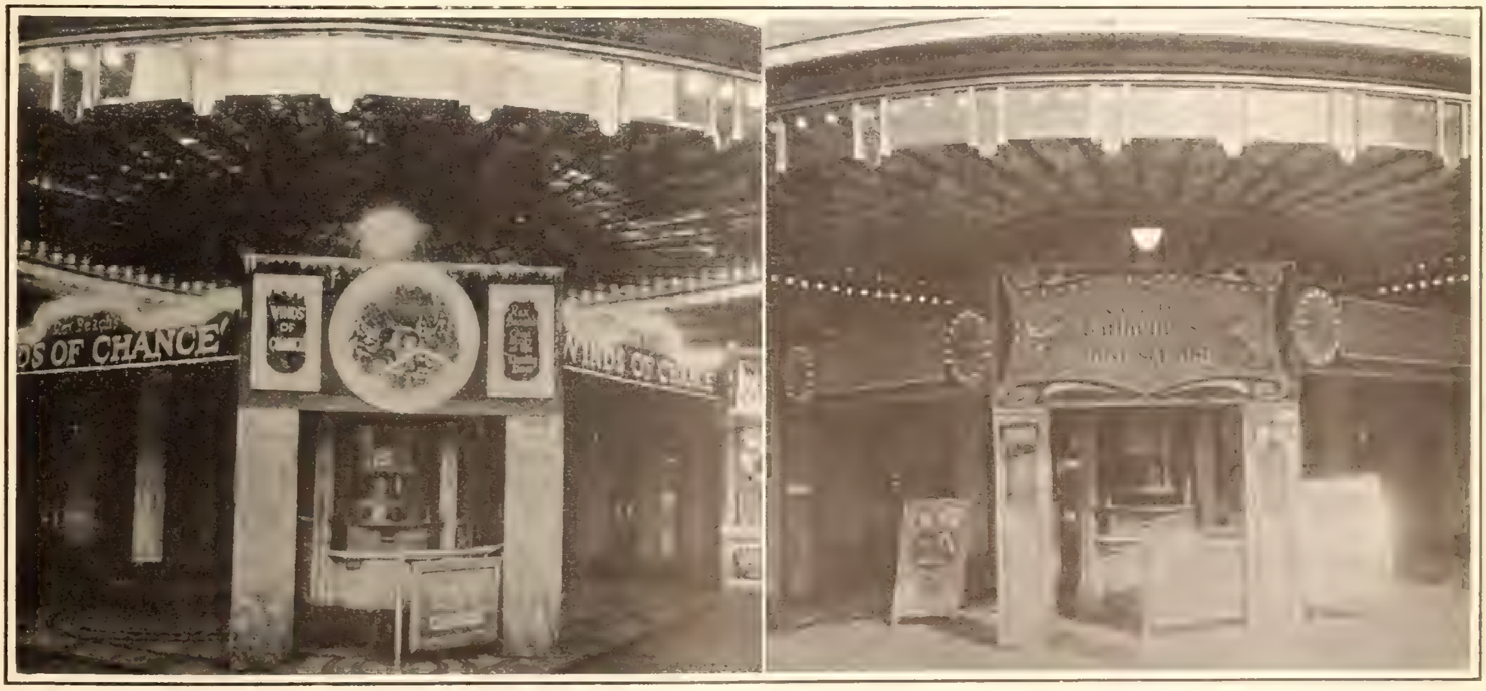
Four new players will support Anna Q. Neilson in the First National production, "Miss Nobody." They are Lulu Warrrenton, Anders Randolph, Claire Du Bray and Oleta Otis. The hero role will be portrayed by Walter Pidgeon.

In Hans Kraly's, "The Duchess of Buffalo," Tuillo Carminati will play opposite Constance Talmadge under the direction of Sidney Franklin. Carminati is an Italian stage and screen actor, who recently appeared in "The Bat" and was for many years leading man for the great Eleanora Duse. Edward Martindel has also been selected to play an important part opposite Miss Talmadge.

Robert Wolff, formerly assistant sales manager of the New York branch, has been appointed sales manager of the New Jersey territory. Henry Zapp, Indianapolis branch manager, has been transferred to the management of the Detroit branch. Harry Kirchgessner, formerly traveling auditor for the company, has been made manager of the Boston branch. W. A. Ratz, former Indianapolis salesman, has been promoted to the management of the Indianapolis branch.

Additions to the cast which supports John Gilbert in his forthcoming Sabatini drama, "Bardleys the Magnificent," are George K. Arthur, Theodore Von Eltz, Fred Maletesta and Emile Chautard.

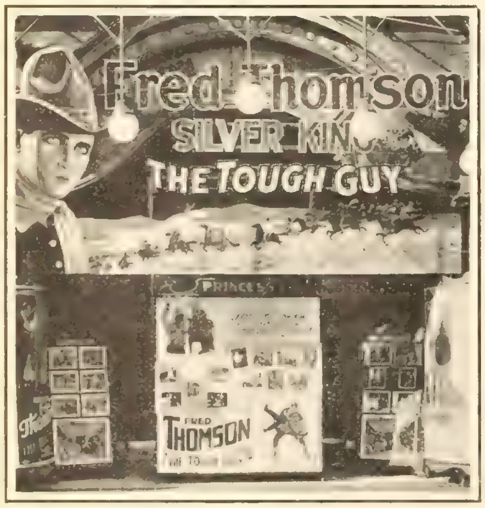
Miss Dupont, Clara Bow, Charles Stevens, Ernest Torrence and Percy Marmont will portray the feature roles in the Victor Fleming production of "Mantrap," Sinclair Lewis' latest novel.



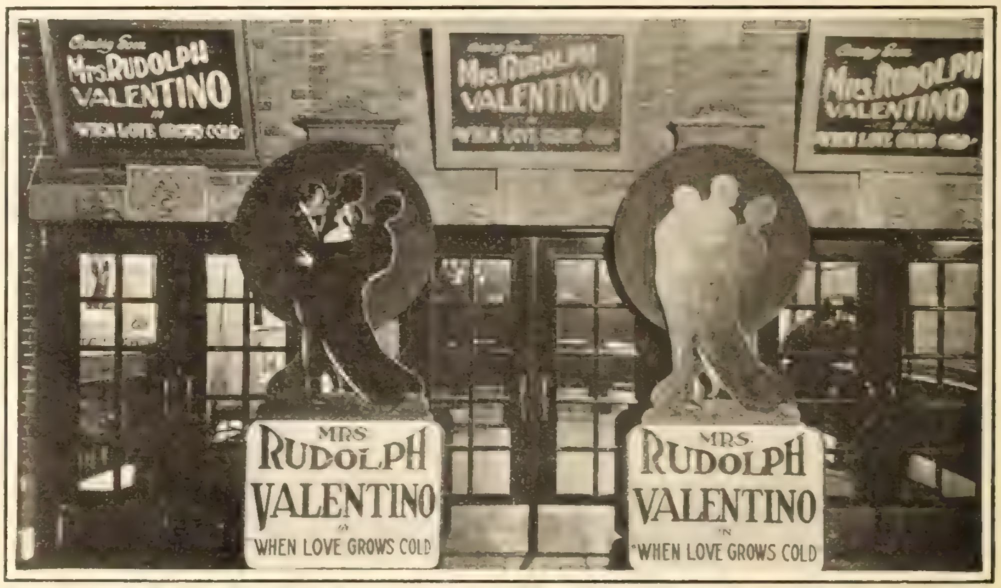
Lobby displays recently used by Manager Frank Steffy at the Coliseum Theatre, Seattle, Wash. At the left is the arrangement designed for "Winds of Chance," and at the right the display for "Just Suppose," both First National pictures.

QUO VADIS
OLD MILL
JAN 15
THE LOST WORLD

Ballyhoo, Billing and Theatre announcement stunts that won prizes in the First National Month exploitation contest. At right the ushers of the Liberty, Seattle, advertising "Clothes Make the Pirate" at a football game in which Red Grange played. Center, One of the many exceptional poster sites obtained for "Quo Vadis" at the Old Mill, Dallas, by Manager S. W. Bickert. Right, Joel A. Levy's stage setting to announce the showing of "The Lost World" at the Capitol in Reading, Pa.


Fred Thomson
SILVER KING
THE TOUGH GUY
PRINCESS
FRED THOMSON

Display for "The Tough Guy" (F. B. O.) made from a 24-sheet, at the Princess Theatre, Birmingham, Ala. It was designed by Manager E. W. Street. The poster was pasted on compoboard and the letters and scene cut out and rearranged.


Coming Soon
MRS. RUDOLPH VALENTINO
in
WHEN LOVE GROWS COLD
MRS.
RUDOLPH
VALENTINO
in
WHEN LOVE GROWS COLD

Lobby display of cut-outs for the showing of "When Love Grows Cold" (F. B. O.) at the Iris Theatre, Cedar Rapids, Iowa.

The IRON HORSE
IRON HORSE
1869

Two important features of the campaign which Manager Walter Crosbie staged for the showing of "The Iron Horse" (Fox) at the Lyric Theatre in Birmingham, are shown above. At the left is the lobby display, a simple arrangement featuring an engine front; at the right is the window display in a baggage store showing that even such prosaic things as suit cases can be given historic significance and interest by the use of a little imagination.

City Official Backs Comedy Campaign

Harmonica Contest is Publicly Endorsed by Mayor of Bridgeport

First honors for the most extensive and elaborately prepared exploitation campaign that has been conducted on the Educational-Juvenile Comedies - Harmonica Playing Contests goes to Manager M. Rosenthal of the Majestic Theatre, Bridgeport, Conn. This manager has arranged a city-wide event in which one of the leading newspapers is cooperating. He has also arranged for the giving of over one thousand dollars' worth of prizes and has had an official proclamation issued from the Mayor's office.

The proclamation reads:—

"Whereas it is highly desirable that the youth of Bridgeport become interested in music and in the playing of some musical instrument; and whereas the harmonica, known, too, as the French Harp, or Mouth Organ, is an instrument dear to the fancy of boyhood; and whereas a city-wide contest will shortly be held for the Harmonica Championship of Bridgeport.

"Now, therefore, I most heartily proclaim, commend and endorse the spirit and motives behind the contest, meanwhile expressing hope that as many boys as play the instrument enter in competition."

The proclamation followed the presentation to Mayor Behrens by Mr. Rosenthal of a gold harmonica for his own personal use.

The Landay Music Store of Bridgeport, along with the Majestic Theatre management and the Hohner Company are the donors of the large number of prizes which will be given to the winning contestants.

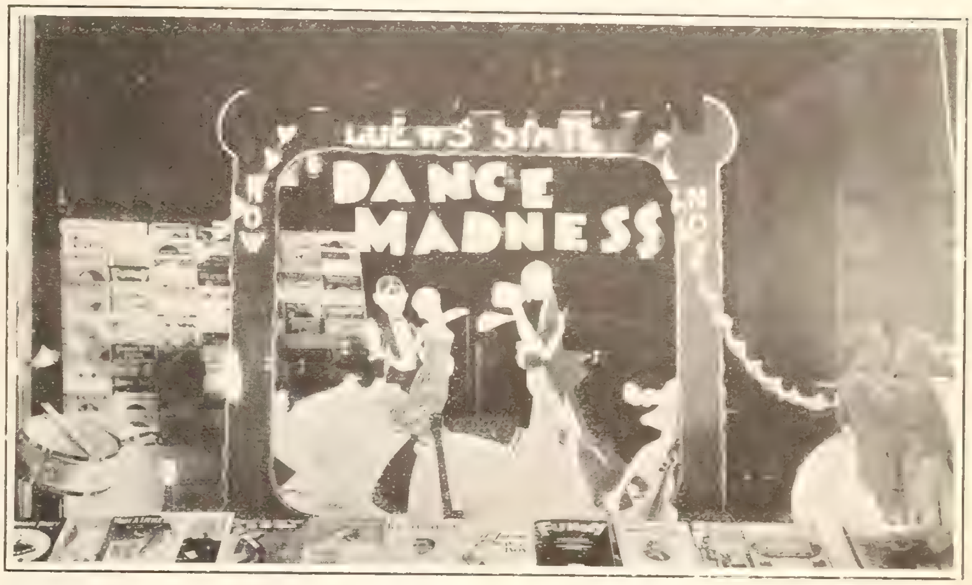
Lobby Displays Money Bags For "Miss Brewster"

A pyramid of "money bags" served as an effective lobby attractor for "Miss Brewster's Millions" at the Howard Theatre in Atlanta. The same idea was tied up with a ballyhoo by having a truck, laden with the bags, parade the streets with two "armed" guards in charge of the truck.

Manager Ernest Morrison further visualized the title by distributing two thousand pennies in small envelopes printed with the message "Miss Brewster wishes the patrons of the New York Waist House to share her millions." These were distributed among the employes of the latter organization.

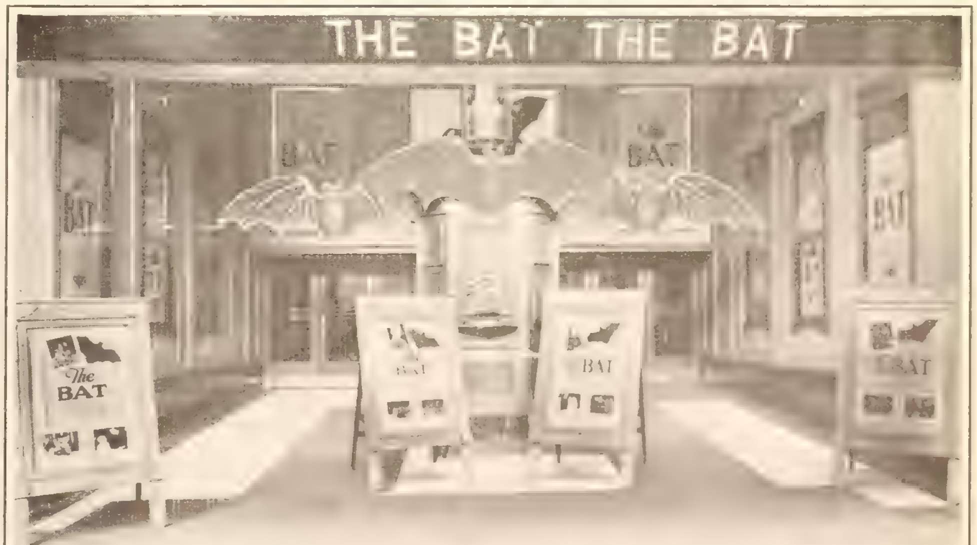
"Harpoon Contest" Tie-up For "The Sea Beast"

A "Harpoon Contest," in which readers of the paper were asked to identify the two stars whose features were revealed in a composite drawing which appeared in coupon form, proved a mutually beneficial cooperative stunt for the Philadelphia Daily News Pictorial and the Stanton Theatre in that city. The contest was used as exploitation for the showing of "The Sea Beast" at the Stanton. The drawing printed in the paper had the eyes of one popular star and the rest of the face was that of another screen idol.

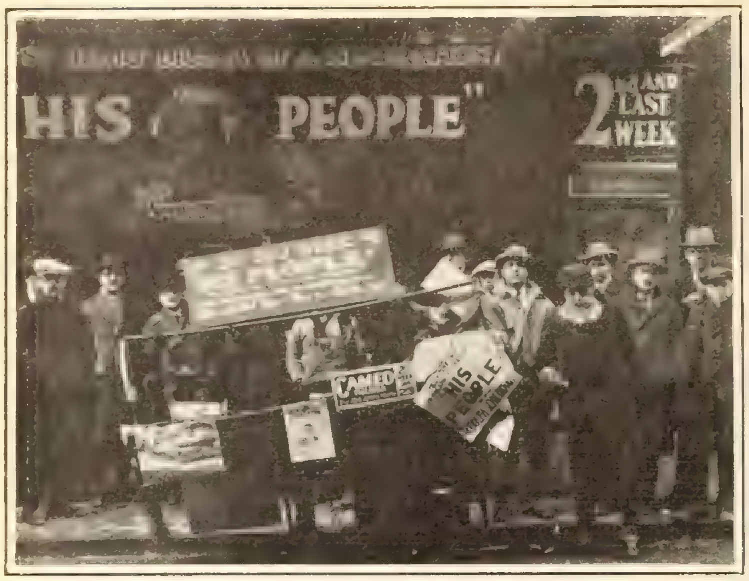


The Metro-Goldwyn-Mayer 24-sheet poster supplied all the material for the window display shown above for "Dance Madness" in a St. Louis music store, cooperating with Loew's State Theatre there. The tie-up was made with the song hits and leading jazz tunes

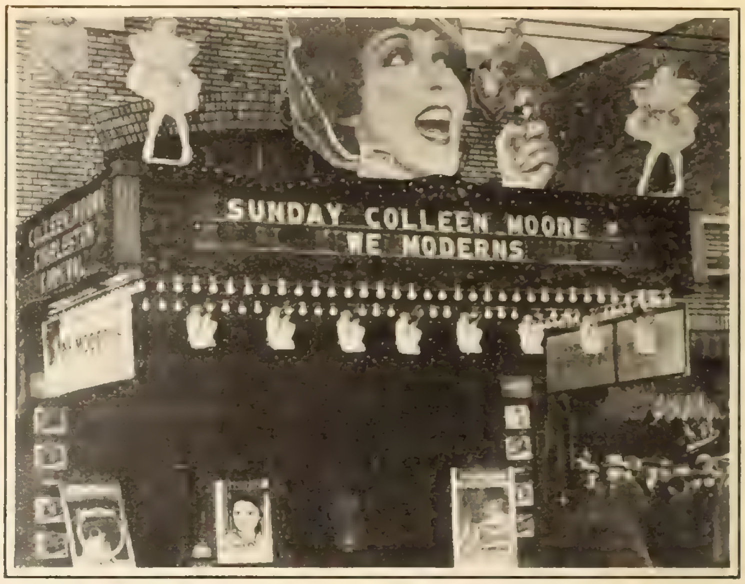
One of the remarkable window displays arranged in connection with the showing of "Irene" at the Million Dollar Theatre, Los Angeles. The Owl drug stores featured bathing caps, displayed on the cut-out heads of the First National star



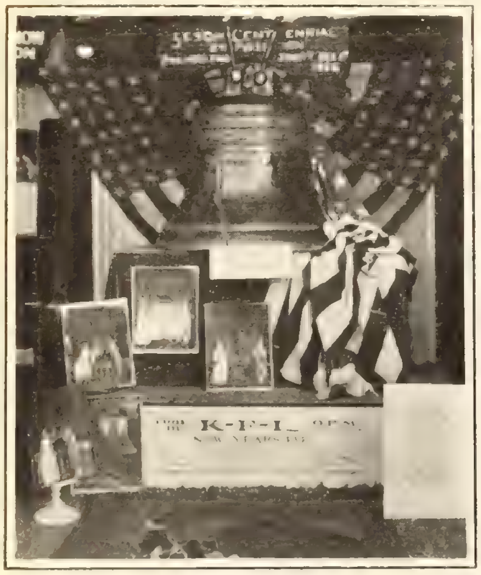
Atmosphere for United Artists' "The Bat," expressed in the impressionistic style at the Stillman Theatre, Cleveland, O. The lobby display shown above was designed by F. H. Cleary, house manager of the Stillman


"HIS PEOPLE"
2nd AND LAST WEEK
CAMEO
HIS PEOPLE

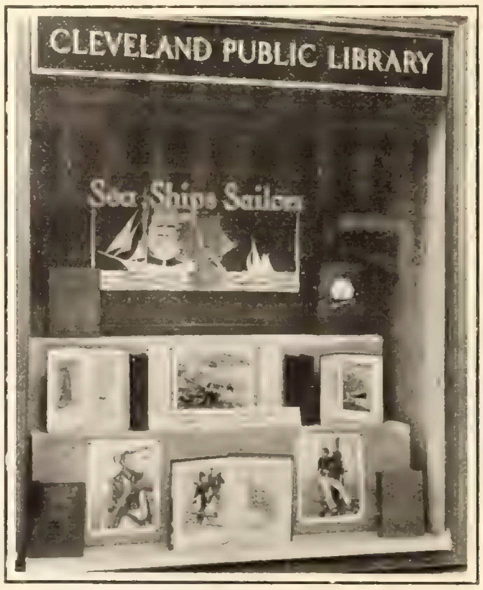
"His People" (Universal) ballyhooed in Pittsburgh. Above is the push cart stunt which attracted notice to the showing of this picture at the Cameo Theatre in that city


SUNDAY COLLEEN MOORE
WE MODERNS

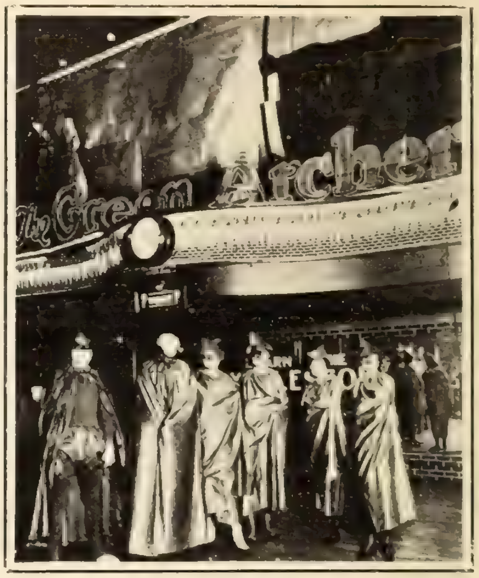
Cutouts from regular posters made a decorative marquee display for the showing of "We Moderns" (First National) at the New Broadway Theatre, Cleveland, O.


SESQUI-CENTENNIAL
K-P-I

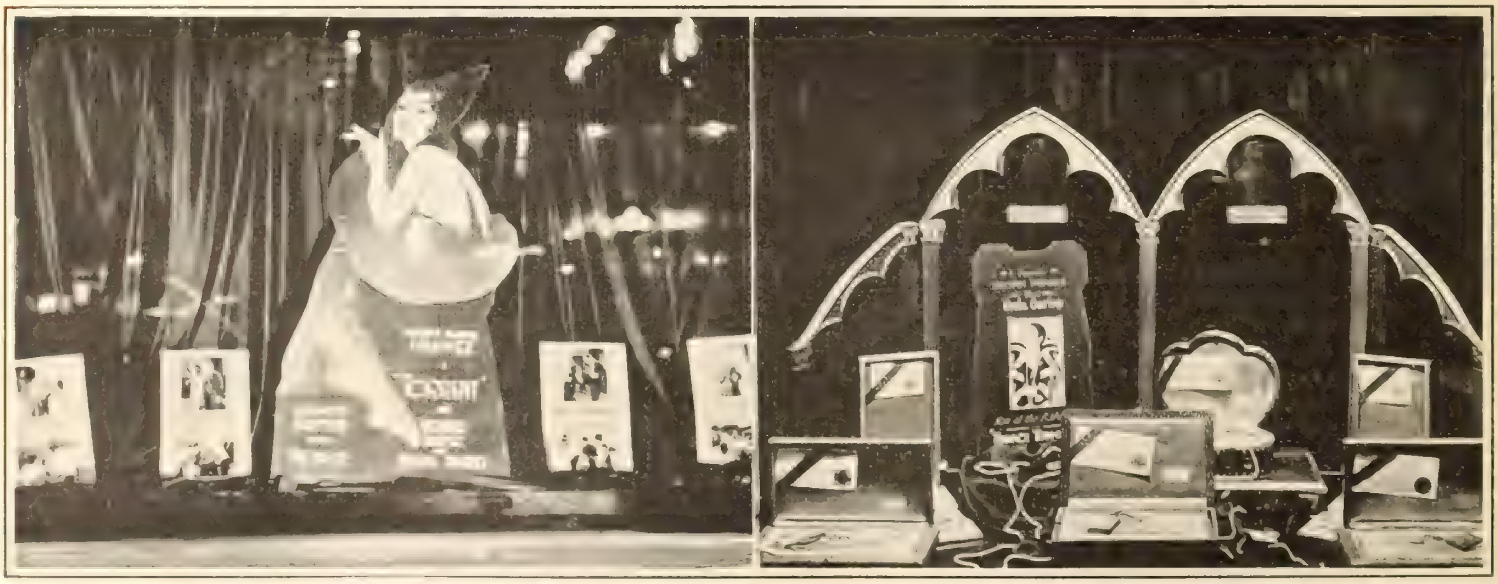
Replica of the liberty bell shown in Los Angeles in connection with photos of Laura La Plante, Universal star, as a cooperative display for the picture and the forthcoming exposition in Philadelphia


CLEVELAND PUBLIC LIBRARY
Sea Ships Sailors

The public libraries have worked in close harmony with theatres showing "The Sea Beast" (Warner Bros.). Above is a photo of the display used by the Cleveland Public Library tying up with the Stillman Theatre there

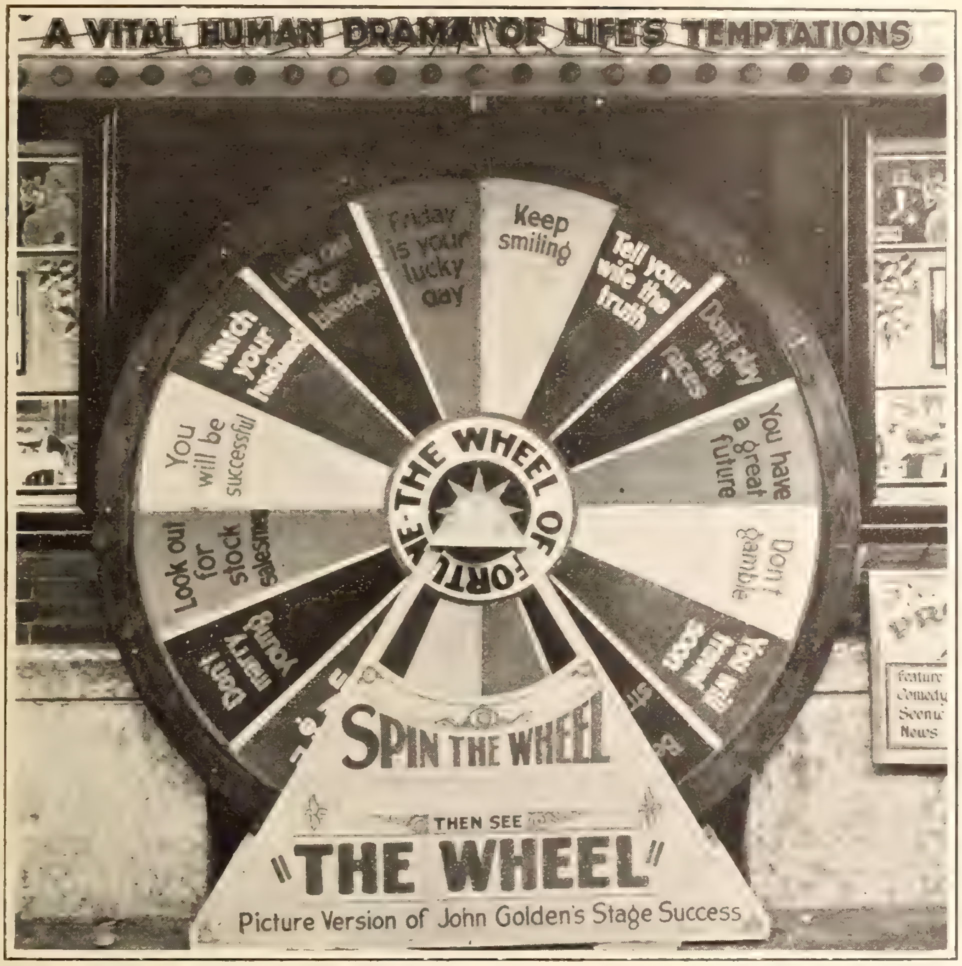

The Green Archer

Ushers dressed in "Green Archer" costumes helped the extensive campaign for the Pathe serial of that title when it opened at the Majestic Theatre, Memphis, Tenn.


The Torrent

A pair of excellent window displays for Metro-Goldwyn-Mayer's "The Torrent" are shown above. At the left is an arrangement used by a Dayton, Ohio, store, which featured a cutout of the star and scene stills in a simple, dignified layout. At the right is a jewelry store display used in Pueblo, Colo., in connection with the showing of "The Torrent" at the Rialto Theatre in that city

Many "First Year" Clubs Organized


A VITAL HUMAN DRAMA OF LIFE'S TEMPTATIONS
Keep smiling
Tell your wife the truth
Don't play the races
You have a great future
Don't gamble
You will ... soon
Don't marry young
Look out for stock salesmen
You will be successful
Watch your husband
Look out for blondes
Friday is your lucky day
THE WHEEL OF FORTUNE
SPIN THE WHEEL
THEN SEE
"THE WHEEL"
Picture Version of John Golden's Stage Success
Feature Comedy Scenic News

A wheel of fortune proved a fortunate choice of lobby attractor for "The Wheel" (Fox) at the Province Theatre, Winnipeg, Manitoba. The photo above shows the display device designed by H. W. Jernberg, owner-manager of the house for the Fox picture

Stunt Is Proving A Favorite In Several Extensive Campaigns

The organization of "First Year Clubs," open to couples married a year or less, is proving an effective publicity medium for exploiting "The First Year" in several towns throughout the country. The idea has been used successfully in several localities. A feature of the stunt is to offer free tickets to the first year bride to witess the screen performance. The idea is one that usually creates considerable newspaper comment.

The first club was formed in Trenton, N. J., by Frank Seltzer, the press agent of the Fox Philadelphia Theatre, who got the idea from the press book.

In the neighborhood of Fox's Audubon and Crotona Theatres in New York, the merchants paid for the tickets, and gave them as rewards to all newly-married women who presented evidence that they were in their "First Year" of wedded bliss at the time of making a purchase.

The Long Island Daily Press offered 25 prizes of free admission tickets for answers to the question: "Is the First Year of Married Life the Hardest"? This contest ran for two weeks in advance of the showing and has already created much comment from readers.

Big Top Atmosphere Sells "The Devil's Circus"

With his lobby decorated to represent the interior of a circus tent, Manager Montague Salmon of the Rialto in Macon, furthered the effect of his announcements and billing for "The Devil's Circus" engagement at that house. The circus atmosphere was carried further when Salmon supplied his musicians with clown costumes and had them present a special jazz program from the stage. The orchestra for this occasion was billed as "The Devil's Circus Jazz Orchestra." Special lighting effects added to the appeal of the number, which scored a popular hit.

Sourdough in Ford Street Stunt for "The Barrier"

A ballyhoo and some fine window displays were the basis of an exploitation campaign by M-G-M Exploiter Glickauf assisting Manager Koch of the Ohio Theatre, Indianapolis, Ind., when the Metro-Goldwyn-Mayer picture, "The Barrier," played there.

The street ballyhoo was a cheap but an effective one. A battered old Ford was loaded down with all sorts of mining implements, and a man made up as a miner, with an Indian at his side, sat on the front seat. Two banners on the side of the car read, "All the way from Alaska to see 'The Barrier' at the Ohio Theatre."

"What Happened to Jones" Lost and Found Ads

"What Happened to Jones," was preceded at the Fuller Theatre, Kalamazoo, Mich., by a series of teaser ads in the Lost and Found advertising sections of the local newspapers running during the week before the play date. These were on the order of the following:

"What Happened to Jones? Last seen in a ladies' turkish bath and later in a taxi with a bride and a bishop. Six feet high, good looking. Answers to name of Denny. Communicate with Palace Theatre."

Ads Name Guests for "Her Sister From Paris"

Persons in Jacksonville selected by Manager Guy O. Kenimer of the Arcade Theatre to be his guests at a performance of "Her Sister From Paris," received their invitation through the daily newspaper ads.

THEATER
TOO MUCH MONEY

Illuminated frames and signs, made of parchment and compo board, attractively displayed "Too Much Money" (First National) when that picture played the Strand Theatre, Seattle, Wash.

Greeley Corps Drums For War Picture

Comedy Act on Stage To Announce "Behind The Front" Showing

Manager C. T. Perrin of the Sterling Theatre in Greeley, evolved an ingenious means of announcing the forthcoming engagement of "Behind the Front." He substituted real action on the stage for the usual trailer announcement.

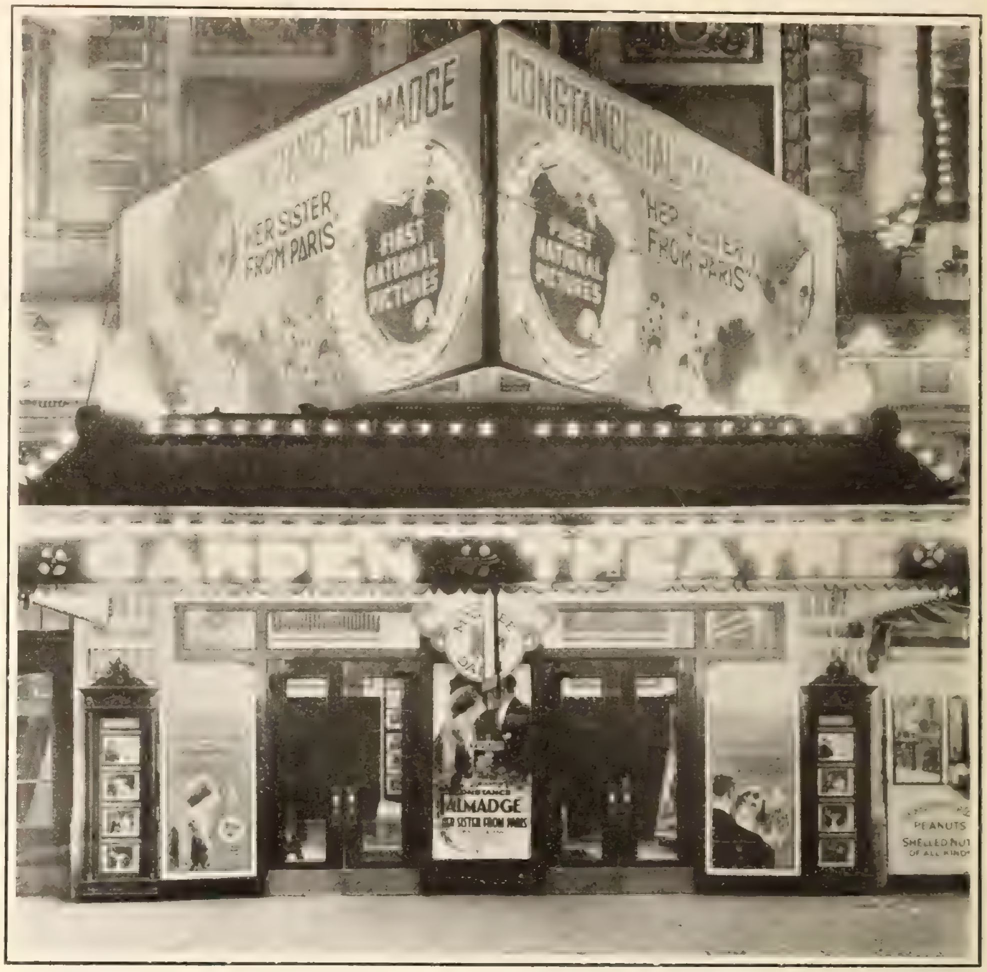
A week prior to opening date, a very tall man and a very short one, dressed in badly fitting army uniforms with gas masks and helmets, walked across the Sterling stage under spot carrying a large banner reading: "Behind the Front," A Comedy Riot. Equal to the Freshman for Laughter. See It. Stopping now and then to adjust their puttees they gave the audience ample time to read the banner.

The two "actors" also marched with the Bugle and Drum Corps, the National Guard loaned theatre for street ballyhoo. This band paraded the streets every day before the evening show.

As prologue to the picture, the Bugle and Drum Corps staged a very neat little act consisting of a number by the entire Corps, special bugle calls, raising of the colors, taps, etc. As the Corps is just starting, the entire organization of 15 men were secured at a very nominal figure.

Indian Relics Advertise "Vanishing American"

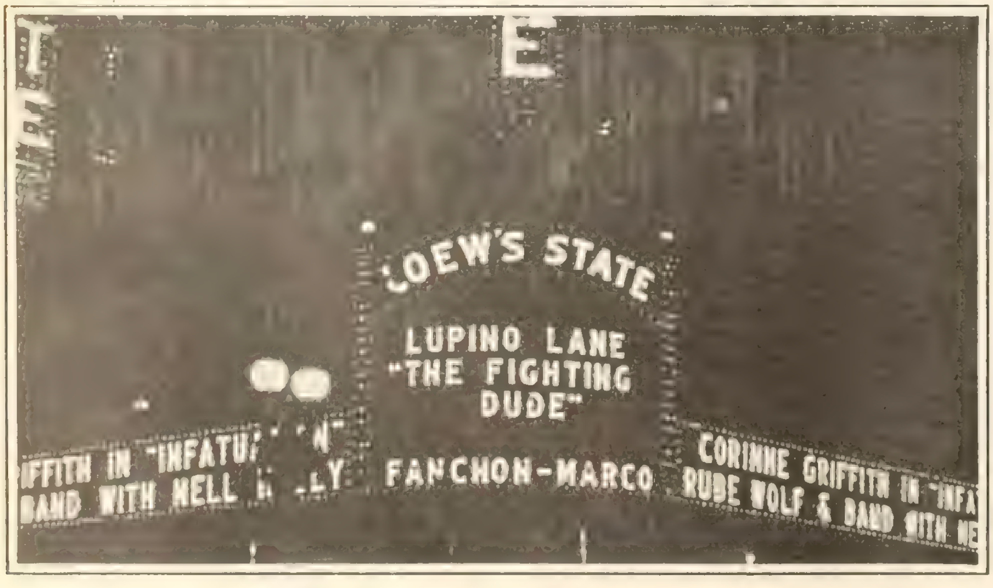
A collection of Indian relics, assembled from various sources, proved one of the best window attractors ever used in Montgomery, Ala., when it was used recently as a display by a music store cooperating with the Empire Theatre on a drive for "The Vanishing American." The display not only commanded a great amount of attention from passersby, but as well was the subject of a write-up in the Montgomery Journal, which cooperated with the theatre on a contest of essays on various Indian relics. The collection was used as a setting for the display of phonograph records.



Stock 24-sheets made an attractive marquee display for the showing of "Her Sister From Paris" at the Garden Theatre, Des Moines, pictured above

Music Clubs to Cooperate With "Melody Series"

Through tie-ups made by Pathe Exchange, Inc., music clubs of the United States will cooperate with exhibitors in the exploitation of the Famous Melody Series, a group of one-reel productions woven around the folk songs of various nations.



Loew's State Theatre, Los Angeles, electrical display for Education's Lupino Lane comedy, "The Fighting Dude," is further proof of the increasing tendency to give short features prominent billing.

Library Cooperates With Theatre for "Lord Jim"

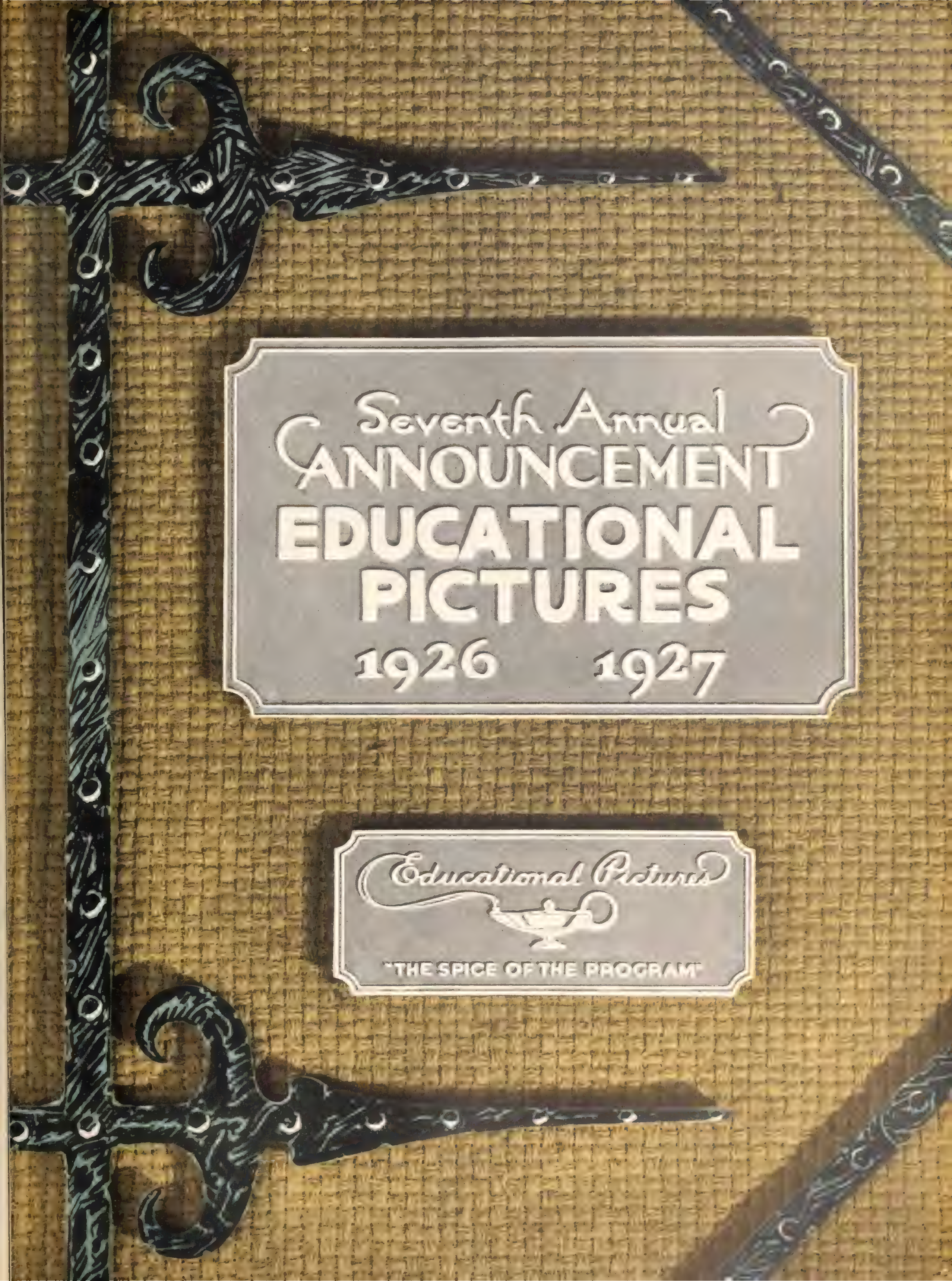
The active cooperation of the public library in Chattanooga proved a valuable aid to the Rialto in that city when a campaign for "Lord Jim" was launched by Manager W. S. Perutz. A special showing for the benefit of the officials of the library was all that was necessary to fire their enthusiasm in promoting the interest of the public in this screen adaptation of Conrad's work. The result was that in addition to distributing five hundred heralds on the attraction, the Chief Librarian made personal addresses at three women's clubs during the week, praising the picture highly.

"Green Archer" Contest Closes in New York

The New York Evening World's "Green Archer" contest has closed after a campaign of several months of widespread publicity for the serial picture.

The tie-up, made by the Exploitation and Publicity Department of Pathe, brought publicity for "The Green Archer" through one and three sheets placed in theatre lobbies by The Evening World, slides, advertising on delivery wagons and newsstands and columns of newspaper space.

Due to the great number of awards, thousands who read the serial or saw the picture entered the contest.



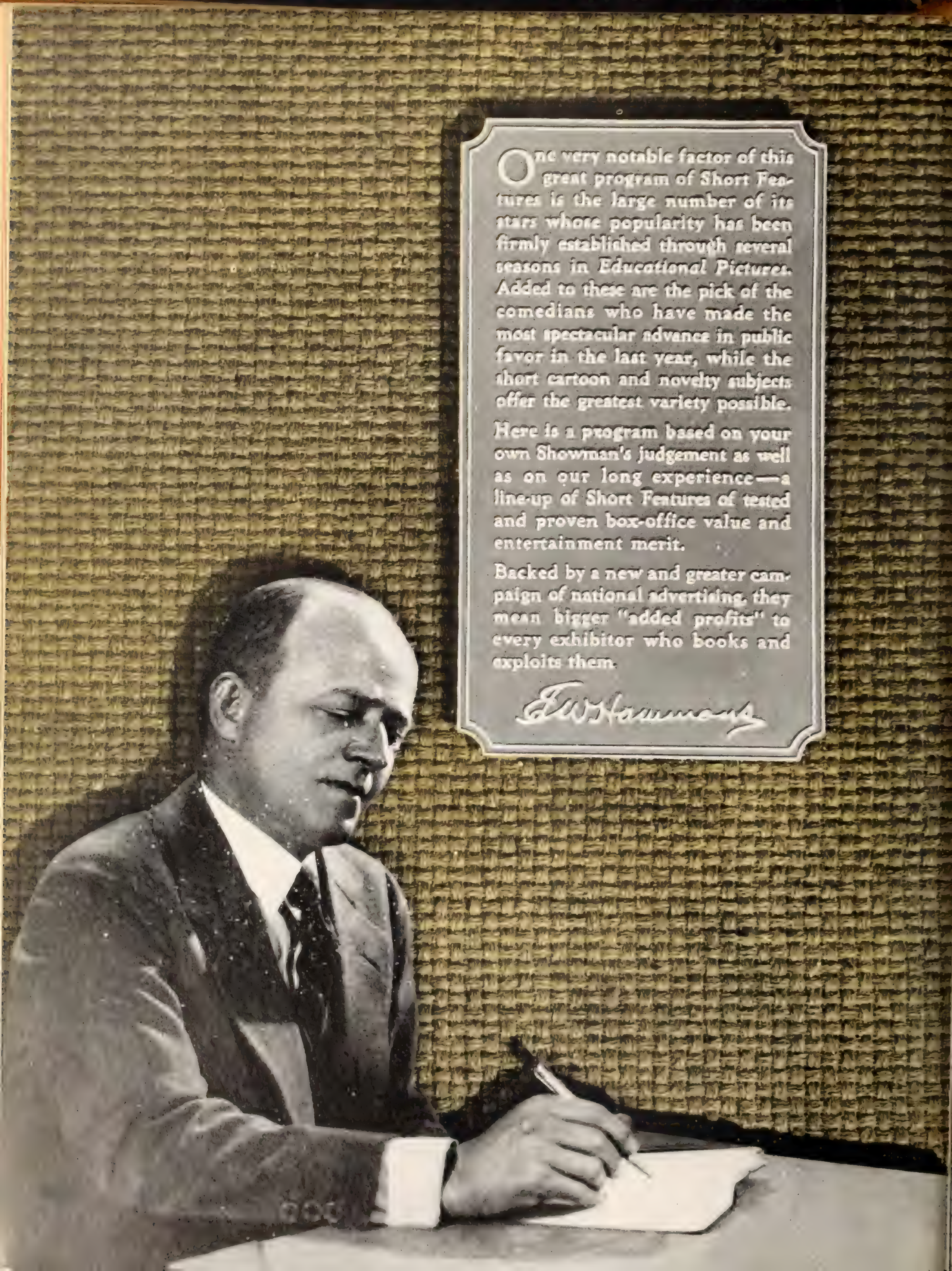
Seventh Annual

ANNOUNCEMENT EDUCATIONAL PICTURES

1926 1927

Educational Pictures

"THE SPICE OF THE PROGRAM"

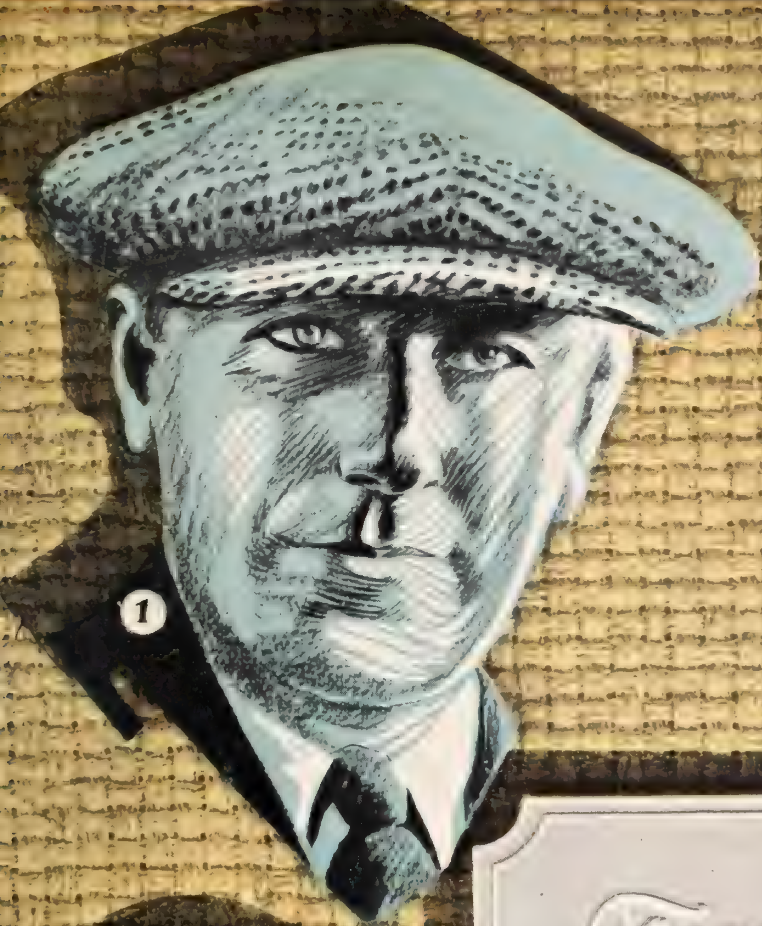


One very notable factor of this great program of Short Features is the large number of its stars whose popularity has been firmly established through several seasons in *Educational Pictures*. Added to these are the pick of the comedians who have made the most spectacular advance in public favor in the last year, while the short cartoon and novelty subjects offer the greatest variety possible.

Here is a program based on your own Showman's judgement as well as on our long experience—a line-up of Short Features of tested and proven box-office value and entertainment merit.

Backed by a new and greater campaign of national advertising, they mean bigger "added profits" to every exhibitor who books and exploits them.

E.W. Hammons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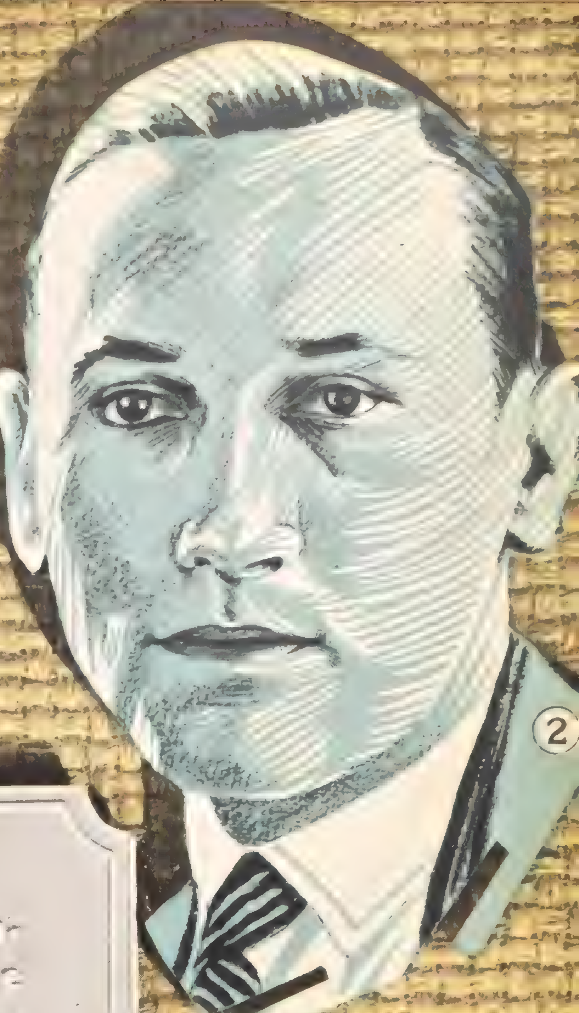
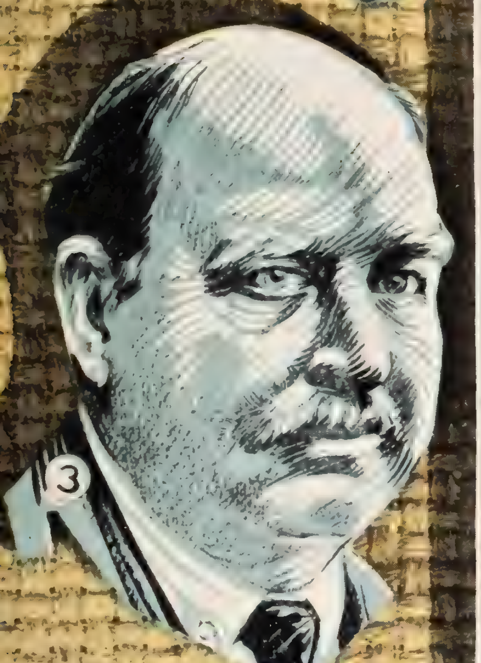

2

The men who make Educational's comedies are directors of long experience—they know *how.* Al Christie (1) and Jack White (2) head the finest comedy directorial staffs ever organized. At Christie's are such great showmen directors as Scott Sidney (3), William Watson (4) and Harold Beaudine (5). A large staff including Norman Taurog (6) and Stephen Roberts (7) pack the laughs into the pictures from the Educational Studio.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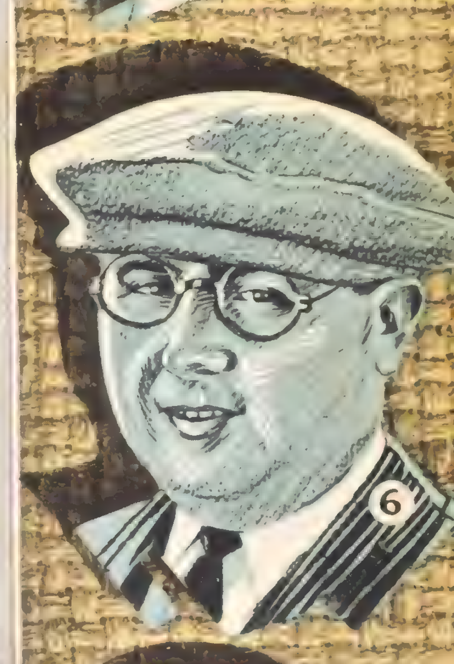
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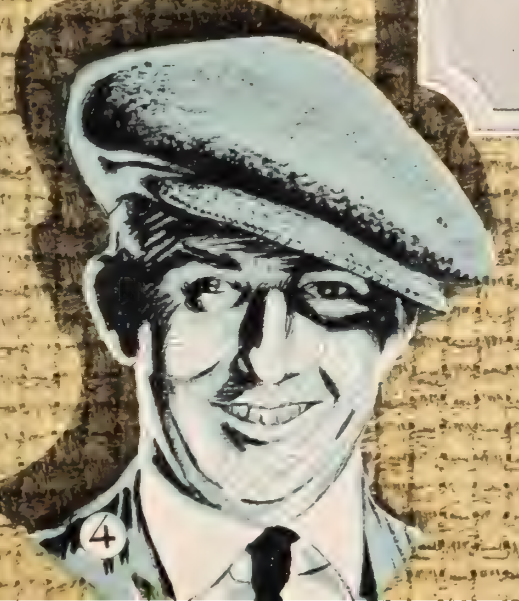
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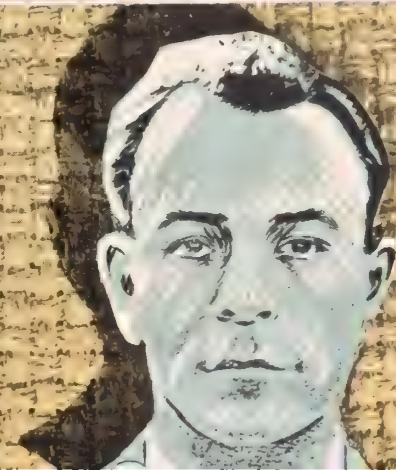

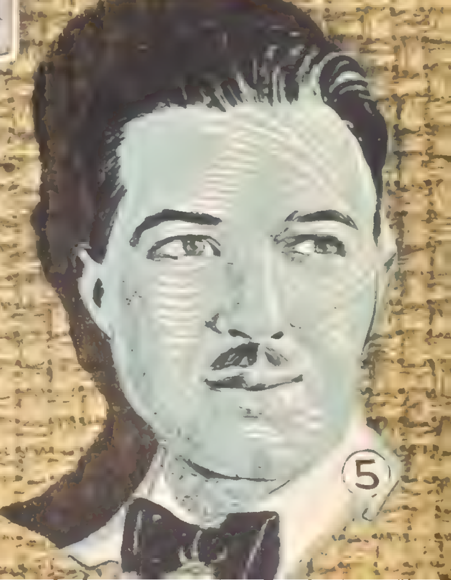
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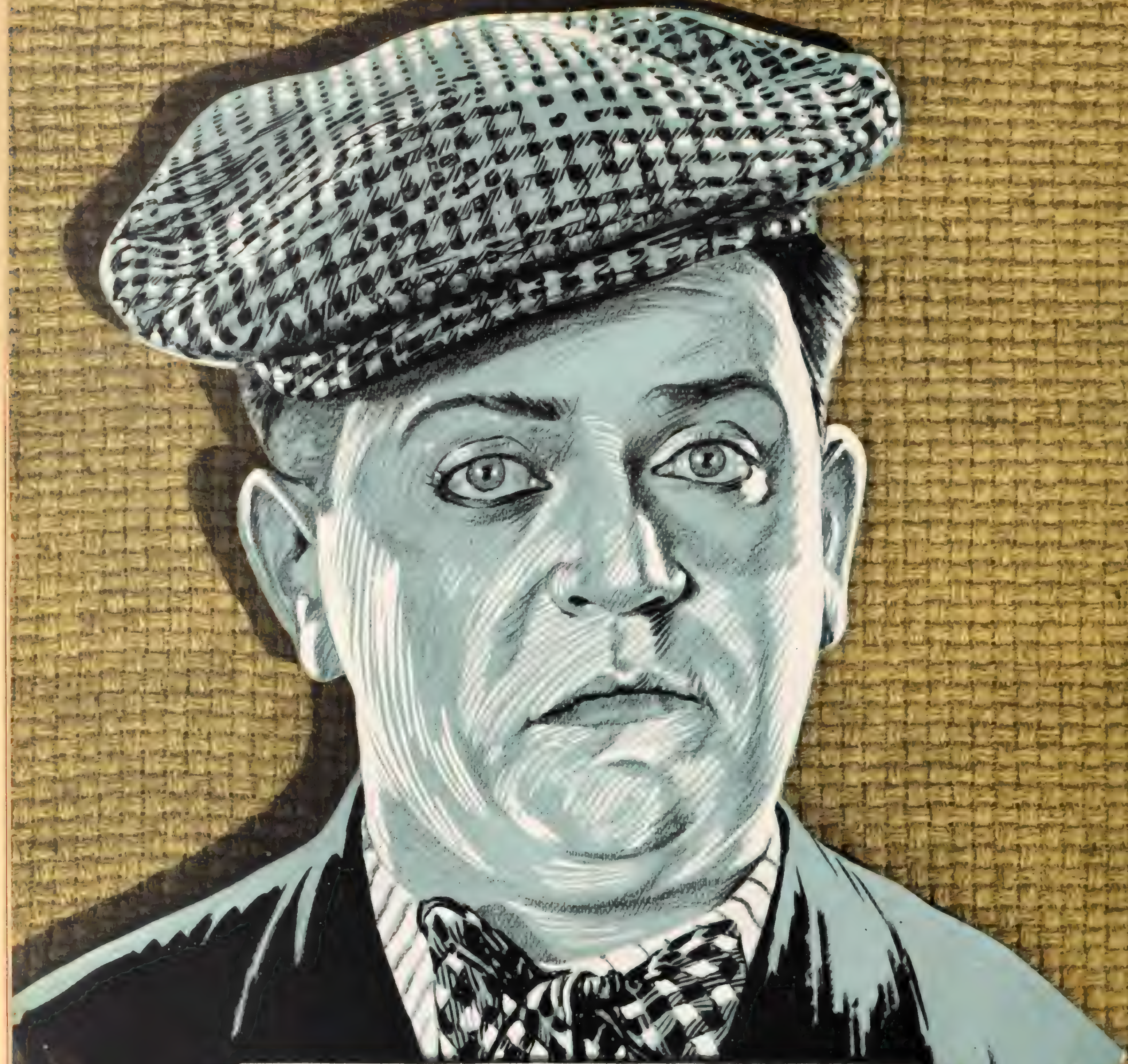


HAMILTON
COMEDIES

At the very top of the list of Short Feature stars stands Lloyd Hamilton. A truly *big* box-office attraction.

TWO REELS

Educational Pictures

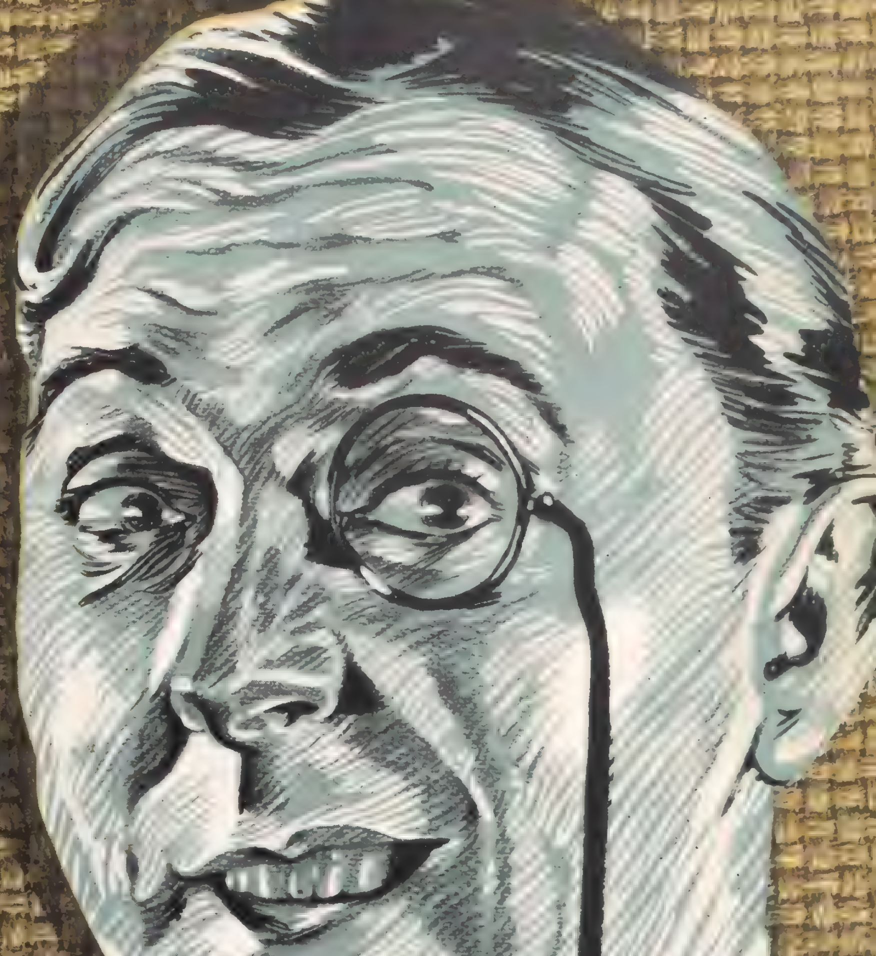
"THE SPICE OF THE PROGRAM"

Lupino Lane Comedies

The big comedy "find" of 1925—Lupino Lane—a big box-office bet for the new season.

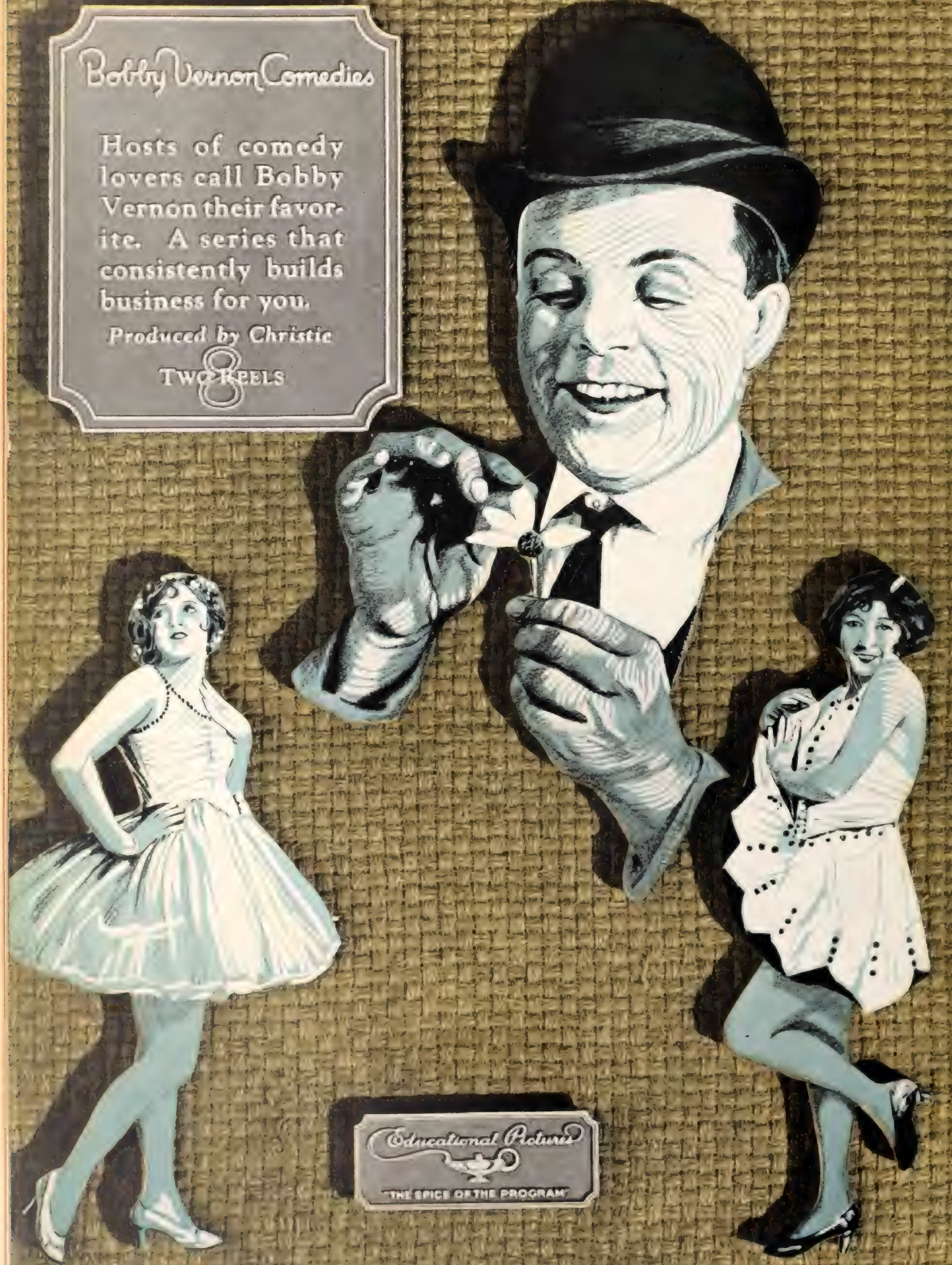
6

TWO REELS



Educational Pictures

"THE SPICE OF THE PROGRAM"



Bobby Vernon Comedies

Hosts of comedy lovers call Bobby Vernon their favorite. A series that consistently builds business for you.

Produced by Christie

8

TWO REELS

Educational Pictures

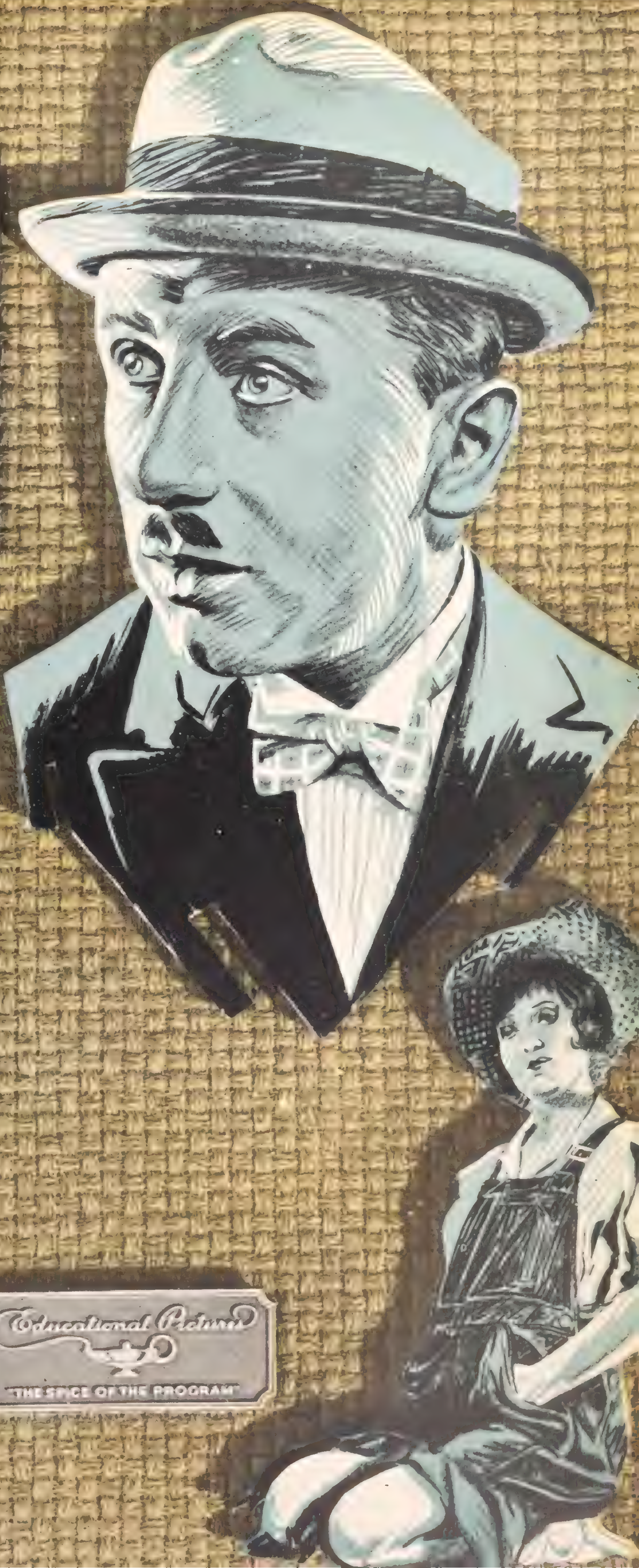
"THE SPICE OF THE PROGRAM"

JIMMIE ADAMS COMEDIES

A star of proven merit—who always can be counted on to bring the laughs. Jimmie Adams is an asset to any house.

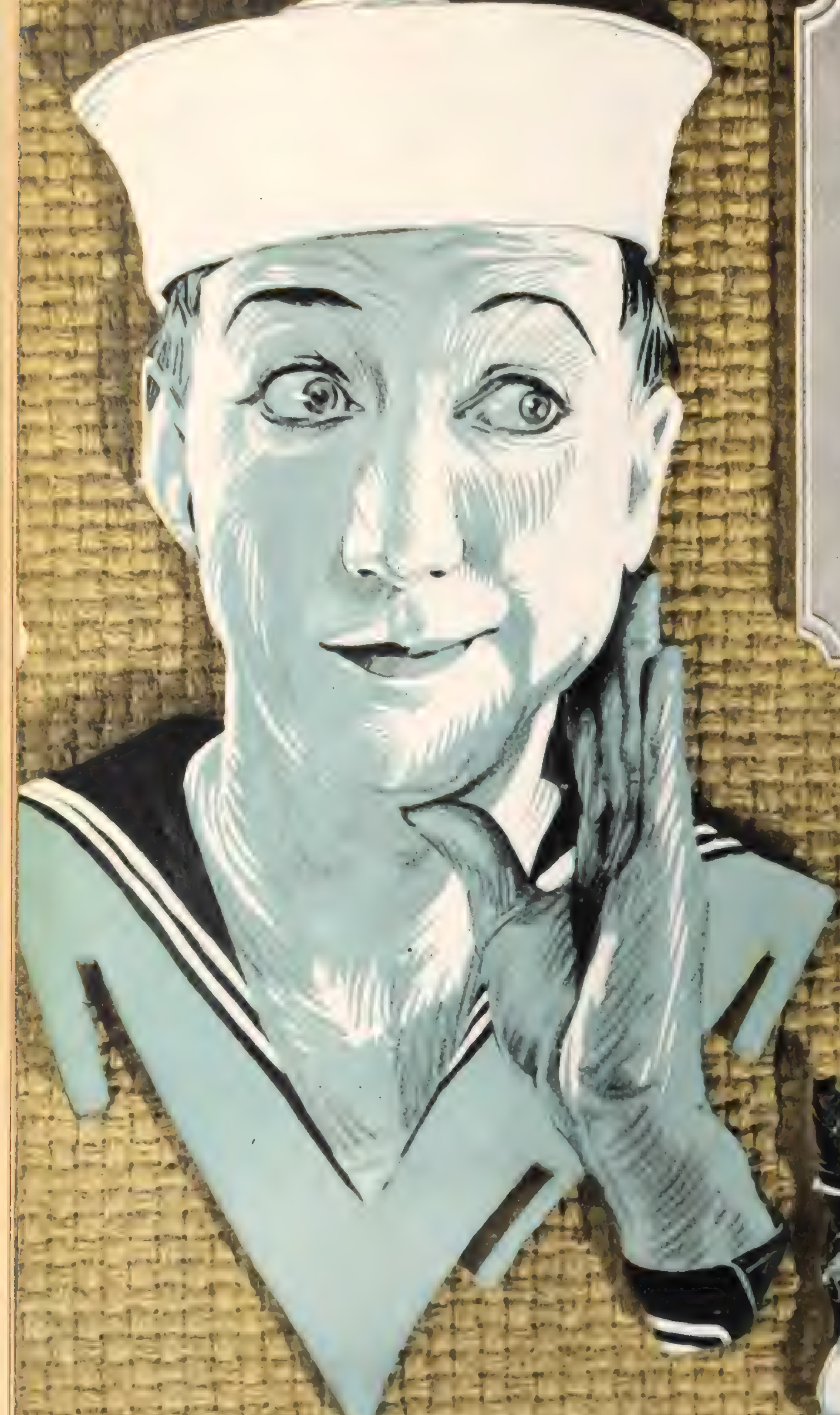
Produced by Christie

TWO REELS



Educational Pictures

"THE SPICE OF THE PROGRAM"

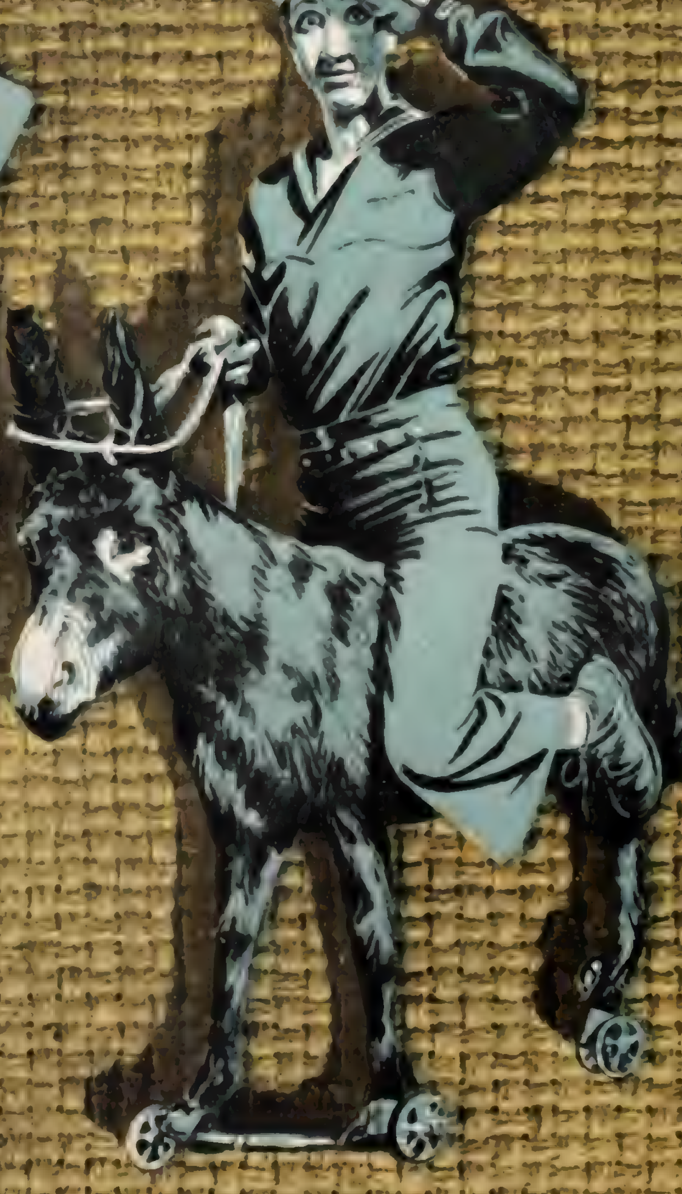


Billy Dooley COMEDIES

Dooley's first season in screen comedies was a spectacular triumph. Popular demand brings this new star series.

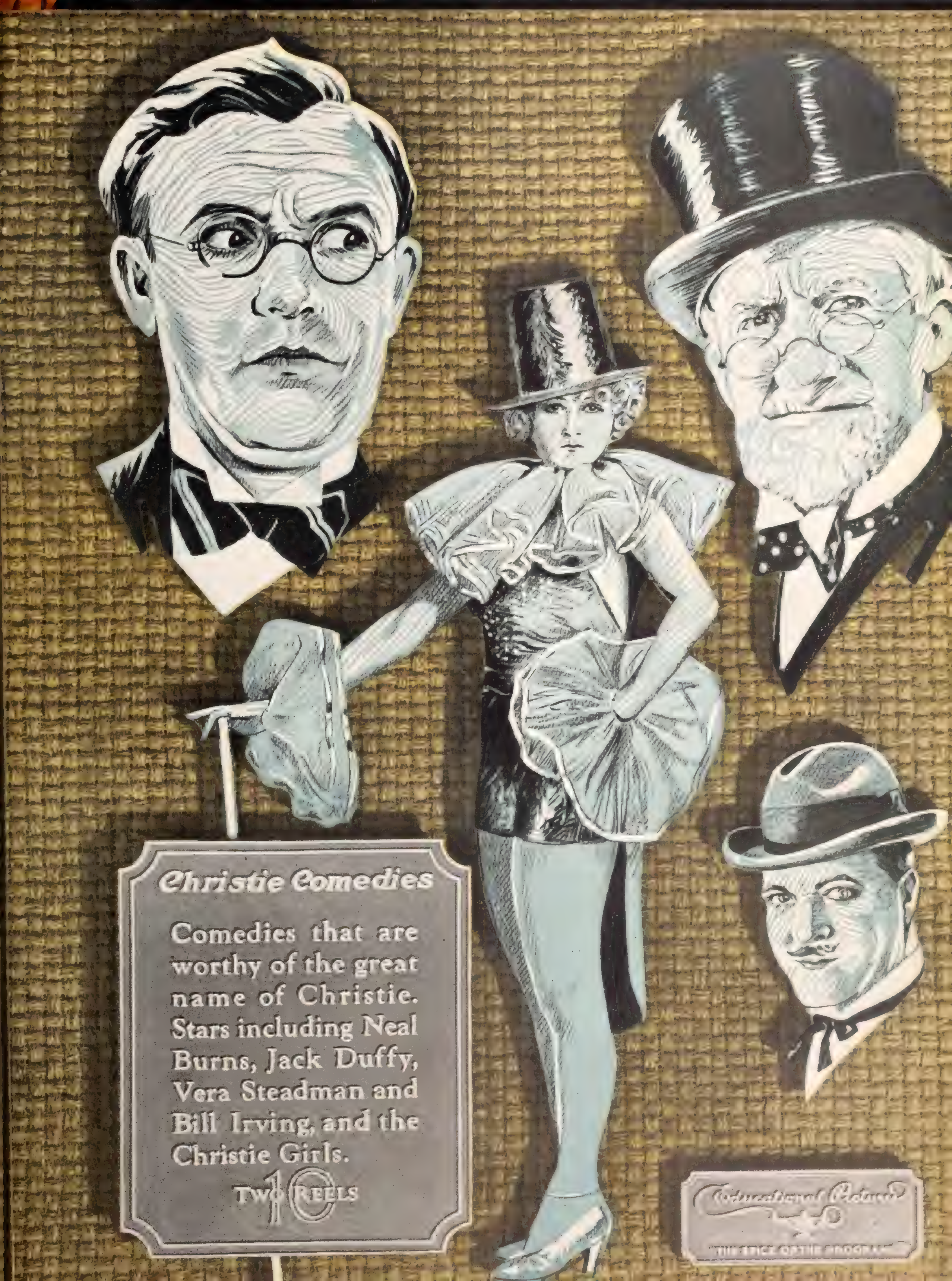
Produced by Christie

TWO REELS



Educational Pictures

"THE SPICE OF THE PROGRAM"



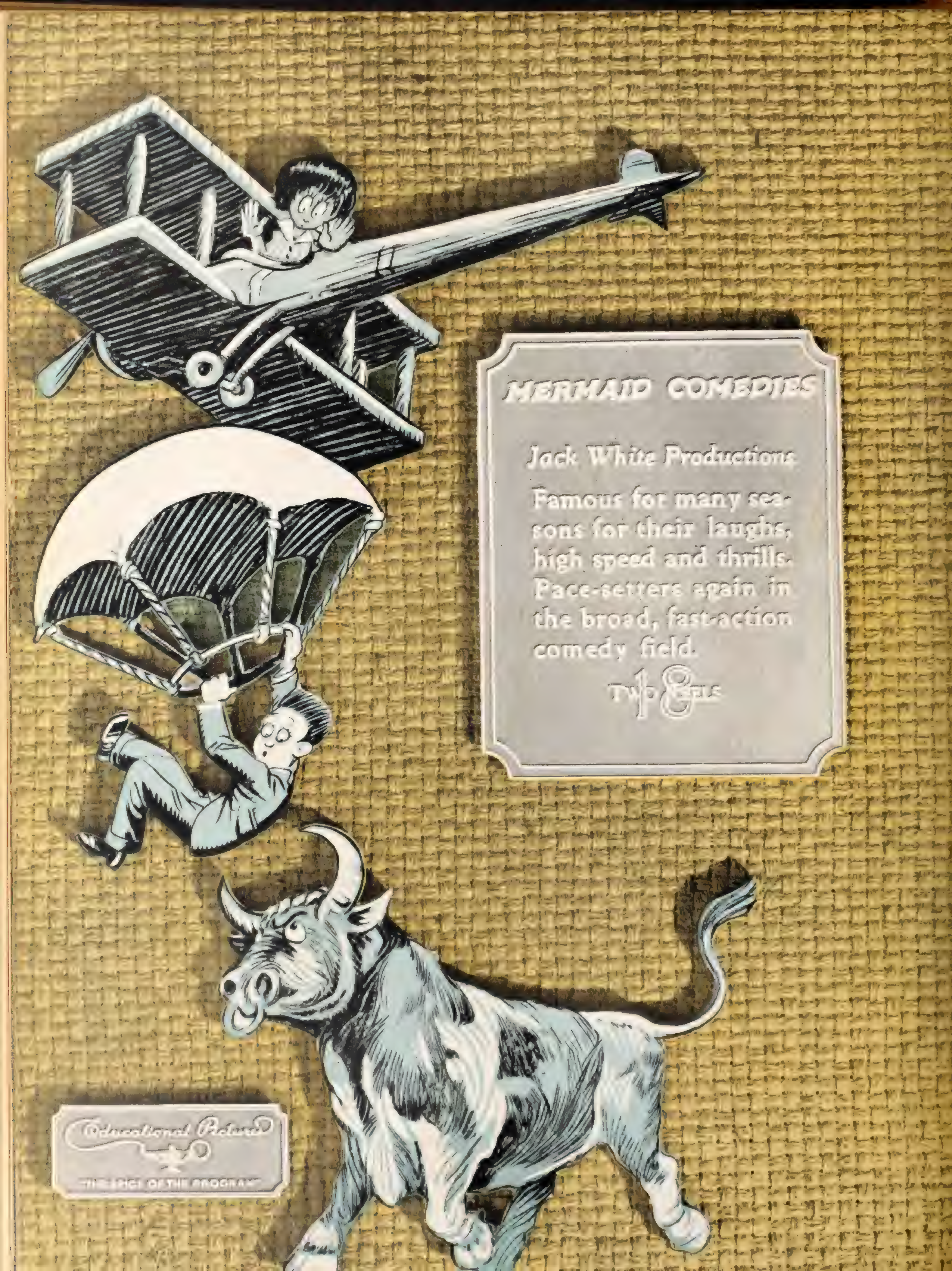
Christie Comedies

Comedies that are worthy of the great name of Christie. Stars including Neal Burns, Jack Duffy, Vera Steadman and Bill Irving, and the Christie Girls.

TWO REELS

Educational Pictures

"THE SPICE OF THE PROGRAM"



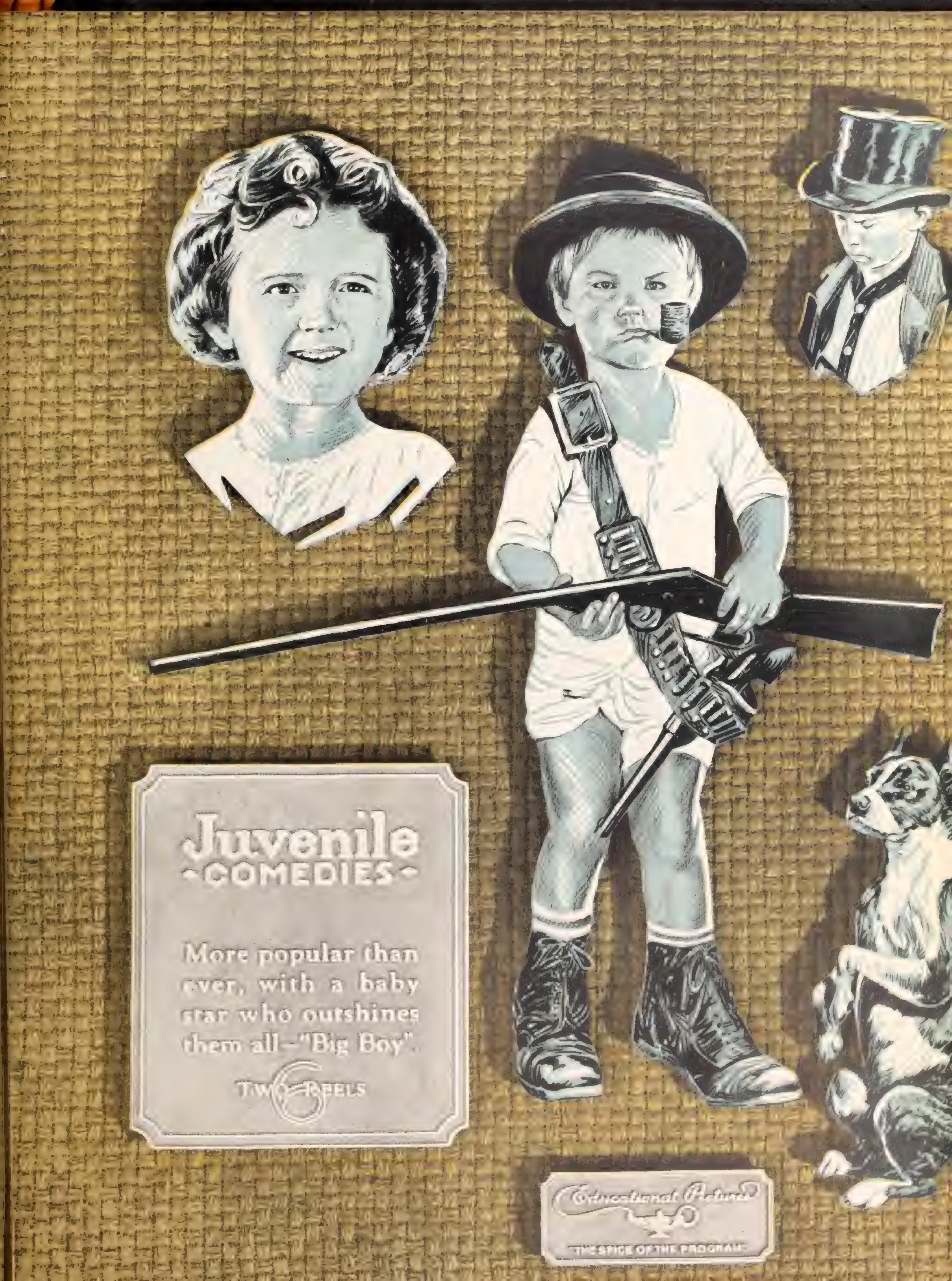
MERMAID COMEDIES

Jack White Productions

Famous for many seasons for their laughs, high speed and thrills. Pace-setters again in the broad, fast-action comedy field.

18 TWO REELS

Educational Pictures
"THE SPICE OF THE PROGRAM"



Juvenile
COMEDIES

More popular than ever, with a baby star who outshines them all—"Big Boy".

TWO REELS

Educational Pictures

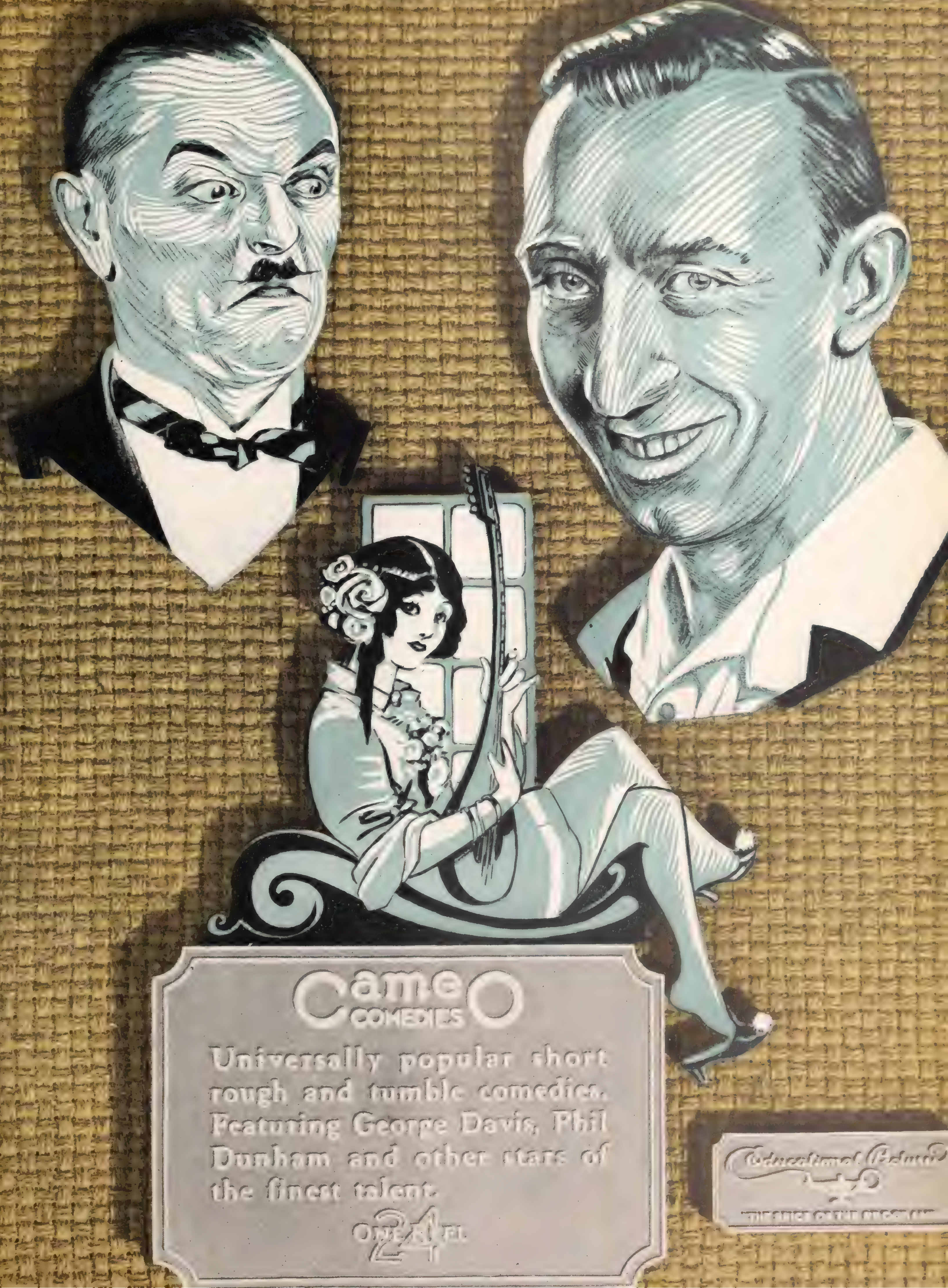
"THE SPICE OF THE PROGRAM"

Tuxedo Comedies

A series with an unbroken record of laugh successes—with new and novel comedy ideas, well known stars and the finest direction and production quality.

TWO REELS

Educational Pictures



Cameo
COMEDIES

Universally popular short rough and tumble comedies. Featuring George Davis, Phil Dunham and other stars of the finest talent.

24
ONE REEL
Educational Pictur
"THE SPICE OF THE PROGRAM"

Lyman H. Howe's
Hodge-Podge

Some Sense and
Some Nonsense

Sparkling with humor. Every reel packed with new and novel ideas. Original and cleverly done and entertaining always.

ONE REEL
12

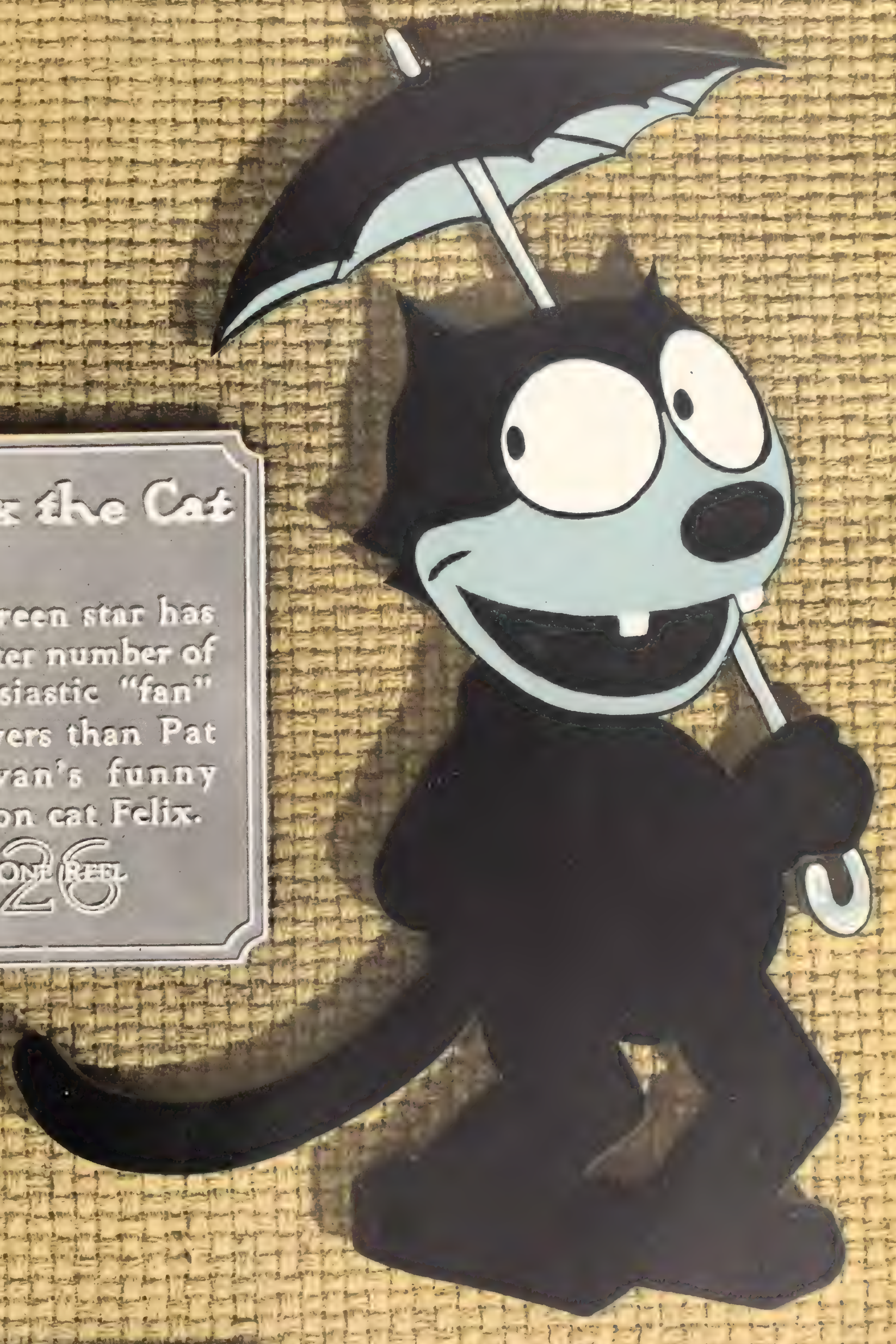
Educational Pictures
"THE SPICE OF THE PROGRAM"

Felix the Cat

No screen star has a greater number of enthusiastic "fan" followers than Pat Sullivan's funny cartoon cat Felix.

26

ONE REEL



Educational Pictures

"THE SPICE OF THE PROGRAM"

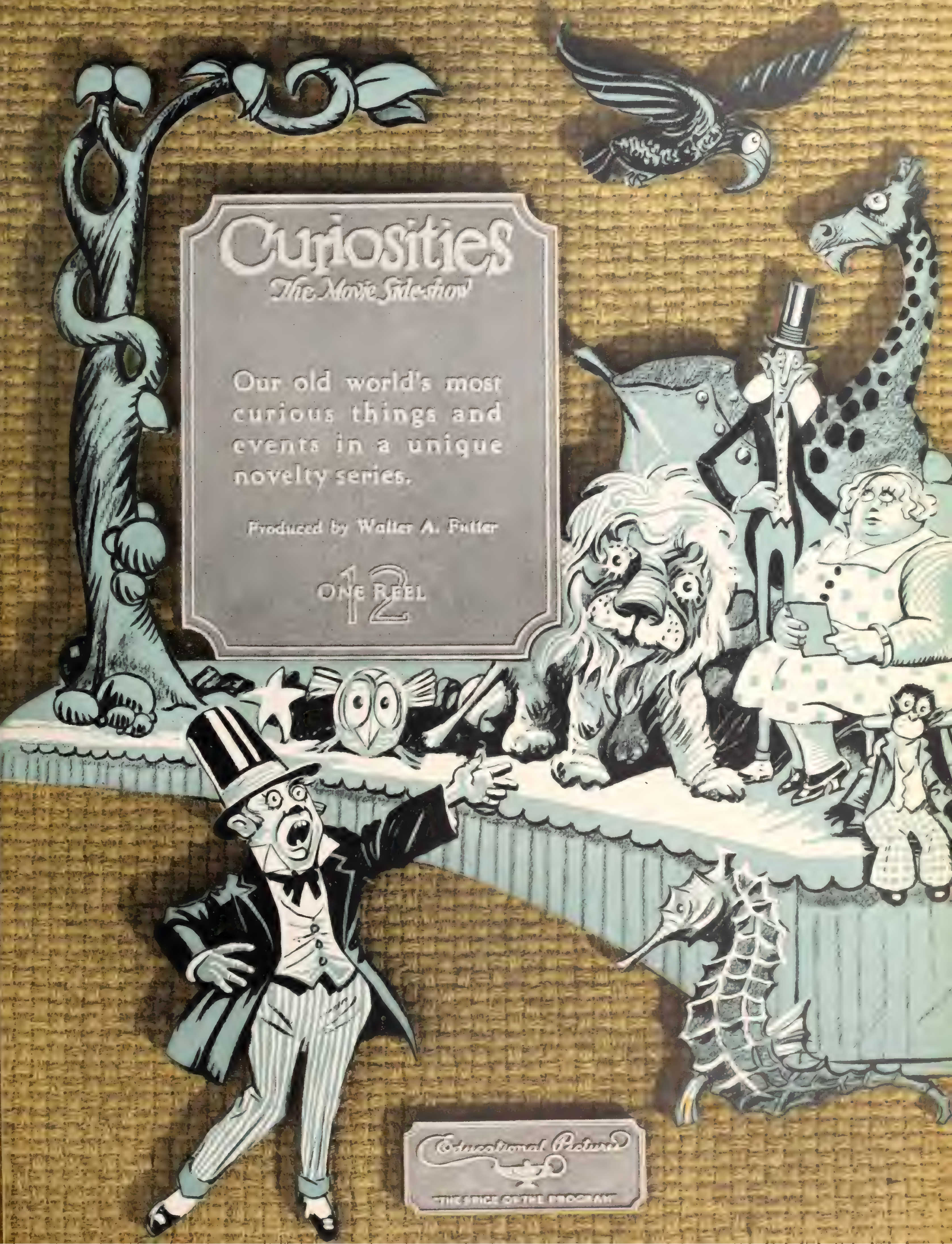
Robert C. Bruce Scenic Novelties

Scenic effects and beautiful novelties, ideal aids in building the show. By the great master of outdoor photography.

12 ONE REEL

Educational Pictures

THE SPICE OF THE PROGRAM



Curiosities

The Movie Side-show

Our old world's most curious things and events in a unique novelty series.

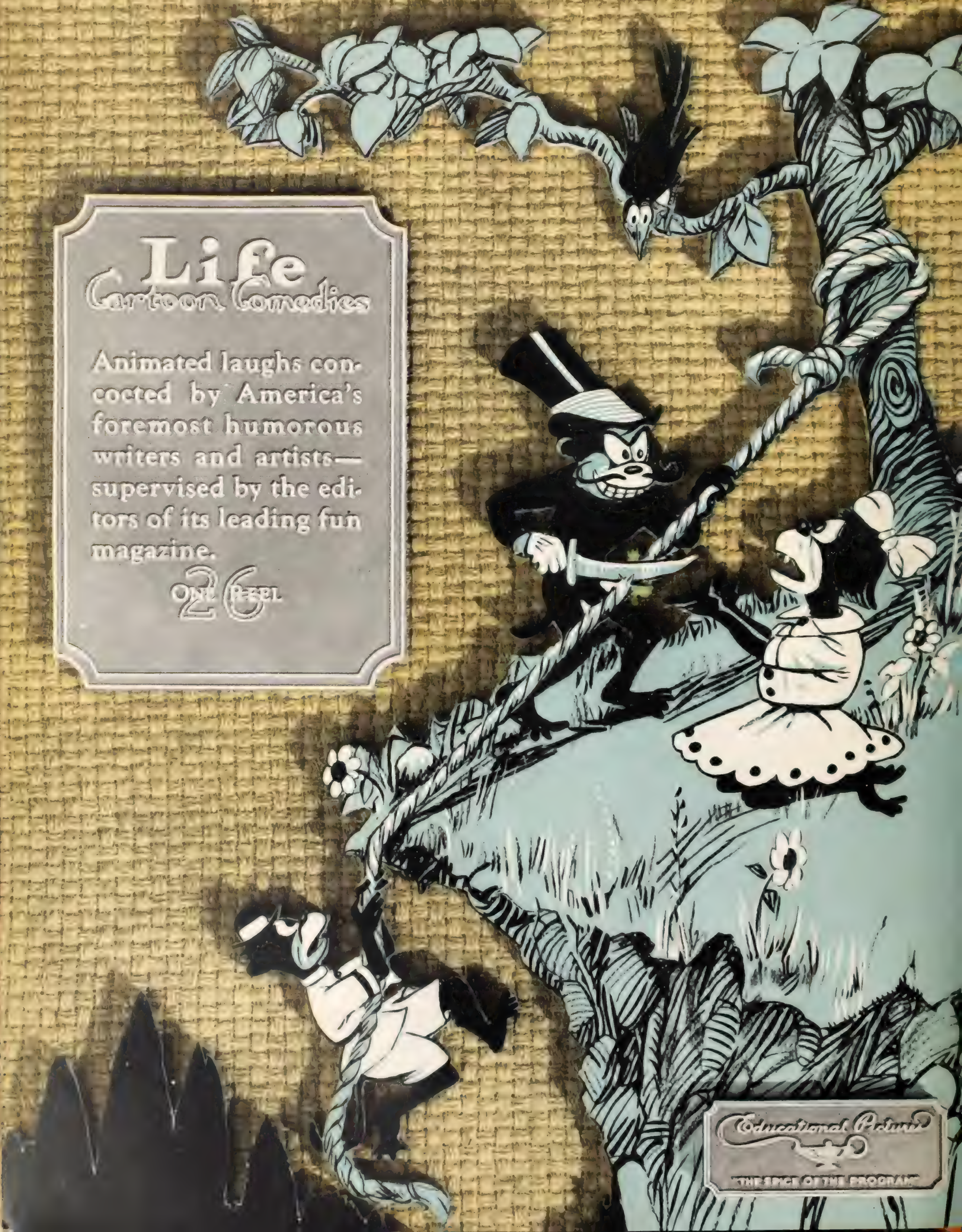
Produced by Walter A. Futter

ONE REEL

12

Educational Pictures

"THE SPICE OF THE PROGRAM"



Life
Cartoon Comedies

Animated laughs concocted by America's foremost humorous writers and artists—supervised by the editors of its leading fun magazine.

26
ONE REEL

Educational Pictures
"THE SPICE OF THE PROGRAM"

KINOGRAMS

The NEWS REEL Built
Like A Newspaper

Giving the utmost service
to exhibitors with speed,
accuracy and quality.

TWICE A WEEK
104 ISSUES A YEAR.

Educational Pictures
"THE SPICE OF THE PROGRAM"

A new and greater campaign of national advertising has been planned for 1926-1927 to enhance the value of *Educational Pictures* at your box-office. At least twenty-five full page illustrated advertisements will be carried in six leading national motion picture magazines with more than six million readers—every one a motion picture "fan." These publications include Photoplay, Motion Picture Magazine, Motion Picture Classic, Picture Play Magazine, Screenland and Film Fun.

No Short Features, and few longer features, have ever been backed up with such wonderful support for your *profit*.

An enlarged exploitation staff is developing new and bigger national tie-ups for the new season. There will be a full line of accessories and advertising helps. When you book *Educational Pictures*, boost them for bigger business.

EDUCATIONAL FILM EXCHANGES, Inc.
E. W. Hammons - - - - President
Executive Offices: 370 Seventh Avenue, New York, N.Y.

PRINTE
IN U.S

Educational Pictures
"THE SPICE OF THE PROGRAM"

Sketches
by
E. R. Higgins

Member, Motion Picture Producers and Distributors of America, Inc.

Hammons Discusses Short Subject Field

By E. W. Hammons

President, Educational Film Exchanges, Inc.

STUDENTS of big business, observers of the progress of industry, have been shouting from the housetops that the wholesaler who is to be ultimately successful is going to be the one who considers himself more as a buyer for the retailer than as a seller to him. This is such a self-evident truth that much shouting from the housetops would seem to be unnecessary to impress it upon us. And if there is any business in which the truth of this theory is correct, it surely is the motion picture industry.

This is only a variation of the truth that a desire to serve is one of the pre-requisites to success for the distributor in any business, and the desire to serve has always been kept foremost in Educational's activities—and always will be. A never wavering faith in the ultimate recognition of the Short Feature as a real box-office attraction and constant efforts to serve the exhibitor, not only through procuring the best possible pictures, but through doing our utmost to help him make money with them, have brought Educational Film Exchanges, Inc., to the beginning of its seventh season in the strongest condition in its history and with the most widespread indications of exhibitor good will.

The Educational program for the coming season is more than ever the showman's own program. Every series on this schedule has had to meet the strictest requirements, not only as to entertainment merit, but as to box-office possibilities, based upon our own long experience and upon the judgment of the exhibitors themselves.

The two-reel comedy program, for example, will continue from the same sources that have proved through many seasons their ability to provide comedies that will furnish laughs for the patrons and extra profits for the exhibitor. Al Christie and Jack White are too well known to theatre men as consistent producers of sure-fire comedy to call for any further comment.

And Educational is prepared this year to go further than it has ever gone before in backing up its productions with the completest possible advertising and exploitation support. Our new program of national advertising covering practically the entire "fan" magazine field and calling for a large number of full page advertising displays, is sufficient evidence of Educational's intention to extend this exhibitor support to the utmost.

By Jack White

Supervising Director, Educational Studios

EVERY year finds the motion picture producing industry more specialized. A few years ago, dramas and comedies were both made in the same studios, under the supervision of the same executives, and many times by the same directors. The result was that neither the comedy nor the drama received the specialization it demanded.

Today the bulk of the quality comedies on the market are made in studios where nothing else is attempted. The result is comedies of better quality than ever before in the history of the industry.

E. W. Hammons, President of Educational Film Exchanges, Inc.

The comedy producer of today is a specialist in comedy. He must study his product, concentrate on it and give it everything he has in order to keep up with the advance in public tastes. He sets his own pace, for, by making his product better, he establishes a standard which he not only must maintain, but must excel. Standards of taste never lower, and the producer who stands still, who does not continually improve his product, finds himself dropping behind.

What of the producer of tomorrow—of next year—of the future? The rapid strides in the improvement of Short Feature amusement during the last few years have narrowed the field of successful producers down to a few recognized leaders, and these leaders are men who have concentrated entirely on comedy product. The producer of tomorrow will be not only a man or an organization that specializes in Short Features, but one that also studies the demands of the public as expressed at the box-office of the exhibitor.

The charge of "commercialism" has never been hurled against Short Feature producers. They have been, and will continue to be producers of pictures for entertainment purposes only, reaping their reward through the natural desire of the public for comedy entertainment. Comedy has never been prostituted to the level of the rank commercialism such as the stage is passing through with its sex dramas at the present time.

Tastes in comedy amusement change as do those in any other form of amusement. The change is gradual, but it is certain. Witness the difference in pictures between those of today and those of five or ten years ago. It is safe to say that comedies have changed more in their structure than any other form of screen amusement—and are changing now. The producer of tomorrow will be the man who can sense these changes, or anticipate them, and keep his product in line with, or ahead of, the procession.

In comedy there are no "old standbys," as in drama. There is nothing more stale than an old comedy plot, while dramatic themes can be endlessly revamped. The comedy maker of the future will be the man with the ingenuity to supply the new comedy ideas.

EDUCATIONAL'S LIST FOR 1926-27

Two-reel subjects

- Eight Hamilton Comedies.
- Six Lupino Lane Comedies.
- Eight Bobby Vernon Comedies.
- Six Billy Dooley Comedies.
- Six Jimmie Adams Comedies.
- Eighteen Mermaid Comedies.
- Ten Christie Comedies.
- Six Juvenile Comedies.
- Six Tuxedo Comedies.
- Six Romance Productions in color.

One-reel subjects

- Twenty-four Cameo Comedies.
- Twenty-six Felix the Cat Cartoons.
- Twelve Lyman H. Howe's Hodge-Podge.
- Twenty-six Life Cartoon Comedies.
- Twelve Robert C. Bruce Scenic Novelties.
- Twelve Curiosities—The Movie Side Show.
- One hundred and four issues of Kinograms, the news reel.

By Al Christie

Producer of Christie Comedies

SELLING the stars of to-morrow and building up for future business is what the exhibitors are doing who advertise the comedy stars who are appearing on their programs in two-reel comedies.

It has been clearly demonstrated in the past few seasons that the fans know the stars of the two-reel comedy business today as well as, and in some cases better than they know the stars who head the longer feature pictures. One reason for this is the fact that as a rule the comedians who are presented in two-reelers get before the audiences all over the world more frequently than do the stars in the longer features. Furthermore, any exhibitor will realize that it is the two-reel comedy stars who are beloved by children and grownups alike, because they stand for happiness and laughter. What child, or youngster, does not know Bobby Vernon? It was an enlightening experience to travel across the country last year with Vernon and see how he was recognized everywhere, even in his street clothes, and without any of the funny comedy makeups which he often wears.

And another indication along the same

Christie Organization Plans Largest Program

lines is the fact that Billy Dooley, the new comedy star, who has only been seen in a few releases, is beginning to get heaps of mail from moviegoers who have seen one of his Christie comedies and have written for a photo. The same thing goes for comedies like Jimmie Adams and Neal Burns and Jack Duffy, and the Christie Girls, whose faces are known and recognized all over the world. In this business we are selling star personalities, whether it is in two-reel comedies or longer features, and we have a golden opportunity in presenting popular players in the short end of our program as well as in the long.

Laugh Month demonstrated that advertising comedies sells tickets in theatre box-offices, and it is certainly a fair bet to go a step further in exhibitor advertising, and sell to the public not only the title and brand of a funny comedy, but also the well-known and popular players who are appearing in it.

I have heard the argument from exhibitors that they didn't want to advertise the comedies in the two-reel comedy because "the first thing you know the comedians will get popular and start making five reelers" to the injury of the short comedy business. But this indicates a short-sightedness which is plainly seen, if you consider the matter. Nothing under the sun will stop the growing popularity of a comedian, whether the theatres advertise him or not. The public and the work of the player and the producing organization make the stars. All the advertising in the world will not make them if the goods isn't there. And while the personalties are delivering entertainment, why not capitalize on it while you can and make it sell tickets at the little glass window?

Kinograms Plans

IN the future, as in the past, Kinograms, the news reel built like a newspaper, will continue to serve exhibitors with efficiency, speed and quality.

Kinograms has just experienced the most successful season of its career of seven years. Its circulation is more wide-spread than ever before and its staff has been more than doubled. Both in representation and circulation it can safely be said that Kinograms can be found in every civilized country of the globe.

Perhaps the greatest exhibitor appeal that can possibly be put forth by a news reel is varied entertainment value, which Kinograms claims to have above any other news reel. By this is meant that the exhibitor can always expect subjects and scenes from all parts of the world that are of unusual diversified interest.

For the coming season of 1926-1927 Kinograms occupies an impregnable position in the hearts and minds of its friends. In return for faithful service exhibitors have given it loyal support, as has been testified by letters of praise from some of the biggest exhibitors in the country. These letters have been reproduced from time to time in the advertising pages of the trade journals and have included testimonials from exhibitors such as Hugo Riesenfeld, Balaban and Katz, Skouras Brothers, The Stanley Co., etc.

Jack White, director general of Educational studios, Los Angeles, Cal.

Herbert E. Hancock, news and associate editor, left and right, Forrest Izard, managing editor of Kinograms, the Educational rews reel release.

This praise came entirely unsolicited and was based on the fact that during the past season Kinograms has consistently shown a service par excellence to every exhibitor.

Forrest Izard will continue as managing editor of Kinograms and H. E. Hancock as news and associate editor. Allyn Butterfield will remain as film editor. This gives Kinograms a main editorial staff of trained and experienced news reel and newspaper men, all three of whom bear enviable records in the film industry. Harvey Day continues as General Sales Manager.

For the coming season Kinograms has laid ambitious plans for building up its service to exhibitors to even a greater extent than now exists. Eugene Lamb, its representative in the Orient, is hard at work organizing and increasing his staff in Japan, Korea, China, India and the Philippines. Louis Dansee, European manager, has just finished a journey throughout the continent, and has visited Italy, Egypt and Russia, where he was authorized to establish representatives not only in the most important points but also in remote places seldom given any public notice on the screen.

At the present time Kinograms has expeditions in British Guiana and along the upper waters of the Amazon. The first of the rare and unusual pictures that may be expected from these countries will arrive at the home office during the middle of the summer, and others will continue to come for many months. Another valuable connection is about to be made in Australia and the Antipodes, and still another in northern India.

Kinograms' domestic staff, including field or free lance men, now covers every part of the United States and Canada. Alaska should also be included, as Kinograms is well represented there.

Christie's Program

AL CHRISTIE'S organization, starting its seventh consecutive year of producing two-reel comedies for Educational Film Exchanges, is preparing a program which will be the largest single year's work which the company has yet produced. The demand of the public for short laugh films, which has lived through many seasons of unsettled dalliance with vaudeville and other side attractions in picture theatres, has made this enlarged program possible.

The Christie product will include ten Christie Comedies, which will feature such players as Neal Burns, Jack Duffy, Vera Steadman, Bill Irving and many others to be signed from time to time for single appearances in this brand of comedies. Scheduled under the Christie brand will be several novelties along the lines of the doggy comedy, "Run Tin Can," and the horse novelty comedy, "Whoa Emma," which were presented in the current season's program. There will be enough latitude in the Christie series so that advantage can be taken of any popular and timely subject which turns up during the year.

Bobby Vernon will be seen in eight star series comedies next year. The Vernon series will have the advantage of building funny pictures around a personality that has been successfully planted favorably with the public through years of gradual growth.

Another star personality that has come to the front is Jimmie Adams, who will be seen in six comedies. He had grown up through one-reel comedies,

Jack White to Supervise Production Schedule

then Mermaids and Christies, and now is in a "Jimmie Adams" series. His comedies will be of the fast action, hokum type, in which his skill in acrobatics and eccentric makeups will be given full play. Billy Dooley will appear in six "Billy Dooley Comedies," supported by beauty squads and backed by a gag staff of "funny idea" men.

Producers of Educational comedy releases: left, Charles Christie, and right, Al Christie

The Christie studios are now going through the busiest time of year, when all the productions on the current schedule have been shot, and when the entire staff of writers, gag men and so forth can concentrate their attention for fully two months with the sole object of finding funny stories to present next season in the above series of comedies. This is in many ways the most important part of the year's work, getting the ideas on which to base the thirty two-reel comedies which will be produced by Christie.

Christie's staff of directors will include Scott Sidney, veteran who has made many feature comedies as well as two-reel pictures; Harold Beaudine, who has been responsible for a number of the outstanding productions of the Christie Studios for the last couple of seasons, and William Watson, who joined the Christie company a year ago and immediately established himself as a top-notcher among the younger directors.

Elaborate Program

STARTING the 1926-1927 production season with one of the most complete comedy plants in the world, the units working at the Educational Studios will start work soon on the most elaborate production schedule yet undertaken by the companies working under the general directorial supervision of Jack White.

Five series of two-reel comedies with a total of forty-four releases and one series of single reel comedies with twenty-four subjects is the program for Educational.

Producers of Educational novelty subjects, left to right: Pat Sullivan, creator of the Felix the Cat cartoons; Robert C. Bruce, producer of scenic novelties, and Walter Futter, producer of the one-reel series known as Curiosities—the Movie Side Show.

The increasing demand for Lloyd Hamilton pictures has made advisable an increase in the number of pictures in the Hamilton series, in which there will be eight releases during the coming season as against six during the current year. Hamilton has for a number of seasons been one of the popular comedians on the screen and he is today at least the equal of any short feature star as a box-office attraction. The increased facilities at the Educational Studios will make possible the production of the larger number of Hamilton Comedies without in any way curtailing the time or attention devoted to each release. As a matter of fact, with the longer production period planned by Hamilton, the time devoted to each subject will be, if anything, greater than in the past.

Lupino Lane, the former Follies comedian and stage favorite of two continents, whose series of comedies during the current year has included a number of the outstanding fun subjects of the season, has been reengaged for another series of six.

Educational's popular series of fast action Mermaid Comedies (Jack White Productions) will be continued with 18 two-reel releases, featuring, as in the past, well-known dare-devil comedians. Mermaid Comedies have been outstanding pictures from the standpoint of breath-taking stunts, excellent acrobatic work and occasional well directed use of wild animals.

There will be six Tuxedo Comedies in the new season, continuing the stories and situations combined with fast action which have registered a great increase in popularity for this group of subjects during the last year.

"Big Boy," the two-year-old star of Juvenile Comedies, will continue as the featured youngster in the new series of six Juvenile Comedies. Working in the cast with this baby star will be the finest casts of children and adults, such as those which have helped the current series of Juveniles make such strides in public popularity.

The rough and tumble single reel Cameo Comedies will again offer twenty-four subjects featuring George Davis, Phil Dunham and other well known players.

Jack White continues as director-in-chief at the Educational Studio with Norman Taurog as senior director. Stephen Roberts, for the past two years a Mermaid director, has been signed for another year at the Educational Studios. Negotiations are pending with several other comedy directors. The general management of the Educational Studios continues in the hands of E. H. Allen.

New Single Reels

SEVERAL new series of single reel releases will be offered by Educational this year in addition to the single reel series which have become established through several seasons. Always an outstanding part of Educational's program, the one-reel subjects this year offer a larger number and a greater variety of releases than have been presented in any previous season.

The single reel rough and tumble Cameo Comedies will continue with twenty-four releases featuring such comedies as George Davis and Phil Dunham.

Lyman H. Howe's Hodge-Podge has become firmly established as a popular novelty subject through several seasons of showing in many of the country's outstanding theatres. There will be twelve releases in the new Hodge-Podge series.

Felix the Cat, who joined the Educational family a year ago, will contribute twenty-six cartoon comedies to the Educational program.

Robert C. Bruce returns to Educational after a brief absence bringing a series of twelve "Scenic Novelties." The Bruce subjects are something new

National Magazine Advertising Is Planned

in pictures, each release including a novelty subject with a scenic background and another section of scenic effects, while a few of the subjects will also include short features of a travelogue character.

There will be twenty-six Life Cartoon Comedies on the Educational program, produced under the supervision of the editors of the humor magazine, "Life," including Robert E. Sherwood, and with stories and art contributed by the many writers and artists that are now contributing to this magazine.

Curiosities—The Movie Side Show—is another addition to the Educational program. There will be twelve releases in this series produced by Walter A. Futter, presenting curious people and events from all parts of the world.

Kinograms, Educational's news reel, will, as usual, furnish 104 releases during the year. Kinograms has achieved a good record during the last season, having registered an increase of more than 43 percent in the number of theatres showing this news reel.

ONE of the most interesting features of Educational's program for the coming year—and one of the most helpful from the exhibitor standpoint—is the comprehensive plans for advertising and exploitation for the benefit of the thousands of showmen showing Educational Pictures.

For several seasons Educational Pictures have been one of the only short subjects companies which have given consistent national advertising backing. This year Educational is elaborating on its magazine advertising and offering magazine advertising support that is unprecedented in the history of short features. At least twenty-five full-page advertisements will be placed by Educational in the national motion picture magazines (the "fan" magazines).

This advertising program covers the entire "fan" magazine field, including photoplay, the two Brewster papers—Motion Picture Magazine and Motion Picture Classic—Picture Play Magazine, Screenland and Film Fun, with a combined reader field of more than six million motion picture lovers. This advertising will begin with full pages in Photoplay, Motion Picture Magazine and Motion Picture Classic in the issues on the stands early in August, which will make this advertising of the utmost value to exhibitors at the beginning of the Greater Movie Season. The schedule will continue with full pages each month through the issues of May, 1927.

An enlarged exploitation staff will concontinue at work on national tie-ups and other business building ideas for the use of exhibitors in exploiting their short features. Developments during the past year have proven to theatre owners everywhere that the Short Feature often has quite as many exploitation angles as the longer one. For instance, it is doubtful if a tie-up could have a more far reaching and beneficial box-office effect than the one recently conceived by Educational for use in conjunction with the Juvenile Comedy series—the harmonica playing contests. Starting with a few isolated contests, this idea has now spread so that now more than three hundred contests have been staged or are planned all over the country, and in practically every instance the advance and final reports have been most complimentary.

Many of Educational's new releases will lend themselves to development along the same lines as have those of the past year, such as "Wild Beasts of Borneo," the "McCall Colour Fashion News" and "The Voice of the Nightingale," all of which have been the recipients of countless columns of newspaper publicity and on each of which there have been based numerous theatre exploitation publicity campaigns.

The use of Short Feature accessories has been considerably more general during the past year than ever before. Educational has always been the the forefront in adopting aids of this sort, and with each one or two reel release there is now being supplied a generous quantity of "paper" and press material.

Educational's newspaper ad cuts and mats are especially deserving of attention as it is by means of these that the exhibitor may most directly and economically attract patronage to the "shorts" on his program. They are supplied in three sizes for use with one, two or three column ad lay-outs. Without any extra effort on the part of the exhibitor and with but slight increase in the size space he would ordinarily use, they contain all the necessary information about the Short Feature on the program.

During the past year the use of these ready-made ads has shown a very marked increase all over the country and the time is not far distant when every exhibitor will find it necessary to make some mention of the "button busters" on his program in his newspaper and program copy.

CHRISTIE Comedies, which have always had a large cast of beautiful girls, will keep up this feature of their Short Feature productions on an even more elaborate scale during their 1926-27 season. Many of the names that have been familiar in their previous releases will be augmented by new ones, and no expense will be spared to "dress up" all the Short Features to be produced at the Christie Studios for release through Educational with the finest talent available for the famous Christie youth and beauty squad.

Best known perhaps of all the Christie leading ladies is Vera Steadman, who will

Players in Educational comedy releases, left to right, top row: Duane Thompson, Virginia Vance, Yola d'Avril and Molly Malone; bottom row, Natalie Joyce, Frances Lee and Estelle Bradley

Curiosities—Movie Side Show, New Novelty

be co-featured along with Neal Burns, Jack Duffy and Bill Irving in the new Christie Comedy releases. Miss Steadman started in pictures as one of Mack Sennett's bathing beauties, but unlike many so-called "bathing girls," she actually is an expert in water sports, having won many Pacific coast swimming and diving championship events during the past few years. Miss Steadman is equally at home in the saddle or on the dance floor. Her all round athletic ability makes her especially capable in fast action comedy work.

Among the feminine players who will make their appearance in the new Christie, Jimmie Adams, Bobby Vernon, and Billy Dooley Comedies are such favorites as Frances Lee, Duane Thompson, Molly Malone, Natalie Joyce, Jean Lorraine, and Yola d'Avril, all of whom have gained enviable reputations in Short Features because of their creditable work in recent Christie productions. Frances Lee has been leading lady to Bobby Vernon in practically all his recent releases.

New Novelty Reel

CURIOSITIES, The Movie Side Show, is to be a series of twelve novelty comedies, featuring, as the name indicates, people and things that are freakish, odd or unique. This group of one-reel novelties is being produced by Futter Productions, Inc., of which Walter Futter is President. Each reel of the series will contain from ten to fifteen subjects not over seventy-five feet in length and there will be a great diversity of subject matter, not only throughout the series, but in each individual release.

In preparing for the production of this new series, Futter has gathered together a film library which, in itself, is a remarkable curiosity. Countless freaks and queer odds and ends from all corners of the world are pictured in the great amount of film from which Futter and his editors are assembling the early releases in the Curiosity series. And, in the meantime, the search for the world's strangest oddities and monstrosities is going on in every corner of the globe through the extensive world-wide connections which Futter has established.

While every freak of the circus side show will be a possible subject for The Movie Side Show, the circus side show is confined almost entirely to a comparatively few human beings and animals, while no such handicap confines the movie camera and every sort of curiosity is subject matter for this interesting new series of novelty pictures.

Studios Enlarged

EDUCATIONAL Studios, where Mermaid, Hamilton, Lupino Lane, Tuxedo, Juvenile and Cameo Comedies are made, is now one of the finest comedy plants in the world. The new studios, which were completed late in the season just closed, were acquired from Principal Pictures Corporation. The stage space was increased by 250 per cent—from 12,000 feet to 40,000 feet of covered stage space—and additional space was acquired which increased the area of the plant to five acres.

Every facility for the efficient production of comedy has been installed in the new studios. A new cutting room, dressing rooms, directors' office building, property room, blacksmith shop, garage and machine shop, painting room and property storage rooms, have been added to the buildings of the huge comedy plant, in addition to the three big stages erected since the beginning of the last season.

JACK LLOYD, one of the best known character and make-up men in Hollywood, has been re-engaged to play supporting and character roles in productions made for the Educational program at the Educational Studios, Hollywood.

Jack has appeared in more than three hundred different characterizations in Educational Comedies during his affiliation with the company, and is regarded as one of the best authorities on make-up in the motion picture industry.

Vance, Bradley Continue

VIRGINIA VANCE and Estelle Bradley will again be seen in leading feminine roles in the product from the Educational Studios.

Miss Vance is starting her fifth year under the Educational banner. Starting her first year as featured player in Cameo Comedies, she has since played supporting and leading feminine roles with such stars as Lloyd Hamilton, Lupino Lane, Lige Conley, Johnny Arthur and others.

Miss Bradley is starting her third year with Educational. Previous to her engagement with Educational, she was "Miss Atlanta" at the big Atlantic City Beauty Pageant in 1924, where she captured the prize as the most beautiful girl in the Southern division. This led to a contract to appear in Mermaid Comedies. She has been pronounced one of the most beautiful girls on the comedy screen in America.

GLEN CAVENDER and Otto Fries, two comedy "heavies" who have appeared in Educational Comedies during the past three years, will again be seen in similar roles on the 1926-27 program of Educational releases.

Both men have years of experience behind them in motion picture work and the renewal of their contracts with Educational Studios is looked upon as assurance that the product of these studios will have the best supporting talent that it is possible to procure for comedies.

Stars and featured players appearing in Educational releases, left to right, top row: Bobby Vernon, Lupino Lane, "Big Boy," Neal Burns, and George Davis; bottom row: Jimmie Adams, Lloyd Hamilton, Vera Steadman, William Irving, and Jack Duffy

Serial Heads Pathe Week's List

"The Bar-C Mystery" Included Among Releases Scheduled for April 25

THE new Pathe Western Serial, "The Bar-C Mystery," is scheduled on the list of releases for the week of April 25 and also included are "Baby Clothes" and "Our Gang" comedy, "Rough and Ready Romeo," an Aesop's Film Fable, "The Uncovered Wagon," a single reel Roach re-issue; Pathe Review No. 17, Topics of the Day, No. 17, and two issues of Pathe News.

"The Bar-C Mystery," an adaptation of the magazine story by Raymond S. Spears, has Dorothy Phillips as the star, and the supporting cast includes Wallace McDonald, Philo McCullough, Ethel Clayton and Johnny Fox. The story revolves around a rich mine discovered on the Bar-C ranch and the efforts of a pair of adventurers to get possession of the valuable property. C. W. Patton produced this serial, and Robert Hill directed.

"Baby Clothes," a two reel comedy directed by Robert McGowan, treats of the deception practised on a rich uncle by a childless couple who tell him they have two children in order to get an allowance. Complications set in when the uncle announces his intention of paying a visit to the couple.

"Rough and Ready Romeo," the Aesop's Fable conceived by Paul Terry, is a burlesque on the pioneer days, with the trail blazers riding in "flivvers" and Indians attacking on bicycles. The moral is "90% of the men looking for arguments are single."

Pathe Review No. 17 shows: "Sea-Going Elephants," a refuge of the giant seal in Southern California; "A Colonial Capital," Pathe color scenes of Saigon, French Indo-China and "The Lost Empire of Africa," a camera chronicle of the American excavations to ancient Carthage, led by Count de Prorok.

Topics of the Day offers the latest wit and humor from the world press. Pathe News, the pioneer news film, offers two issues of last-minute world happenings.

Color Series for Educational

Will Distribute Six Two Reel Productions Done in Technicolor Process

CONTRACTS were signed this week by E. W. Hammons, president of Educational Film Exchanges, and Eugene Roth, president of Romance Productions, whereby Educational will distribute a series of six two reel productions, done in Technicolor, to be known as Romance Productions. The stories for this series will be built around famous paintings and will be directed by Arthur Maude, well-known English actor, director and photographer.

Prints of the first subject, "The Vision," in which Julanne Johnston and John Roche play the leading roles, are in preparation and the Educational exchanges will be ready to screen this subject within two or three weeks. This number tells the tragic story behind the famous painting by Sir John Millais called "Speak, Speak," which has been on view at the London Art Museum. Posters and lobby display cards in full color are being gotten out as speedily as possible to provide for first run showings during May.

These pictures are in addition to the line-up of products listed in the advertisement of the next season's program which is being made by Educational this week, as negotiations for the series were closed within the last few days.

Production is in progress at the California Studio in Los Angeles, to which Roth returned from New York only a few days ago, following completion of the distribution arrangements with Educational, to take personal charge of work on the succeeding releases of this series. It is expected that the second picture will be ready for release shortly after the opening of the Greater Movie Season.

Universal Lists April Shorts

Schedule Includes New Buster Brown Comedy; Three More from Stern Bros.

FEATURED among the April comedy releases from Universal is "Buster's Skyrocket," a Buster Brown comedy produced by Stern Brothers and three others starring Edna Marian, Wanda Wiley and Constance Darling.

"Buster's Skyrocket," was written and directed by Gus Meins. The picture features Arthur Trimble as Buster, Doreen Turner as Mary Jane, and Pete, the dog comedian, as Tige, and the cast includes a number of popular screen kiddies, seen as Buster's bunch. It is No. 8 in the series of two-reelers made from R. F. Outcault's famous cartoons. Release date is April 14th.

"Say It With Love," is another two-reeler in which Edna Marian is seen as a "country girl in the big city." It was directed by Francis Corby, with Earl McCarthy and Mary Land in the cast. Released April 7th.

"Painless Pain" is the Wanda Wiley comedy made by Edward I. Luddy, which actually mirrors many of Miss Wiley's former experiences. Before going on the screen she studied dentistry and in this comedy, a burlesque of a painless dental parlor, she is in her element. Jack Singleton plays opposite Miss Wiley in this picture, which is scheduled for release April 21st.

The fourth release for April "Too Many Babies," which reaches the screen April 28th, is made with the same players which are appearing in "The Excuse Maker" series, one of the Stern Brothers series for 1926-1927. It was directed by Scott Pembroke, with Blanche Payson in the cast as the strong-arm mother-in-law.

Billy Dooley to Appear in New Comedy Series

BILLY DOOLEY will appear during the coming season in a new series of comedies bearing his own name. The sailor comedian has been in pictures but a year and has won many screen comedy honors in that short time.

Dooley first appeared in the Christie comedy, "A Misfit Sailor," with which he created a favorable impression. His successive comedies were "A Goofy Gob," "A Salty Sap," and "Shore Shy." Dooley registers with exhibitors and public alike.

Trio of stills from the Universal comedy, "Buster's Hunting Party"

CONTENTED MILK FROM CONTENTED COWS

Scenes from the "Ham" Hamilton comedy, "Nobody's Business," released by Educational.

Educational Will Release Bruce Scenic Series

"The Robert C. Bruce Scenic Novelties," a series of single reel subjects of which Educational will release twelve in 1926-1927, have been added to the Educational list of unusual short subjects. They will include such subjects as travelogues and novelties with beautiful scenery. The producer, Robert C. Bruce, is famous for his beautiful scenic photography and has long been associated with Educational even in the early days of Educational's career.

The company will also provide a chart, with the exact footage of each item, the running time, and the locating and classification of the subjects, thus enabling the exhibitor to adapt them and give the proper atmosphere to any type of program.

Red Seal to Release Series of Two Reel Comedies

The latest addition to the Red Seal releases, according to Max Fleischer, president of Red Seal pictures, is a series, "Carrie of the Chorus," comprising thirteen two-reel comedies to be released, one every four weeks, beginning next September. The series, which Fleischer will edit and title, is an adaptation of I. R. Franklin's "Memoirs of a Stage Doorman," which ran for a number of years in a popular magazine.

Franklin will direct, and production is to begin within a week at the Claremont studios with Hazele Harmon, Bernard Gorcey and Rolland Flanders in the important roles.

Resume of Current News Weeklies

PATHE NEWS, NO. 31: St. Martin De Re France—Doomed to "living death" 340 convicts embark for Devil's Island; Washington, D. C.—Coolidge lays cornerstone of new National Press Club home; Berlin, Germany—Huge air cruisers start commercial flying season; Versailles, France—Cyclists pedal over hill and dale in long distance race; New York City—World's shortest man "shoots" world's longest; Rome, Italy—Attempt to assassinate Mussolini fails; Gorham, N. H.—First dog team climbs Mount Washington; Camden, N. J.—Three dead, sixty injured in train wreck; St. Louis, Mo.—Hold great baptizing in Mississippi River; Pittsburgh, Pa.—Color and fragrance charm eager visitors at spring flower exhibition; Minneapolis, Minn.—Youngsters gather from far and near to gather eggs in Logan Park; Haverford, Pa.—British lacrosse team beats University of Pennsylvania.

PATHE NEWS, NO. 32: Aberdeen, Md.—Army dirigible in night test flight; Chicago, Ill.—Weather man gets his dates mixed; Shanghai, China—Restless Chinese workers mass in great strike; Mojave Desert, Cal.—Latest strike revives days of '49; Copenhagen, Denmark—Dowager Queen Louise of Denmark buried with national honors; New York City—Men climb dizzy heights to get city job; San Luis Obispo, Cal.—World's greatest oil fire destroys 4,500,000 gallons; Santa Rosa, Cal.—Luther Burbank dies shortly after his 77th birthday; St. Louis, Mo.—Broadsides of varied colors glow in new styles pageant; Hay, Pa.—No more tolls in Alleghany County; San Antonio, Tex.—Smiths and Browns mobilize; San Luis Obispo, Cal.—Hovers over world's greatest fire; Savannah, Ga.—Midgets are married in public ceremony.

FOX NEWS, VOL. 7, NO. 55: Washington, D. C.—The President and Mrs. Coolidge, with their son, attend church services; Brooklyn, N. Y.—"Chantier" makes ready for sea trip to base at Spitzenberg; New York City—Thomas Lipton arrives on visit to issue new yacht race challenge; Washington, D. C.—New wet and dry fight starts in Congress as Senate committee opens Volstead Act inquiry; Cairo, Egypt—Mystery of the Sphinx, a riddle to man for 6,000 years, may be solved by excavations just started; San Antonio, Tex.—Cuba's foremost student flyers come to Brook's Field to learn how U. S. Army trains its aviators; New York City—Large field of amateurs race fast mile on saucer track at opening of outdoor cycling season; Putney, England—Cambridge crew wins British rowing classic, defeating Oxford by five lengths in four mile race; Bowie, Md.—20,000 racing fans see running of the Inaugural Handicap, opening 1926 turf season in the East.

FOX NEWS, VOL. 7, NO. 56: St. Johnsbury, Vt.—Snow hampers harvesting of maple sugar crop from state's five million trees; Washington, D. C.—President Coolidge and dignitaries attend laying of cornerstone of new National Press Building; Philadelphia, Pa.—Univ. of Pennsylvania crew launches and christens new eight-oar shell, for use in coming season; Buffalo, N. Y.—Local fire department makes thrilling run over ice-covered streets. New York City—Irma May returns to report to United Jewish Campaign on conditions in Europe's "hunger belt"; San Francisco, Cal.—A new job for police dogs; New York City—Advance styles for girls at the beaches this summer; Munich, Germany—Otto Stumer, of Munich, is the champion pretzel twister in all Bavaria; La Pallico, France—684 convicted are taken from prison for journey to Devil's Island; New York City—Stage children hold Charleston carnival and little Alice, 4, wins; Nome, Alaska—Lady mushers compete in unique dog-team race.

INTERNATIONAL NEWS, NO. 30: St. Martin De Re Island, France—France ships convicts to Devil's Island; New York City—[illegible] Cair-Usu, Mongolia—Dancing "demons" compete in weird festival. Savin Hills, Mass.—Inventor constructs man-carrying kite; Versailles, France—New lights enhance glory of Versailles fountains; St. Louis, [illegible] Spring Lake, N. J.—Spring's advent finds mechanical hen busy; Berkeley, Cal.—College athletes battle for track supremacy; Suffolk, Va.—New Haven nine prepares for season's opening; Chicago, Ill.—Gorgeous floral display greets arrival of spring; Columbus, Ohio—Doves carry City's Easter message; Rome, Italy—Mussolini escapes madwoman's bullet.

INTERNATIONAL NEWS, NO. 31: Hue, Indo-China—New Emperor ascends throne in Indo-China; Chicago, Ill.—Unique Roosevelt trophies to museum; Bradford, England—Army of school boys in weird race; Gary, Ind.—Many escape death when electrics crash; Chicago, Ill.—Taming the wild waves as summer approaches; New York City—Bridge painters' nerves tested in daring climbs; San Luis Obispo, Cal.—$20,000,000 blaze sweeps immense "tank" farms; Champaign, Ill.—Lightning made to order in college classroom; Harrisburg, Pa.—Intrepid guardsmen hold thrilling spring run; Polo Grounds, New York City—Giants battle Dodgers in opening battle of 1926 baseball season; Pasco, Wash.—Northwest welcomes inaugural of new air mail service.

KINOGRAMS, NO. 5177: Delair, N. J.—"Nellie Bly" express leaves rails making curve at fifty miles an hour; Washington, D. C.—Foundation for new $10,000,000 Press building is given its start by Mr. Coolidge; New York City—Jack Tyler, 14, is given S. P. C. A. gold medal by Mayor Walker for kindness to animals; Arlington, Va.—Ceremony at Admiral Peary's tomb marks anniversary of his historic dash to the North Pole; New York City—Californian, who sailed around the world in yawl, pays visit to Manhattan; Lexington, Ky.—Man O' War, who not long ago ruled the turf, is now proud monarch of stock farm; San Francisco, Cal.—Modern Samson pulls nails with teeth, bends iron bars.

Educational Signs White and Hamilton

E. W. HAMMONS, President of Educational Film Exchanges, Inc., has announced the signing of new contracts with Lloyd Hamilton and Jack White for periods of three years.

Lloyd Hamilton who appeared in short comedies prior to his Educational debut, has been for six years featured in Mermaid Comedies. His 1926-1927 series of Hamilton Comedies will be the fifth series of star comedies under Hamilton's name.

Jack White also joined the Educational family in its first season, directing the first series of Mermaid Comedies. White has quickly built up a reputation as a master at comedy direction. The educational comedy production schedule will continue under his directorial supervision.

Opinions on Current Productions

"Hayfoot Strawfoot"

(Pathe-Sennett—Two Reels)

(Reviewed by M. T. Andrews)

BILLY BEVAN and Andy Clyde share the stellar troubles in this two reeler which may seem none too humorous to the critical, but is a sure tickler for the average fan. The action starts off inauspiciously in a small tailor shop whither the two tramps, Billy and Andy, wander in. When they see the sign "Gone for the summer" stuck in the window, a riotous idea occurs to Billy. With his pal he takes possession of the establishment, and imagine the ripple of laughter when the owner returns and is mistaken for the first customer. A wider scope of neatly contrived gags follows when Billy and Andy find themselves recruits in an army camp, very much against their wishes. From here on the comedy pries off laugh after laugh, as the two try to make the best of their army life, under the none too friendly eye of sergeant Kewpie, the tailor. They finally succeed in escaping from the camp, only to be blown skyward by a missile fired from the sunset gun. Gil Prat and Jefferson Moffit directed.

The Cast

Billy Bevan, Andy Clyde, Kewpie Morgan and Natalie Kingston.

Summary—Billy Bevan in a fairly amusing comedy which will please most of the movie fans.

"Baby Clothes"

(Pathe-Roach—Two Reels)

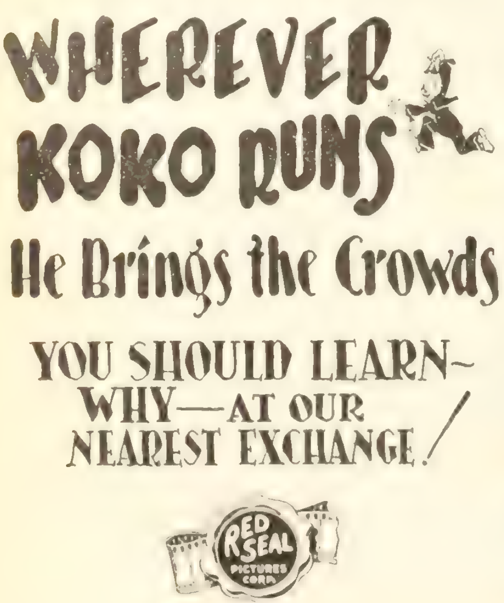
(Reviewed by M. T. Andrews)

OUR Gang plays foster-children to a childless couple and runs into all sorts of rib-tickling complications. Not the least funmaker of the famous gang is a twenty-seven-year-old midget, who, between the moments when he is impersonating baby, puffs a well-proportioned cigar and winks his eye and smacks his lips when kissed by a pretty, unsuspecting young lady. The Gang is idle when a childless couple offers to hire two of them to pose as their children during their uncle's visit. This uncle is wealthy, and out of his fondness for children makes a generous allowance to the couple, being under the impression that they have two lovely youngsters. Mickey and Joe are selected as the victims, but soon they are joined by the midget and then, one by one, the Gang invade the apartment to the great discomfort of all. The hysterical end comes when the suspecting uncle spies Farina skulking behind the piano. This proves too much for the old gentleman and a hasty exodus of the Gang Follows.

The Cast

Mickey, Joe, Farina, Husky Haines, Mary Kornman, Jackie Condon and Johnny Gray.

Summary—Our Gang puts this one across with the usual zest. The midget impersonating a baby will make them scream.


WHEREVER KOKO RUNS
He Brings the Crowds
YOU SHOULD LEARN—WHY—AT OUR NEAREST EXCHANGE!
RED SEAL PICTURES CORP.

"The Angelus"

(Cranfield & Clark—Two Reels)

(Reviewed by M. T. Andrews)

THIS is one of the series of twelve De Luxe Photoplays, inspired by world-famous paintings, produced by San Diego Producers, Inc., directed by David Horsley. The plot of each picture is so fashioned that in the last scene the painting on which the picture is based is reproduced in exact likeness. "The Angelus" was inspired by Millet's well-known painting, and is not only beautiful pictorially but a decidedly worth-while two-reel novelty, which no exhibitor may overlook. The picture is an idyll of the French peasant life, enveloped in an atmosphere of rare charm, with rustic cottages, flowers and hay fields, and is told with touching simplicity. The action centers around the dramatic incidents in the life of a young souple who once were berated by a cure for kissing during the Angelus. Acting is convincing and natural, the heroine being especially winsome and appealing.

The Cast

The boy, the girl, the villain, cure and the girl's brother.

Summary—A photoplay of rare charm and beauty, whose simple story and beautiful background stir the emotions. Despite the weak climax, it should appeal to the higher class of audience.

"Buster's Skyrocket"

(Universal-Stern—Two Reels)

(Reviewed by M. T. Andrews)

THIS one is not up to the standard set by Buster's previous comedies. It looks as if the director ran out of ideas, for the principals here do little more than jump from one action to another without the slightest idea of what is it all about. Tige, the dog, is especially dull, and without him the picture doesn't seem to register more than a few scattered titters. Buster, Mary Jane and Tige engage in a game of indoor golf, smashing windows, mirrors and china, with the result that Mrs. Brown hires a tutor to keep the mischievous trio straight. The tutor, however, provides a fresh field for their pranks, until they escape and hide in a stolen munition car which is pursued by the police. Biggest share of fun follows when the fireworks are set off by shots from the police and chase the kids and the dog all over town.

The Cast

Buster .... Arthur Trimble
Mary Jane .... Doreen Turner
Tige .... Petey

Summary—Only a fair Buster comedy, but carries its bundle of fun for the followers of Tige the clever dog.

"Nobody's Business"

(Educational—Two Reels)

(Reviewed by M. T. Andrews)

LLOYD HAMILTON is featured in this seasoned vehicle, which gives him the opportunity for a wider scope of comedy than in many of his previous releases. There's no doubt that this tragic-faced comedian can hold his own with many of the top-notchers. Here he is impersonating a business man, proprietor of a lunch waggon, to be exact. He delivers the first parcel of laughs when grooming himself for business; his moth-eaten clothes fall to shreds at the slightest touch. Next he reads a letter from home on the trolley car andfinds that two ruffians are as much interested in its contents as he is. But the climax of fun comes in the lunch wagon when he serves inflated rubber for doughnuts, crushed straw hat for cornflakes and a good dose of brandy in his coffee. The wagon topples over into the ocean and lands on a submarine, which shortly after begins to submerge, leaving Lloyd in frantic efforts to save himself. Norman Taurog directed.

The Cast

Lloyd Hamilton, Dick Southerland, James Kelley, Stanley Blystone, Helen McNair and Eddie Boland.

Summary—Hamilton in one of his best comedies. There are plenty of ludicrous situations to satisfy the average fan.

"Buster's Mix-Up"

(Universal-Stern—Two Reels)

(Reviewed by M. T. Andrews)

ONE of Buster's best, replete with sparkling humor throughout, that will undoubtedly set the juvenile gallery shouting with glee. Buster gets himself in Dutch with Mary Jane, who attacks him with the family china. However, the resourceful Tige rushes to shield him with the lid of a wash boiler. When both are exiled and Mary Jane flirts with a freckled waif, clever Tige begs for money with a stolen cup, buys candy to propitiate her anger and chases Freckles away by putting burrs in his pants. Later Freckles takes Mary Jane riding on his bicycle, Tige pulls him off and she goes scooting down the hill alone. Buster rushes to the rescue and thus regains her favor.

The Cast

Arthur Trimble, Doreen Turner and Tige.

Summary—A corking juvenile comedy, in which Tige, the brightest of canine comedians, romps through with a large assortment of solid laughs. Should register strongly with any kind of audience.

"Scratching Through"

(Educational-Cameo—One Reel)

CLIFF BOWES is featured in this comedy, which is of the knockabout type, and is supported by Anna Styers, Jack Lloyd and Art Hammond. It is a spineless story, and although Cliff strains for effects he succeeds in producing only a few scattered laughs. He contributes most of the titters by his inexcusable bungling in going about his chores as the farm hand. He is in love with the farmer's daughter who, in turn, is coveted by a husky egg agent, Tiny Jones. Cliff gains the girl in the end after some of the furniture has been wrecked, a wrong person kicked, a whole shipment of eggs smashed and Cliff himself propelled skyward by "Brown Eyes" a farm mule. This is a fair comedy for average program.—M. T. ANDREWS.

Sandy

Snappy Drama of Modern Girl and Jazz Age

(Reviewed by George T. Pardy)

A GOOD box office attraction with up-to-date atmosphere, a jazz-mad flapper heroine and colorful settings, which should please the average fan and appeal particularly to the youthful ones because of the unusual amount of love interest which is packed into the story.

Madge Bellamy gives a very fine performance as the wilful, charming Sandy McNeil, who goes her own way in defiance of convention both before and after marriage, leaves her brutal husband and fascinates a couple of other men, with the result that one of the latter kills himself after shooting Sandy. An innocent man is accused of the supposed murder, but Sandy arises from her sick bed, hastens to court and saves him. She dies after restoring the rescued chap to the girl who loves him, thereby winning sympathy, which might otherwise have been non-existent, by paying folly's price. So you may say that the picture points a moral as well as entertains the spectators. The action is fast, Harrison Ford shares dramatic honors with the star, Bardson Bard scores as the merciless husband, Gloria Hope is pensively sweet and rather helpless as Sandy's good cousin and the support is adequate.

The Cast: Madge Bellamy, Leslie Fenton, Harrison Ford, Gloria Hope, Bardson Bard, David Torrence, Lillian Leighton, Charles Farrell, Joan Standing. Author, Elinor Meherin. Director, Harry Beaumont.

THEME. Drama. Sandy McNeil leaves husband for another man who subsequently shoots her and kills himself. She dies, but unites cousin to man latter loves.

PRODUCTION HIGHLIGHTS. Sandy and boy friend surprised in bungalow. Festive parties, colorful settings. Sandy's elopement. Shooting affair. Court trial. Sandy's death. Madge Bellamy's work as heroine.

EXPLOITATION ANGLES. Tell 'em story is by author of "Chickie." Stress idea of young girl defying conventions. Feature Madge Bellamy.

DRAWING POWER. Has general appeal. Suits majority of houses.

Produced and Distributed by Fox.
Length, 7,850 feet. Released April, 1926.

Production stills from the William Fox production, "Siberia," adapted from the story of Bartley Campbell

Scenes from the Producers Distributing Corporation picture, "The Prince of Pilsen."

For Heaven's Sake

New Lloyd Comedy a Laughing Riot

(Reviewed by George T. Pardy)

HAROLD LLOYD scores again in a comedy brimming over with wildly hilarious situations that ripple and splurge through its entire length, with laugh-provoking gags carried along on a tidal wave of strenuous action. There can be no doubt as to the box office value of this production, which appeals to young and old, is a perfect specimen of delightful fooling and a guaranteed cure for grouchiness. The plot is necessarily a light thing, yet it really contains more stamina than one looks for in a typical Lloyd feature and manages to work in quite a little sympathetic lure and suggestion of pathos during its manifold complications. Too much praise cannot be accorded Mr. Lloyd's brilliant character sketch of the easy-going young millionaire whom fate involves with an old mission worker and his daughter, starting him off on a gangster-converting crusade. Never has he put gags over more effectively. There is any amount of sure-fire slapstick angles in all of which the star hits the humor target with unfailing aim, while dainty Jobyna Ralston's natural charm and beauty shine refulgent in the heroine role. Direction and photography A-1.

The Cast: Harold Lloyd, Jobyna Ralston, Noah Young, James Mason, Paul Wiegel. Authors, John Grey, Ted Wilde, Clyde Bruckman. Director, Sam Taylor.

PRODUCTION HIGHLIGHTS. Swifty moving sequences on busses, street cars, etc. Star's effective acting. Kidnapping of hero, his rescue by drunken gangsters. The romantic flavoring, witty subtitles.

EXPLOITATION ANGLES. Boost as funniest film Harold Lloyd has yet sponsored. Play up as rollicking, mirthful comedy. Feature the star.

DRAWING POWER. O. K. for all theatres, large and small.

Produced by Harold Lloyd Corporation. Distributed by Paramount
Length, 5,356 feet. Released April, 1926.

The Prince of Pilsen

Musical Comedy Plot a Big Laughing Hit

(Reviewed by George T. Pardy)

THEY'VE transformed this well-known musical comedy success into a real laughing hit for the screen. All the keen farcical humor of the original is preserved and intensified in the film adaptation, with the addition of a thousand and one details that the camera visualizes and which the stage could never handle; bright, snappy action distinguishes the whole production and the acting is what might be expected from a company offering such names as George Sidney, Anita Stewart, Allan Forrest and Myrtle Stedman as principals, and talented support.

George Sidney is immense in the role of the plethoric, wealthy Hans Wagner, Cincinnati brewer, who gets mixed up in the affairs of a mythical European kindgom and ends up by marrying a princess, while his pretty daughter, Nelly, nets a prince released from an unwelcome marital engagement by Hans' success. Anita Stewart is a charming, vivacious Nelly, Allan Forrest and Myrtle Stedman score heavily in their respective roles and Otis Harlan is a burlesque scream as a roly-poly bandit chief. There are many picturesque backgrounds, handsome settings, good lighting prevails and photography is first-class.

The Cast: George Sidney, Anita Stewart, Allan Forrest, Myrtle Stedman, Otis Harlan, Rose Tapley. Authors, Frank Pixley and Gustav Luders. Director, Paul Powell.

THEME. Comedy. Rich American brewer and daughter, Nelly, get tangled up in adventures in European country, he unwittingly weds princess, she weds a prince.

PRODUCTION HIGHLIGHTS. Clever direction, deft mingling of romantic lure with farcical situations and suspensive development. Snappy action, comedy gags, colorful atmosphere, fine settings. George Sidney's work.

EXPLOITATION ANGLES. All the leading players are worth featuring. Play up Mr. Sidney, Anita Stewart. Refer to musical comedy's success.

DRAWING POWER. Gets the laughs, a good card anywhere.

Produced by Belasco Productions, Inc. Distributed by Producers Distributing Corporation.

Length, 6,300 *feet. Released May,* 1926.

Some interesting episodes from "Sandy," a William Fox production.

Siberia

Gripping Story of Life in Darkest Russia

(Reviewed by George T. Pardy)

THIS old-time melodrama by Bartley Campbell which attained world-wide fame as a leading stage attraction a decade ago, has been renovated and brought up to date in the film version with excellent results. Its story deals with the trials and adventures of two young lovers, Petroff, officer in the Imperial Army, and Sonia, a school-teacher who has cast her lot with revolutionists, the girl being eventually exiled to Siberia, where Petroff comes in the discharge of his official duties, risks all to save her and is nearly executed himself, when the Bolsheviki overthrow the Government.

There are any amount of tense emotional situations and numerous thrills, including the escape in a sledge of hero and heroine when pursued by wolves and a thoroughly satisfactory climax. Alma Rubens is an exceedingly alluring figure as Sonia, Edmund Lowe a likeable hero, with Lou Tellegen giving an impressive performance as the revolutionary leader who uses patriotism as a cloak to conceal his personal ambitions and does his best to secure Sonia for himself. The support is good, the Russian types are life-like and convincing, direction and photoplay well up to standard.

The Cast: Alma Rubens, Edmund Lowe, Lou Tellegen, Tom Santschi, Paul Panzer, Lilyan Tashman, Helena d'Algy, Vadim Uraneff, Harry Gripp. Author, Bartley Campbell. Director, Victor Schertzinger.

THEME. Melodrama. Sonia, school teacher, joins revolutionary conspiracy and is exiled to Siberia. She finally escapes with her lover, Russian officer, when Bolsheviki overthrow Government.

PRODUCTION HIGHLIGHTS. Stirring melodramatic action and emotional urge. Fine acting and direction. Scenic beauty of snow backgrounds. Prison incidents in Siberia. Chase by wolves, lovers' escape.

EXPLOITATION ANGLES. Feature Alma Rubens, Edmund Lowe, Lou Tellegen, Lilyan Tashman. Bill as thrilling Russian melo of love and revolution.

DRAWING POWER. Will win wherever high-class melodrama pleases.

Produced and Distributed by Fox.

Length, 6,950 *feet. Released March,* 1926.

Scenes from Harold Lloyd's latest comedy, "For Heaven's Sake," a Paramount picture

That's My Baby

New Doug MacLean Vehicle A Rollicking Comedy

(Reviewed by George T. Pardy)

DRIVING at a fast and furious gait, this merry, madcap farce, with its romantic pursuit by Douglas MacLean of a girl, while handicapped by the burden of a baby thrust upon him by an unscrupulous rival, hasn't a dull moment in it and should register as a big money-maker for exhibitors in general. Also, it promises to please MacLean's admirers from first to last and certainly adds luster to the star's reputation as a national fun-maker.

While the plot is a lightly constructed thing, there is so much action crammed into it, and principals and supporting players work in such perfect unison and with such vivacity, that the onlookers' interest in the swiftly flashing events never lessens; the great auto-aeroplane chase at the finish will stimulate any crowd to laughing enthusiasm. MacLean's engaging smile and magnetic personality are strong factors in putting over his clean-cut, irresistibly humorous portrayal of hero Alan Boyd, Margaret Morris wins all hearts by her dainty performance in the heroine role and the support is capital. The settings are colorful and the last word in lavish luxury. Photography, lighting, direction excellent.

The Cast: Douglas MacLean, Margaret Morris, Claude Gillingwater, Eugene Forde, Wade Boteler, Richard Tucker, Fred Kelsey. Authors, George Crone, Wade Boteler. Director, William Beaudine.

THEME. Farce Comedy. Boyd loves a girl whose mother dislikes him. A rival inflicts a strange baby on Boyd and proclaims him its father, but he wins girl.

PRODUCTION HIGHLIGHTS. Lively action, skillful direction, lavish settings and effective backgrounds. Star's pantomine and all-around good work. The harem girls. Big auto-aeroplane chase.

EXPLOITATION ANGLES. Boost as rapid moving farce comedy that's a riot of fun and MacLean's best up-to-date.

DRAWING POWER. Good box office bet for any theatre.

Produced and Distributed by Paramount.
Length, 6,805 feet. Released April, 1926.

Art Acord in "Rustler's Ranch," a Universal release in which he is starred.

Scene from "The Devil Horse," a Pathe production

Old Loves and New

Nothing Better This Season For the Fans

(Reviewed by J. S. Dickerson)

THIS is undoubtely the best box office picture Sam Rork has ever made which is saying considerable. It bothers little about a "theme," but just starts briskly telling the ever-interesting, even though familiar story, of the man who is disillusioned by an unfaithful wife but who lives to find a new and better romance. In this instance the second matrimonial venture is with the widow of the man who wrecked his first marriage.

Lewis Stone is excellent as the husband whose wife strays from the straight and narrow. Katherine McDonald is the straying wife and incidentally celebrates her return to the screen with some real acting. Walter Pidgeon, a comparative newcomer, gives a fine performance as the philanderer. Barbara Bedford is the heroine while Mr. Rork's daughter does well with a role that did not permit of the display of any great histrionic ability.

The production is first-class in every way. There is suspense, plenty of characterization, notably that given by Tully Marshall, and oodles of romance.

A bang up picture for the fans of most any kind of house.

Thé Cast: Lewis Stone, Katherine McDonald, Tully Marshall, Barbara Bedford, Walter Pidgeon and Ann Rork. Adapted by Marion Fairfax. Directed by Maurice Tourneur.

THEME. Story of a disillusioned Englishman who retires to the Arabian desert when his wife proves unfaithful, there to find a new and better romance with the widow of the man who wrecked his home.

PRODUCTION HIGHLIGHTS. The excellent English atmosphere. Stone's scene at the bedside of his son. The death of Carew by the elephant. The excellent desert backgrounds.

EXPLOITATION ANGLES. The title and cast. Provides opportunity for "sheik" lobby displays and prologues and for tie-ups with book stores on the novel from which the picture was made, The Desert Healer.

Produced by Sam Rork and Marion Fairfax. Distributed by First National.
Length, 6,500 feet. Released April, 1926

The Devil Horse

Sagacious Equine Star in Live Western

(Reviewed by Frank Elliott)

WE doff our sombrero to Hal Roach, Fred Jackman and everyone identified with the making of this truly remarkable picture play. Perhaps the most praise that one can give this one is to say that it eclipses ''The King of Wild Horses'' and ''Black Cyclone.'' To begin with, Mr. Roach has supplied a real story in this instance—one which gives Rex, his remarkable horse star, opportunity for some startling work. And Rex comes through with flying colors. So do Lady and The Killer, his equine supporting cast.

The human players, especially Yakima Canutt, also have plenty to do and do it well. The picture is enacted against a kaleidoscopic background on natural settings which may safely be ranked with the best the screen has ever offered. ''The Devil Horse,'' supplies the demand for ''something different.'' There isn't a lagging moment in it. The fight between Rex and The Killer is just one of the examples showing how much patience must haxe been required to make this novel film play. There is a stirring attack on a fort and an equally exciting rescue by cavalrymen. There is some hard riding that will bring any audience to the edge of the seats.

The Cast: Rex, The Killer, Lady, Yakima Canutt, Gladys McConnell, Robert Kortman, Roy Clements. Author, Hal Roach. Director, Fred Jackman.

THEME. Epic drama of West in which Rex, a horse, plays important part in helping white men defeat Indians. Rex also wins Lady, his equine fiancee.

PRODUCTION HIGHLIGHTS. The photography. The beautiful natural backgrounds. Dave's ride to rescue girl. Battle between Rex and Killer. Fight between Dave and chief.

EXPLOITATION ANGLES. Play up horse Rex as greatest animal star in greatest role. Get publicity into schools to interest children.

DRAWING POWER. Novel and suitable for best houses everywhere.

Produced by Hal Roach. Distributed by Pathe.
Length, Six Reels. Release not given.

Comedy highlights from the current Paramount production, "That's My Baby."

Group of highlights from the Sam Rork production, "Old Loves and New," released through First National

Rustlers' Ranch

Lots of Action in Brisk Western

(Reviewed by George T. Pardy)

IN addition to the rapid action, thrills, fast riding and fighting stuff that is expected in the popular brand of Western pictures, this feature makes considerable appeal to animal lovers through the intelligent work of two four-footed actors, Art Acord's sagacious horse, Raven, and equally knowing dog, Rex.

The star's two pals help the feature's interest along amazingly and Acord himself is kept busy all through the five reels executing sensational feats of horsemanship, bringing off rescue stunts and scrapping with energetic zeal. It's left to Olive Hasbrouck, playing the heroine, to assume the aggressive when it comes to love-making tactics, and she does so with complete success, even though her backward lover tries to make her marry another fellow. Art Acord is seen as a gallant cowboy who craftily intervenes between a widow and scheming banker who wants to seize the latter's mine. He frustrates the villain and wins the widow's daughter. Edith Yorke gives a good performance as the widow Shawn and capable support is given the principals. Direction and photography O. K.

The Cast: Art Acord, Olive Hasbrouck, Duke R. Lee, George Chesbro, Edith Yorke, Matty Kemp, Stanton Heck. Author, W. C. Tuttle. Director, Cliff Smith.

THEME. Westerner. Cowboy saves the daughter of widow ranch owner from drowning, foils plot of wealthy banker to seize the mother's mine, wins the girl.

PRODUCTION HIGHLIGHTS. Colorful Western atmosphere and scenery. Fast action, thrill punches, romantic development. Art Acord's riding feats, fighting stunts. Clever work of trained horse and dog.

EXPLOITATION ANGLES. Bill as fast Western melodrama. Feature Art Acord, Olive Hasbrouck. Stress clever trick work of horse and dog.

DRAWING POWER. Should win wherever regulation Westerners are popular.

Produced and Distributed by Universal.
Length, 5,230 feet. Released April, 1926.

THE CHECK-UP

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In the way exceptional cases, reports which might be taken alone, and such individual differences of opinion are averaged up

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
ASSOCIATED EXHIBITORS						
Skyrocket, The	—	—	10	—	70	7,350 Ft.
FAMOUS PLAYERS						
American Venus, The	—	2	9	2	70	7,931 Ft.
Behind the Front	—	—	1	9	97	5,555 Ft.
Grand Duchess and the Waiter	—	6	—	6	70	6,314 Ft.
Hands Up	1	3	14	—	62	5,883 Ft.
Mannequin	—	4	12	1	65	6,981 Ft.
Moana	—	3	6	—	60	6,133 Ft.
New Klondike	—	—	9	—	70	7 Reels
Song and Dance Man, The	—	—	11	—	70	6,997 Ft.
Splendid Crime, The	—	6	9	—	58	6,069 Ft.
Wanderer, The	1	2	4	3	68	8,173 Ft.
FILM BOOKING OFFICES						
King of the Turf	3	3	3	—	43	6,210 Ft.
Tough Guy, The	—	2	4	6	80	5,455 Ft.
FIRST NATIONAL						
Far Cry, The	—	—	11	—	70	8 Reels
Irene	—	—	1	9	97	9 Reels
Just Suppose	—	1	5	2	74	7 Reels
Rainbow Riley	—	—	6	—	70	6,450 Ft.
Too Much Money	—	8	4	—	50	7,600 Ft.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
FOX						
Road to Glory, The	—	—	9	—	70	5,600 Ft.
METRO-GOLDWYN-MAYER						
Auction Block	2	2	4	—	50	6,239 Ft.
Black Bird, The	—	1	6	1	70	6,688 Ft.
Devil's Circus, The	—	—	8	—	70	6,750 Ft.
PROD. DIST. CORP.						
Made for Love	—	6	—	—	40	5,700 Ft
Million Dollar Handicap, The	—	6	—	—	40	6,117 Ft.
STATE RIGHTS						
Double Fisted	—	5	5	—	55	5,000 Ft.
Ladies of Leisure	—	6	—	—	40	5,257 Ft.
UNIVERSAL						
Arizona Sweepstakes, The	—	2	7	1	67	5,418 Ft.
Beautiful Cheat, The	4	—	8	—	53	6,583 Ft.
Blue Blazes	—	—	10	—	70	4,659 Ft.
Cohens and Kellys, The	—	3	3	3	70	7,774 Ft.
Desperate Game, The	—	—	9	—	70	4,450 Ft.
Six Shooting Romance	—	—	8	—	70	4,837 Ft.
Sky High Corral	—	—	8	—	70	4,871 Ft.
What Happened to Jones	1	2	5	—	64	6,700 Ft.
WARNER BROS.						
Night Cry, The	—	—	9	—	70	7 Reels
Sea Beast, The	—	—	—	3	100	7 Reels

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Date,..

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.

TITLE OF PICTURE	DISTRIBUTED BY	WEATHER CONDITION	REPORT Big, Good, Fair, Poor

Class of patronage..........

Theatre.

Population of Town..........

City..........

State...

Regional News from Correspondents

Philadelphia

ANNOUNCEMENT has been made of the wedding, on May 12th, of Miss K. Louise Schad, daughter of Dr. and Mrs. H. J. Schad, of Reading. Dr. Schad is head of the Carr and Schad chain of theatres and president of the M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware. Following the ceremony at the home of the bride's parents, the couple will take a wedding trip to the Pacific Coast to attend the annual convention of the M. P. T. O. A., in Los Angeles.

Edgar V. Moss, Philadelphia branch manager for the Fox Film Corporation, who was taken seriously ill the day before he intended departing for the Pacific Coast to attend the annual convention of Fox Sales executives, is rapidly recovering in St. Joseph's Hospital from a mastoid operation.

Ray J. O'Rourke, a member of the sales force of the Philadelphia office of Famous Players, was recently married at St. Malachi's Church to Miss Margaret Davis, daughter of Mrs. Anne Davis, of 1751 N. Park Avenue, Philadelphia.

Jules E. Mastbaum, president of the Stanley Company of America, and his family and Alec R. Boyd, vice-president of the company, left recently for a two weeks' stay at French Lick, Ind. Mr. Mastbaum will also visit other places in the Middle West in the interests of the Stanley Company.

M. J. McCool has been added to the staff of Motion Picture Censors for the State of Pennsylvania and will be under the supervision of Harry L. Knapp, who is at the Board headquarters in Philadelphia. Mr. McCool will make his headquarters in the Pittsburgh office.

Associated Exhibitors was recently admitted to membership in the Film Board of Trade, making the total membership of the Philadelphia organization sixteen, one of the largest in the United States.

H. Crist will operate the Central Theatre, Ephrata, Pa., formerly operated by H. Essenger under a lease.

The Palace Theatre, Schuylkill Haven, Pa., has closed down for an indefinite period, following the transfer of the lease from Charles Sharadin to a new lessee 'whose identity is unknown. Edward Zimmerman is the owner of the house.

Tom Bible, who joined the sales force of Associated Exhibitors a short time ago, has resigned and will become affiliated with the Keystone Film Corporation.

Green & Altman are making preparations for the remodeling and renovation of the Jefferson Theatre, North 29th Street, Phila.

Buffalo

AN entertainment and dance was held by Local Union 396, Motion Picture Projectionists, of Binghamton, N. Y., in Kalurah Temple, Wednesday evening, April 14. The proceeds went into the sick benefit fund. Earl Tuttle was chairman of the arrangements committee. A feature film was shown from 7:30 to 9, when dancing started and continued until the wee sma' hours. Assisting Chairman Tuttle were Henry Cole, Charles Johnson and James Holly.

Eric Clarke, managing director of the Eastman, Rochester, announces that during the summer months the final performance will begin at 9:30 instead of 9, so that golfers and other sports followers may get to the theatre in time for a complete performance.

The Lincoln Theatre in Rochester has installed a new Wurlitzer orchestral organ and made improvements in the booth equipment, including Peerless low intensity lamps.

Warsaw, N. Y., has decided to hold an informal election soon to give the people an opportunity to express themselves on the adoption of daylight saving time. It is proposed to have the new time from April 30 to September 14, if approved.

The houses controlled by Publix Theatres Corporation in the Buffalo and Albany zones have joined the Motion Picture Theatre Owners, State of New York, in either the Buffalo and State capital districts.

The members of the Film Board of Trade of Buffalo gave a farewell dinner Saturday evening, April 17, in honor of Henry W. Kahn, who is leaving the Buffalo Metro-Goldwyn-Mayer exchange to assume the management of the Metro-Goldwyn-Mayer office in Memphis. Frank J. A. McCarthy, president of the board, was chairman of the arrangements committee. Mr. Kahn has been manager of the Metro office and later the combined Metro-Goldwyn-Mayer exchange for many years.

P. J. Swift, manager of the Warner Bros. exchange, has been assigned to an executive position in the New York home office and has been succeeded in Buffalo by C. E. Almy, who comes from the Merto-Goldwyn-Mayer exchange in Cleveland.

Dave Miller, of the Universal office in Philadelphia, has been appointed manager of the Buffalo "U" exchange, succeeding Charlie Goodwin, who remains as a member of the sales staff.

Al Teschmacher has resigned as booker at the Associated Exhibitors exchange to devote all his time to his Casino Theatre. He has been succeeded by Frank Young, formerly with Select, Renown and recently Freedom. Leo Murphy has resigned from the A. E. sales staff.

Joe Miller, manager of the Renown office, assisted by his brother Matty, is making a drive for contracts on the new Tiffany product which the exchange is handling in Western New York.

George J. Hughes, formerly with Pathe, has been engaged by Richard C. Fox as a member of the sales staff of the Freedom Film Corporation.

Charlie Johnston has resigned from the Warner Bros.' sales force and expects to announce a new connection in a few days.

The Harvard Theatre, a new community house, was opened in Syracuse, Sunday afternoon, April 11. The theatre is located at 524 Wescott Street, at Harvard Place.

J. H. Michael, chairman of Buffalo Zone, and Bill Dillon, of Ithaca, State president, journeyed to Syracuse on Tuesday, April 6, to meet with Salt City exhibitors and discuss the new uniform contract and the affiliation with the Hays organization.

Newly incorporated motion picture companies, entering the business in New York State, and filing the necessary papers with the secretary of state during the past week, included the following: Russell Fanning, Inc., capitalization not stated, Russell Fanning, Edith Fanning, Frank Holt, New York City; The Vitaphone Corporation, capitalization not stated, Abel Thomas, Stanleigh P. Friedman, Harold S. Bareford, New York City; Visual Test Sales Company, of New York, Inc., $10,000, Edward I. Symonds, Los Angeles, Cal.; Ilsley Bonne, W. A. Yoke, New York City; Playhouse Theatres, Inc., $20,000, Florence Lane, Anne Kessler, Lillian Hotchkiss, Brooklyn; A. S. Friend Companies, $750,000, Arthur S. Friend, Elizabeth Fingeroth, Thelma M. Kleiman, New York City.

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St. Louis

CHARLEY FERRIS has sold his Photo Play Theatre, Lovington, Ill., to R. B. Maxwell, who also operates the Illinois Theatre, Sullivan, Ill. Ferris, in turn, takes over the Garden Theatre, Arthur, Ill., which his brother, Earl Ferris, has been operating.

Joe Ireland, who formerly operated the Jefferson Theatre, Sullivan, Ill., has organized a local stock company to erect a new theatre in Sullivan.

Carson Metcalfe, of Metcalfe & Kincaid, operators of the Opera House, Greenfield, Ill., is back from an extensive trip to the South.

George Wagner and Tommy Tobin on Monday, April 5, took charge of the Reese Theatre, Cairo, Ill.; Palm Theatre, Mound City, Ill., and the Lyric, Mounds, Ill.

R. J. Hershfield has added the Rodelia Theatre, Bland, Mo., to his string of houses.

Bill Barron, manager of United Artists, departed for Little Rock, Ark., to attend the convention of Arkansas exhibitors in that city opening on April 11. Guy Bradford, Arkansas salesman for United Artists, also attended the gathering.

T. Y. Henry, district manager for United Artists, is scheduled to pay us a call this week.

Exhibitors seen along Picture Row during the week were: Green Luttrell, Jacksonville, Ill.; S. E. Pertle, Jerseyville, Ill.; Jimmy Clayton, West Frankfort, Ill.; A. L. Crichelow, Temple Theatre, Alton, Ill.; Rex Barrett, Cozy Theatre, Columbia, Mo.; Robert Curran, Buckner, Ill.; W. L. Muhlenbeck, West Frankfort, Ill.; Harry Mueller, Idle Hour Theatre, Festus, Mo.

G. E. McKean, manager, and Bob Werth, city salesman for Fox, are attending the convention in Los Angeles, Cal.

John Marlowe, of Herrin, Ill., plans to open his big amusement park near Herrin next month. During the off season he has made many improvements to the place. It is the Mecca for thousands from all parts of Southern Illinois when Old Sol is doing his darndest.

Lew Bent, popular F. B. O. salesman, has shaken off his rheumatics and is again hitting on all cylinders. J. H. Safferty, of Universal, is another go-getter that grabbed off a flock of fat contracts with play dates the past six days.

Harry Saunders, formerly with First National, has returned to the Universal sales organization. Sol Rose, Universal salesman, resigned April 10.

The Southampton Theatre, St. Louis, Mo., has closed. It has been under the management of Inger & Fishman. They plan to open their new Palm Theatre on Union Boulevard within the next few weeks.

Charley Hamilton is said to contemplate reopening the Marshall Theatre in Maplewood, Mo. He is considering a combination vaudeville and picture program.

Jim Reilly, Alton, Ill., picture magnate, back from California, arrived in time to get in on the record snowfall of the season. He is now sorry that he didn't imbibe more of the California atmosphere.

The Palace Theatre, Springfield, Ill., is again under the management of Gus Wycoff.

The Downtown Theatre Company, capitalized at $25,000, has been organized in St. Louis to operate and conduct theatrical and amusement performances. The incorporators are: George Bowser, Robert W. Hammerstein and Leo Rassieur, Jr. The organization, which is said to be affiliated with the Skouras interests, it is understood, will operate the Capitol Theatre, in which Bowser purchased a substantial interest recently.

The Senate Theatre, Broadway, near Market Street, St. Louis, held its grand opening on Saturday, April 10, and many of the film exchange men and other exhibitors were the guests of the owners, Charley Goldman and Julius Laventhal. The Senate has a seating capacity of 800 and is among the best theatres of its type in St. Louis. Goldman and Laventhal also own the Astor and Rainbow Theatres on Broadway.

Tom Leonard, of Progress Pictures, is his old self again. The local baseball season opened on Saturday, April 10.

Metro-Goldwyn-Mayer has two additions to its local sales staff in the persons of Robert Green, formerly with Warner Brothers, and W. F. McTighe, a student from New York City.

Henri Chouteau, who owns the Liberty Theatre Building and Odeon, sometimes used for motion picture shows, and who plans to erect a number theatre on Dalmor Boulevard, near the Liberty, has been endorsed for the Republican nomination for Congressman from the Eleventh Congressional District.

An electric spark ignited some motion picture film and caused a fire in the projection room of the Majestic Theatre, 1022 Franklin Avenue, St. Louis.

The audience, consisting largely of children, left the auditorium in an orderly manner. The projectionist succeeded in confining the flames to the projection booth and the blaze was extinguished by the theatre employes before the arrival of the fire department. The damage was estimated at $500.

Canada

A COMPREHENSIVE social and athletic club for all employes of Famous Players Canadian Corp., Toronto, and affiliated or subsidiary companies in Toronto has been organized under the provisional presidency of T. J. Bragg, comptroller of Famous Players Corp. The association takes in Famous Players, Regal Films, Ltd., Famous-Lasky Film Service, Ltd., Pantages, Hippodrome, Regent, Tivoli, Palace and many suburban houses of the city. An organization meeting has been held at the Tivoli Theatre, Toronto, with about 40 representatives present, when it was decided to hold the first general meeting of the club on Sunday, April 25. The chairman of that meeting, Tommy Daley, manager of the Tivoli, outlined the purposes of the association, the program including boat trips, athletic meets, picnics and games in the summer and hockey, skiing, bowling, dances, etc., in the winter.

Honorary officers include N. L. Nathanson, managing director of Famous Players Canadian Corp., J. P. Bickell, vice-president of that corporation; Arthur Cohen, vice-president of Regal Films, Ltd.; Maurice Milligan, general manager of Famous-Lasky Film Service, and W. D. Ross.

T. J. Bragg is president, N. K. Miller, manager of Toronto Pantages, first vice-president; T. S. Daley, of the Tivoli, second vice-president; J. A. Matheson, secretary-treasurer; board of governors, Clarence Robson, supervisor of theatres for F. P.; Harry Sedgwick, Phil Kauffman, general manager of Regal Films, Ltd.; Harvey Williams, manager of the Beach Theatre; trustees, H. V. O'Connor, Toronto manager of Regal Films; A. C. Benson, Toronto branch manager of Famous-Lasky Film Service, and N. G. Barrow; auditors, J. Collard and J. Taylor.

Harvey Williams is chairman of the athletic committee, B. Geldsaler is chairman of the social committee, and Charlie Querrie, manager of the Palace Theatre, has been appointed chairman on constitution and by-laws.

Others who have been chosen include Archie Laurie, of Pathe; I. Taylor, J. Denoid, R. Dale, H. Ash, Sam DePass, Mrs. M. Oake, Miss Betty Brown, Miss M. Habrick, W. Browne, Miss D. Wilson, Leo Hague, W. Legassicke, W. O'Neil and A. McCunn.

The establishment of the new town of Gatineau, Quebec, on the Ottawa River, near Ottawa, by the International Paper Company of New York as an industrial centre for the manufacture of pulp products has attracted the attention of several moving picture men in eastern Canada with a view to the opening of a theatre in the new place which, it is expected, will shortly have a population of 10,000 persons.

With business taking a real spurt, the Imperial Theatre, Ottawa, Ontario, has been doing considerable improving. The front, lobby corridors and other sections of the theatre have been redecorated and ornamented with flowers, a new Velvet Gold Fibre screen has been installed and a new Steinway grand piano has been purchased, this being the second instrument in use in the theatre. Incidentally, Manager J. T. Moxley has raised the admission prices slightly, night prices being advanced from 27 to 30 cents and matinee prices from 16 to 20 cents. The Imperial, which was long operated by the late Harry Brouse, has performed a real comeback in recent weeks.

Walter F. Davis, manager of the Empress Theatre, Edmonton, Alberta, has returned to Edmonton after spending five weeks in Alabama to be with his aged mother, who had been sick.

Three officials of Famous Players Canadian Corp., Toronto, attended the Publix convention at Atlantic City, N. J., these including Clarence Robson, of Toronto, Eastern division manager; H. M. Thomas, of Winnipeg, Manitoba, Western division manager, and John Arthur, Toronto, director of presentations.

One theatre in Ottawa, Ontario, has found that it could not get along without its old name. This is the Casino Theatre, which was recently again acquired by Fred Leduc, after it had been operated for about two years by Messrs. Froman and Petigorsky, of Ottawa, during whose regime the house had been operated under the title of Majestic Theatre. When Mr. Leduc became proprietor once more one of the first things that he did was to bring back the old popular and familiar name of "Casino." The theatre presents feature pictures, serials and comedies, along with vaudeville.

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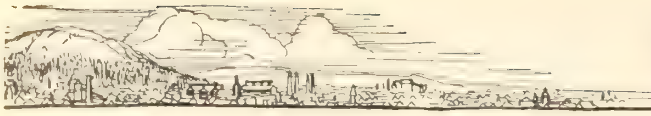


Seattle

AL. ROSENBERG, of the DeLuxe Film Exchange, recently received a letter from his six-year-old son, who is visiting in Los Angeles. Enclosed was a dollar bill, presented to Bobby by Jackie Coogan for winning a kiddie's song contest staged recently at the Uptown Theatre in Los Angeles.

R. A. Kelsey, of the Ruby Theatre, Cheland, Wash., was a recent visitor on Film Row, where he booked a number of spring attractions for his house.

Paul Gray, Western exploitation director for Pathe Exchanges, left last week for New York upon receipt of a call from the home office.

Fred Richards, a newcomer in the ranks of the film salesmen, and Frank H. Randolph, formerly with Hodkinson several years ago, were added to the sales staff of the Universal exchange last week by Manager James Reilly.

Marvin Dryness, for several seasons the booker at Manager L. A. Samuelson's Pathe exchange in this city, last week announced his resignation from that company, and has been succeeded by F. L. Quiett, assistant booker. R. Zehdenrust has succeeded Mr. Quiett in the assistant's capacity.

Among the theatre owners and operators from out of town who have been visiting in Seattle recently, were W. D. Gross and Mrs. Gross, of Alaska. Reports that are current at the present time indicate that Mr. Gross will soon announce the purchase of a suburban house in this territory and that he and Mrs. Gross will make their home in this city for the greater part of each year.

F. S. Hopkins, new Western division manager for the Associated Exhibitors exchanges, arrived in town last week for a short visit with Manager R. S. Stackhouse.

"Dad" Abbott, theatre magnate and automobile dealer, of Sedro Woolley, Wash., spent a few days in this city recently, booking some late spring pictures for his Eastern Washington house.

Dave Bershon, Western division manager of the Metro-Goldwyn-Mayer exchanges, arrived in Seattle last week for a visit with Manager Clarence Hill, and brought with him sales reinforcements fro mCalifornia to assist the local office in staging an intensive sales drive. Accompanying Mr. Bershon were the Messrs. Wagner and Shaw, from Los Angeles, and Messrs. Olson and Weinstein, from San Francisco. These four, in company with Messrs. Wingham, Saffle and Beckman, of the local office, now make up Manager Hills' sales staff.

K. V. Kessler, owner and manager of the New Liberty Theatre, in Helena, Mont., was a visitor on Film Row last week.

R. S. Stackhouse, of the Associated Exhibitors exchange, is the proud possessor of a new Chrysler motor car, one of the results of his winning second place in the national sales drive conducted by his company last month.

Harold F. Moore, manager of the Film Booking Offices exchange in Portland, spent the last weekend in this city. He was accompanied on the trip by Mrs. Moore.

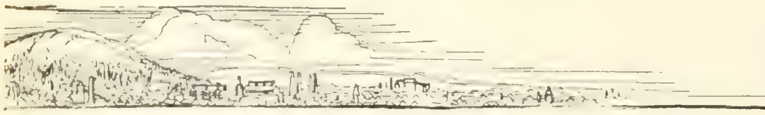
Harry C. Arthur, Jr., general manager of the North American Theatres Corporation, associated with P. D. C. and other interests, was the subject of many newspaper articles last week upon the completion of the purchase of the Jensen-VonHerberg circuit. All articles complimented the 30-year-old magnate upon his tremendous success in the field since he began as a film salesman in this city six years ago.

An intensive sales campaign is being put over in this territory by Manager Fred Sliter, of the First National exchange. Mr. Sliter's force has been strengthened by the addition of A. A. Bruce to the sales staff, associating with Percy Hurst in the Eastern districts.

Charles Beale, formerly associated with Manager H. A. Black's Vitagraph exchange in this territory several seasons ago, returned last week to join Manager Arthur H. Huot's Film Booking Office exchange in a sales capacity.

On his tour of the entire list of Producers' Distributing Corporation exchanges, E. S. Wagoner, accessory man from the home office, visited Manager W. H. Drummond's local office last week.

J. Gaven, former manager of the Liberty Theatre in Butte, last week announced that he has become associated with Dr. Bethel's theatrical enterprises in Helena, Mont., and henceforth will occupy the office of manager of the Liberty Theatre in the latter city.



Butte

UNIVERSAL Exchange Manager "Billy" Heineman and his salesman, O. B. Hemson, left Butte April 2 for the big Universal convention to be held in Universal City, Los Angeles, for all branch managers of the Western division. The Butte contingent expect to have one of the biggest times of their lives.

Harry Meyer, counsel and secretary for the Montana Film Board of Trade, is calling forth considerable attention in Butte by his splendid work among the exchanges in conducting semi-monthly fire drills.

Frank Murphy, branch manager of Famous Players, has just returned from a most profitable and enjoyable convention of his organization at Atlanta.

Manager William Hughardt leaves soon for New York, to be present at the Pathe gathering of managers, salesmen and exploitation men.

Carl Wheeler, of Lame Deer Theatre, Lame Deer, Mont., writes Universal exchange that his theatre will be closed in accordance with the reservation rules and regulations and will not open again until next September.

W. J. Heineman has had a busy week preparing for the trip to Los Angeles.

M. A. Dore is the booker for Universal who has not been many moons in Butte but is too busy to know much about the city.

Other members of the staff ore Pearl Hendry, cashier; Anne Roche, biller; John F. Williams, poster clerk and Riegger, the new shipper.

Walt K. Millar, exchange manager for Greater Features, is out of the city and touring the Montana highline.

C. R. Wade, exchange manager for Producers, has just returned from a trip into eastern Montana.

J. J. Harrington, head salesman for the Montana territory, is home from a First National tour and is making plans to attend the big Associated First National conclave at Los Angeles.

Montana is much interested in the resignation of Charlie Koerner, head of the Portland First National exchange. Mr. Koerner went from the Associated First National exchange of Butte to Portland. While here he made a host of friends in the entire State who will wish to felicitate him on his new venture, whatever it may be.

Herman Strasberger, former salesman for Pathe, has resigned.

Tom Walsh, of Pathe, is working the western part of the State.

Warner Bros. has been represented here by G. C. Jones the past week. It is his first trip into Montana.

Dave McElhenney, salesman for Metro-Goldwyn-Mayer, has recently had his tonsils removed. At this writing he is making the round of his string of theatres.

Announcement comes to Butte that Frank Bailey, former owner of the American Theatre, is now residing in Los Angeles. Mr. and Mrs. Bailey are entertaining a former partner, George Grombacher, who had at one time interests in Seattle, Portland and Butte theatres.

Albert Nadeau, exhibitor, of Anaconda, from the Bluebird Theatre, was in the city last week, doing film shopping.

Texas

JACK JACKSON, well known throughout the South as a publicity agent, is in town on a business trip.

The Ritz Theatre will open April 15, according to an announcement by the management. Le Mayne Veglee, from California, has been engaged for the opening week.

The Louis L. Dent Incorporation of Dallas has leased the Palace Theatre, at McAllen, Tex., and the management has been taken over by D. Callahan, from the Dent office. The lease is for five years. Several other theatres in the valley are to be leased by this organization if satisfactory terms can be arranged, it is announced.

The Palace Theatre was completed only a few months ago by Louis Gerlts at a cost of $135,000.

Otto Brauer, South Texas representative for Universal Film Exchange, who has been confined to the hospital following a slight operation, is again calling on the trade.

L. Smiley Buchanan, secretary of the Home State Film Company, Dallas, Tex., made a business trip to Houston last week. Mr. Buchanan will visit the valley before returning to the home office.

Louis Pellrin, representing the Liberty Film Exchange, has been in town for several days with a grip full of contracts for the new fall releases.

The unified organ has been set up in the new Ritz Theatre and will have a tryout five days before the opening date. The admission price for the Ritz has been announced as 15 cents and 5 cents. Twelve hundred and sixty seats are in the theatre.

The Harve-Holland Theatre, playing under tent, was partly blown down last week, when an 82-mile gale struck Houston.

Word has been received from J. Frank Shea, former city manager for the Houston Southern Enterprise Theatres. Mr. Shea is connected with Paramount, out of the Boston office.

Jack Burke, San Antonio theatre man, with holdings in Houston, was in town over the week-end.

Doc Bock, manager of the Prince Theatre, is in Waco and Mexia, Tex., on a business trip.

Salt Lake City

GUS BROWN and his wife were visiting Film Row this week in the interest of the Liberty Theatre, a new house which they have built at Mackay, Idaho. This theatre will open about April 15.

The local Metro-Goldwyn-Mayer exchange, under the management of Joseph F. Samuels, is adding a new sales representative to their staff in the person of R. F. Egner, who will be assigned to the Utah territory.

Branch Manager Samuels is back from a successful swing through the coal camps and the entire Southern Utah territory. C. E. Parr is again in his Idaho territory, after having men detained in the local office due to the serious illness of his child.

David T. McElhenney is still up in the Montana territory with his M. G. M. product, while C. M. Stern is busily engaged in Southern Utah.

W. E. Shipley, manager of the Gem and Empire Theatres of this city, has returned from his pleasure trip to Florida and Cuba. Shipley was accompanied by his assistant manager, P. C. Peterson, who has also returned.

H. Bradley Fish, Fox manager here, is leaving immediately for the convention in Los Angeles.

J. L. Tidwell, Utah salesman for Fox, has gone on another trip through Idaho. H. A. Black, Montana representative, was here for a few days during the recent visit of Max Roth, home office representative.

J. W. Simmons, owner of the Orpheum Theatre at Oakley, Idaho, is in this city for a few days, attending to his bookings.

Al Hager, of the Rex Theatre at Idaho Falls, has also been in on business this week.

George Mayne, owner of the Preferred Pictures exchange here, leaves April 12 for the Idaho branch, where he will be the remainder of the month.

C. W. Peck, Jr., booker at the Universal exchange here, has received a very welcome telegram from Carl Laemmle, congratulating him on his tenth anniversary of faithful service to the company.

Mathew Aparton, branch manager for Universal in this city, and the Universal sales representatives are expected back from the convention about April 17.

The Peery Brothers, of the Egyptian Theatre at Ogden, Utah, were visiting Film Row this week.

L. A. Davis, manager of the local F. B. O. exchange, who has been attending the convention in Los Angeles and making a tour of the coast cities, is expected back this week.

W. T. Withers, F. B. O. salesman, is making his Montana territory, while J. K. Solomon is working around Salt Lake for a few days in order to meet Manager Davis upon his return.

W. H. Rankin, of Warner Bros., returned a few days ago from the Montana territory and has now left for Boise, Idaho.

G. C. Jones, Warner Bros. sales representative, will return about April 15 from an extended trip throughout Montana. M. F. Keller has just left for a trip through Southeastern Idaho and Wyoming, according to K. K. Pack, assistant manager, who is in charge of the office during the absence of Manager Rankin.

Frank Hopkins, district manager for Associated Exhibitors, is expected to arrive in the local exchange April 8.

J. A. Epperson, Pathe manager here, is figuring on a trip to New York to attend a sales convention the latter part of April.

Bob Epperson, Pathe sales representative, is reported to be in line for the wedding bells.

Milton Cohn, United Artists salesman, is now making all of the key cities of Montana.

Dave Frazer, district representative for Producers Distributing Corporation, is now visiting the Salt Lake office.

L. W. Weir, division manager for Producers Distributing Corporation, stopped in this city on his way to the district managers' convention which precedes the national sales convention.

Eddie Walton, who has been manager of the Greater Features exchange in Denver for the past several years, has resigned to accept a position in the sales personnel of Producers Distributing Corporation here.

F. C. Dahnken, one of the owners of the American Theatre here, and C. F. Montgomery, manager of the American, have returned to this city after completing all arrangements preparatory to the building of their new theatre, located at Seventh and Main Streets, in Boise, Ida. The Theatre is to be constructed along the Egyptian lines, and is to be equipped with the finest equipment attainable, including 1,500 of the latest upholstered Haywood-Wakefield opera chairs and a $1,000 Wurlitzer pipe organ. The theatre will be under the general supervision of C. F. Montgomery. Dahnken left here April 3 for New York City to supervise the construction of his new $750,000 theatre in the Richmond district there.

Arrangements have also been completed to make other extensive improvements in the American Theatre here by September 1.

Harry Kreiter, formerly with Producers Distributing Corporation here, has returned to Los Angeles, and will be associated with one of the film companies in the Imperial Valley.

The Associated First National exchange here, under the management of W. F. Gordon, won the third prize during a recent sales drive, and Gordon had the special delight of distributing the various checks to the employes as a reward for their efforts.

L. J. McGinley, manager of the local Famous Players-Lasky exchange, and all of the sales force have returned from the convention at Atlantic City.

Louis Marcus, Famous Players-Lasky district manager, has also returned.

Cincinnati

CHICK ROBINSON is the new cashier at the local Paramount exchange, taking the place of Amy Valerio, who recently resigned.

Rena Leake, former chief accountant with the local Paramount exchange, has assumed the same duties with the new United Artists exchange, recently opened in Charlotte, N. C. C. E. Peppiatt, who until a few weeks ago was local manager for the Famous Players, is managing the new United Artists exchange in the Carolina city.

Dick Martin, Ashland, Ky., exhibitor and at that the onlyexhibitor in this Blue Grass city, is now the proud owner of a fleet of yachts on the Ohio. How many in the fleet is not known, but this much comes to light, that Martin will soon weigh anchor and start on a cruise which will take him down the Ohio and up the Kentucky rivers for a long vacation.

George Gambrill, Famous Players exploiteer in this territory, has put over a number of campaigns, for which he received the hearty thanks of the various exhibitors he worked with.

L. Cunningham, of the Quimba verely ill for the past few weeks. Theatre, Lima, Ohio, has been se-

Bill Robson, former exploiteer for Famous Players in Pittsburgh, Pa., is now serving in the same capacity with Metro-Goldwyn-Mayer in Cincinnati and Detroit.

Neal Haggerty, advertising manager for the local Paramount office, has resigned his position to go into other business.

The local Famous Players office force attended in a body the N. V. A. benefit show at Keith's Theatre on Friday, April 9.

Frank Ferguson, of the Avondale Theatre, Columbus, Ohio, was around the film exchanges last week, introducing the new owner of the Fifth Avenue Theater in the same city, W. D. Sherick.

H. C. Patterson has taken over the Ideal Theatre, Carthage, Ohio, from S. Meyer, the former owner.

The Universal Joy Club attended the N. V. A. benefit at Keith's Theatre, Friday, April 9, in a body. On Saturday, April 17, the club gave a party at the exchange offices, at which many friends attended and a good time was had by all.

J. P. Hamilton, well known in local film circles, has returned from a winter at Miami, Fla., and is now connected with the Standard Film sales force.

Charles Lowenburg, local Universal exploiteer, is back on the job after an illness of several weeks.

Max Margolis, West Virginia salesman for Universal, has more tough luck happen to him than all other salesmen in this field combined. If it's not one thing that happens to Max it's another. This time Max forgot his famous silk pajamas on the train into Cincinnati. Max was very proud of his sleeping raiment, and now claims that he will never close his eyes again until he finds the lost garments.

John Keiser, Jr., of the Royal Theatre, Chillicothe, Ohio, spent several days around Film Row last week.

Bimi, the pet feline of the Universal offices, is now the proud mater to a brood of seven kittens.

J. R. Haseldon, of the Grand Theatre, Lancaster, Ky., was a visitor at Film Row last week.

Clemmond Trumbow, of the Tollesboro Theatre, Tollesboro, Ky., spent several days with local film salesmen, looking at and buying several pictures.

John Gregory, of the Liberty and Colonial Theatres, Springfield, Ohio, paid his usual visit to the film exchanges last week.

Metro-Goldwyn-Mayer Distributing Corporation announces the appointment of W. C. Bachmeyer, as acting manager of the Cincinnati office. Bachmeyer gave up his former position as district manager to take up his new duties, the appointment having been effective immediately after announcement.

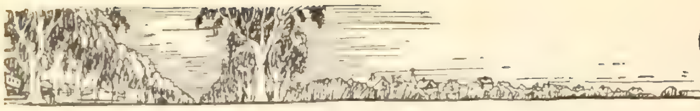
Florida

THE Garden Theatre, Tampa's newest house, located in the Seminole Heights section, will open this coming week. The house is very attractive and this section is developing rapidly.

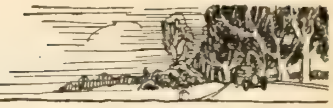
Three men, giving their names as C. A. Wright, E. F. Golet and Jim Henderson, were arrested in Chattanooga, Tenn., charged with having held up and robbed Harry Griffin, manager of the Plaza Theatre in St. Petersburg. Griffin was held up about two weeks ago and the day's receipts, amounting to about $2,500, taken from him. The men were traced to Miami and them to Chattanooga, where they were arrested.

The Coliseum, Tampa, is being decorated and made ready for the Auto and Styles Show. This will be the first show of the kind ever given in Tampa.

A. W. Jones, who operates the Airdome Theatre in Ocala, was a visitor in Tampa this week. Mr. Jones says that the past winter has been simply impossible for airdomes and he is going to have a roof put on at once.



Cleveland



PHIL MESSINA has sold his Liberty Theatre in East Palestine, Ohio, to Jim Patterson. Patterson also has the Grand Theatre, the only other picture house in the town.

Max Schagrin, who, with his twin brother Joe, operates the Park Theatre in Youngstown, has returned to his native heath after wandering around California and Florida for the past three months. Now it's Joe's turn to take to the road and accordingly he is spending a few weeks in New York.

Tom Burmingham, who has the Hazleton Dome Theatre in Youngstown, is decidedly not a one-track man. When he's not an exhibitor he's a building contractor. Which means that he builds houses for sale in the daytime and operates the motion picture theatre in the evening.

Dave Robbins, manager of the Dome Theatre, Youngstown, is back on his job again after a winter interlude in California.

Christy Deibel, of the Liberty Theatre, Youngstown, reported ill with the flu last week, has entirely recovered and is now practicing for the golf touranments.

W. C. Chesborough, a Columbus exhibitor who operates a chain of picture houses, was in town last week, combining business with pleasure.

The opening of Keith's Palace Theatre in Akron has again been postponed. Scheduled to open April 19, the opening date has been pushed forward to the 26th of this month.

The Skirboll brothers, William N. and Harry R., have added the Royal Theatre, Mansfield, to their possessions. They also own and operate the Opera House in New Philadelphia. The Royal, Mansfield, formerly belonged to W. S. Emery.

The regular monthly meeting of the Cleveland Motion Picture Exhibitors' Association was held at the Hotel Statler on Tuesday, April 13. The chief business of the members was to sign up for the trip to California. Cleveland has more than a carfull already and with Youngstown, Akron, Canton and nearby exhibitors joining, there will probably be two carloads of northern Ohio exhibitors present when the roll is called in Los Angeles.

M. B. Horwitz, general manager of the Washington Circuit of local theatres, gave a midnight performance at his Globe Theatre last Thursday for the benefit of St. Vincent's Hospital which was very successful.

Henry Laws, Pathe city salesman, has the measles.

Indianapolis

THE State Theatre, at Fort Wayne, Ind., formerly operated by Alphonse Centlivre, has been taken over by Jack Rubens. Mr. Rubens is well known in the Cleveland territory, having operated the Strand Theatre at Newton Falls, Ohio.

Edwin Booth, local manager for Associated Exhibitors for a short period, has been appointed manager of the Cleveland Metro-Goldwyn-Mayer office.

Frank Rembusch and Arnette, manager for Gayety Theatre, Indianapolis, Ind., have taken over the Scenic Theatre of this city.

F. E. Wagoner, local manager for Famous Players, together with Jack Rodman, booker, and Goodemote, have returned from the Famous Players' convention at Atlantic City.

Al Locknut has resigned from the Pathe exchange to take up sales work with Metro-Goldwyn-Mayer.

T. H. Jefferies has resigned as sales representative for the Celebrated Players Picture Corporation.

Martin Wiseman, Ray Wynn and Williams have resigned from the Warner Bros. organization in this city.

Earl Gentry, booker for Celebrated Players, has resigned to take up booking for Associated Exhibitors. John Bates, former booker for Associated Exhibitors, has taken Gentry's place with Celebrated Players.

The Palace Theatre, at Richmond, Ind., operated by Bob Hudson, has been taken over by Ora Monger, of Richmond, Ind. Mr. Hudson also operates the Richmond Theatre at Richmond.

The Grand Theatre, at Peru, Ind., operated by the Grand Amusement Company, has been taken over by the Lincoln Amusement Company, with John Shirk as manager.

Dode Fitzgerald, operating the Orpheum Theatre, at Anderson, Ind., and Baker, of Anderson, have taken over the Regent Theatre, which opened April 1.

H. D. Charmess is now Indiana representative for the Arctic-Nu-Air cooler and ventilating system. Mr. Charmess has temporary headquarters with the Progress Pictures Corporation, at 144 West Vermont Street, Indianapolis, Ind.

Nick Pikos is opening the Tivoli Theatre, at Valparaiso, Ind., and the Grand Theatre, at Tipton, Ind.

William Dickson, of the Dickson Bros., operating the Colonial and the Eagles Theatres, at Wabash, Ind., sold his interest to his Brother Percy. Mr. Dickson is looking for another location.

Kansas City

ONE of the most elaborate souvenir programs in the history of the organization is to be distributed at the annual M. P. T. O. Kansas-Missouri convention at the Connor Hotel, Joplin, Mo., April 20 and 21, according to C. E. Cook, business manager. The cover of the program is typically Western, showing a "wild west" exhibitor atop a bucking horse, bound for the convention. Ample co-operation, in the way of advertising, came from Kansas City exchanges.

Many theatres in the Kansas City territory are undergoing spring improvements. About 400 extra seats will be added to the Roanoke Theatre, Kansas City, according to L. J. Lenhart, manager, as well as a new cooling system and pipe organ. The new Grand Theatre at Moberly, Mo., costing $200,000, which is being built by the American Theatres Company, will be completed by August 1, according to Lee Jones, of that company. The Ellsworth Theatre, Kansas City, has been reopened by D. W. DeCamp.

Among the out-of-town exhibitors in the Kansas City market this week were S. E. Wilhoit, Jefferson, Springfield, Mo.; C. M. Patee, Patee Theatre, Lawrence, Kan.; Herb Walsh, Orpheum, Atchison, Kan.; Ensley Barbour, Springfield, Mo.; Walter Wallace, Orpheum, Leavenworth, Kan.

Despite a 14-inch snow in Kansas City this week, attendance at most of the downtown and suburbean theatres suffered only one night — Monday night. Patrons came in overshoes and all manner of conceivable wraps—but they came, nevertheless.

M. L. Finklestein and Archie Josephson, officials of the newly organized Josephson-Finklestein Circuit, returned to Kansas City this week after a business trip to New York City.

An office has been opened at Nineteenth and Main Streets, Kansis City, by the Sears Amusement Company, operating company in the Kansas City territory for the Universal Theatres Corporation.

The condition of Lawrence Lehman, manager of the Orpheum Theatre, Kansas City, who has been confined to his bed for several weeks because of illness, is greatly improved, his physician announced Tuesday.

Kansas City's movie row was a pretty slushy thoroughfare this week, but that did not retard lively business.

C. A. "Red" Jones, former Educational salesman, was named branch manager of that company.

Friends were congratulating Harry Taylor, Universal branch manager, on the success of his office in leading other branches of the country during the Carl Laemmle Twentieth Anniversary Drive.

R. E. Churchill, F. B. O. branch manager; William Benjamin, special representative; N. C. Rice, of Des Moines F. B. O. branch; F. Rosen, of the Minneapolis F. B. O. branch; S. W. Fitch, of the Omaha branch; Tom McKean, of the St. Louis F. B. O. branch, and Harry Weinberg, of the Sioux Falls, S. D., branch, all boarded the F. B. O. special train last week for the F. B. O. sales convention and returned filled to the brim with proverbial "pep."

Paul Bush has been named Associated Exhibitors branch manager in Kansas City, succeeding Frank Cassil, who has been assigned to special sales work. Bill Warner, acting First National branch manager, recently went out into his territory.

S. T. Black, in charge of shipping and ad sales at the P. D. C. branch, was confined to his bed this week because of illness.

M. A. Levy, Fox branch manager, departed for Los Angeles to attend the annual Fox sales convention.

C. W. Allen and Stanley Schwan, P. D. C. representatives in Missouri and Kansas, respectively, report an increase in business in their territories.

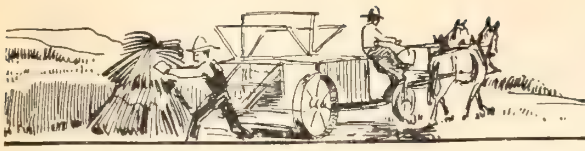
From Earl McAvoy, former Fox salesman, who has been out West in an effort to regain his health, comes a postal card stating he has established a residence at 307 North First Street, Phoenix, Ariz.

Joe Wolf, special home office representative for Metro-Goldwyn, arrived in Kansas City for a two weeks' stay.

W. B. Bishop, district Metro-Goldwyn exploiteer, also was a visitor.

Dan Ledterman, Western sales director for Associated Exhibitors, returned to Kansas City after an extensive trip.

M. E. Williams, formerly with Paramount, has been given the Kansas territory, representing Educational.



Des Moines

DONALD WEST, shipping clerk at the Metro-Goldwyn office, has been ill with the flue.

J. A. Lane is opening up a new theatre at Iowa City. A store building is being remodelled by Mr. Lane for his theatre, which he will call the Majestic. New equipment for the theatre, including two new machines purchased from the Exhibitors Suppy Company, amounted to $4,500. The theatre will seat 300. Mr. Lane finds a special opening at this time in Iowa City, where, within the last few months, A. H. Blank lost one of his chain theatres by fire. Mr. Blank is planning to rebuild his theatre, and work has been under way for some time in tearing down the wrecked theatre, but it will be some time before the new Blank theatre can be in operation. The Majestic, under Mr. Lane's direction, will be ready for opening on May 15.

Stella Washburn, of the stenographic staff of Pathe, was called to Chicago by the sudden death of her brother.

John Anderson, of Boone, has bought an Iris shutter among other equipment for his theatre.

George Dekruif, of the Chicago office of the Exhibitors Supply Company, and O. H. Dutton, manager of the Omaha branch, were in Des Moines for two days.

A. C. Cunningham, who came from Omaha, where he had been manager for Mr. Blank's theatre for four years and who is now manager of the Capitol Theatre, Des Moines, for Mr. Blank, says that no change on the staff of the theatre will be made. A. G. Stolte, who is now in charge of the booking for the Blank theatres, had had charge of the Capitol for practically all the time since its opening.

The Universal Club, which started out with business meetings as well as parties of unusual brilliance, has not been functioning of late. Officials of the club state that the rush of work has set the club as a side issue.

Joe Wolf, home office representative for Metro-Goldwyn-Mayer, has been handling the sales drive. He has nine men out in the territory.

H. A. Costen, of the Eastern Iowa Theatres Company, was in Des Moines and stated that the company is negotiating for more theatres. The theatre at Lisbon, which was leased by the Eastern Iowa Theatres Company for Mr. Goff, has been closed since the sale was made. It is probable that the theatre will be opened as soon as some remodelling is done.

The Imogene Theatre, at Imogene, Iowa, which has been closed for the past two months, is soon to reopen. The definite date has not been announced. The theatre was recently bought from George Adams by Mr. Addy.

H. A. Gerbracht and J. Benjamin Gerbracht, who control the Ames Theatre Company of Ames, Iowa, are building a new theatre. This is the fourth theatre owned by this company in Ames. The theatre is to seat 1,000, and it is estimated that it will cost $10,000. The other theatres owned and operated by the Messrs Gerbracht are the Princess, the Twin Star and the Ames.

A. C. Epersole, of the Majestic Theatre at Avoca, is quite a bowler, so it seems. A four-game contest with Sherman Fitch, of the Omaha office of F. B. O., however, did not decide the championship.

Iowa exhibitors who made trips to the big city to buy films were L. J. Sherwood, of the Rex Theatre at Morehead; J. Cohen, of the Strand Theatre at Ottumwa; Frank Good, of the Iowana, Red Oak, and B. Pierce, of the Strand and Atlantic at Atlantic; George Adams, of the Tabor Theatre at Tabor; H. G. Schmidt, of the Lyric at Walnut; Ralph Brown, of the Phœnix Theatre at Neola, and Howard Colon, of the Colonial Theatre at Hamburg.

H. E. Horton has bought the New Victor Theatre at Sheffield, Iowa. The theatre was formerly owned by Godfrey & Baker.

H. A. Samson, who was formerly located at Flagstead, has bought the Opera House at Radcliffe. The theatre was sold by N. L. Lamb. Mr. Lamb has bought the Opera House at Conrad which was formerly owned by E. H. Dickson.

Bert Graham, who bought the Menlo Theatre at Menlo, Iowa, from H. D. Eichor, has planned some innovations for the theatre under the new management.

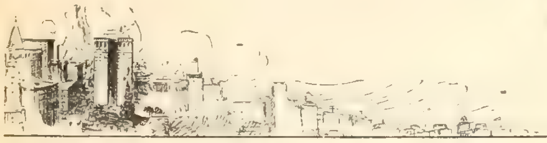
A. H. Blank sold one of his smaller theatres. The Opera House at Melrose, Iowa, was bought by Dr. J. H. Fogarty.

P. A. Fogarty has sold the Orpheum Theatre at Centerville to Leo Moore.

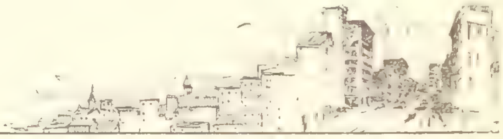
A number of other theatres which have changed hands are the Empress Theatre at Grundy Center, which was transferred from Thomas Waugh to T. G. Slater; the Isis Theatre at Lovilia, bought by Durbala & Gergley; the Idle Hour at Klemme, from S. Trumbell to Lebeck & Walton; the Opera House at Boxholm, from L. McBride to S. A. Stark; the Strand at Milford, from A. M. Letisch to Jerkins Brothers; the Palace at Nora Springs, which was bought by Mr. Wiley from Mr. Nunamaker; the Davenport Theatre at Davenport, from W. C. Reimer to Mr. Grennan, and the Goldenrod Theatre at Braddyville, which Ray Clark bought from C. F. Sebring.

Two exhibitors of the feminine gender transacted a deal when the Garner Hall at Comanche was bought by Mrs. E. A. Ball from Mrs. William Tensfield.

Riverview Park will open this year on May 12, it was announced by Abe. Frankle, the manager. Several new attractions are to be offered the park patrons, Mr. Frankle said. Among them is the elimination of traffic congestion. Mr. Frankle is the largest stockholder in Riverview Park, is the owner of the Casino Theatre, Des Moines, and a number of other theatres over the State.



Minneapolis



H. J. BAILLY, manager of Pathe's Minneapolis branch, is on the way to Chicago and New York for the sales conferences of his company. Before departing he made special arrangements to have a news picture cover of the Good Will week observance sponsored by all denominations in Minneapolis churches.

J. B. Clinton, of Duluth, paid another visit to Minneapolis Film Row recently. His Lyceum Theatre here is doing very well with special bookings during the pendency of llitigation with regard to it. Hugh Andress, veteran Twin City theatre manager, is in charge.

J. V. Clausen, of the Green Theatre at Anoka, was a visitor last week.

W. E. Tragsdorf, the hot-stuff letter writer of Neillsville, Wis., and operator of the Trags Theatre there, was in town to say it to their faces. When one of his letters is received in any Minneapolis exchange the force takes half an hour off to enjoy it.

Benson, Minn., has voted strongly against opening the town to Sunday movies.

With Sydney E. Abel, new Fox manager here, in Los Angeles for the Fox convention, and Don Nairn, assistant manager, laid up with a cold, Roy Lydick, booker, had charge of the office for several days last week.

Clara Bowler, of the Fox clerical staff, is back on the job after a touch of the flu.

A. K. Pay and his son, Milton Pay, who operate the Colonial Theatre at Sioux Falls, said in Minneapolis the other day that the house would be closed about the first of June and remain dark for about three months to permit of virtual rebuilding of the structure at a cost of about $70,000. The theatre will be given Egyptian treatment throughout in the matter of decoration. It will be the first in the Northwest, if not in the entire Middle West, to adopt this style.

John Pillar, of Valley City, spent a couple of days in town during the week. He reported that the North Dakota winter had been a little too warm to keep business at top notch.

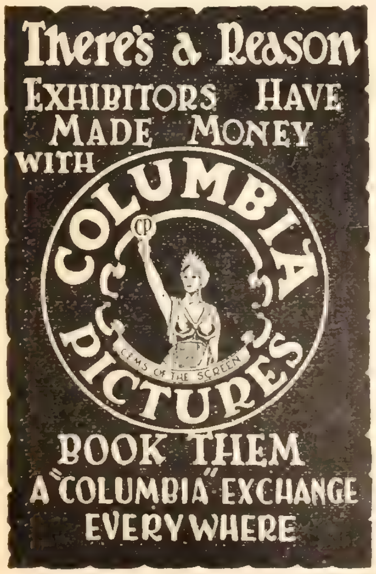
Morris Abrams, of the Metro-Goldwyn-Mayer forces in Minneapolis and vicinity, is on the job for a little while in Milwaukee.

A. H. Fischer, Minneapolis manager of Metro-Goldwyn-Mayer offices, has the clean-up fever. The whole plant is being gone over from basement to roof.

Nate Furst, formerly of Universal offices at St. Louis, is working out of Minneapolis for Metro-Goldwyn-Mayer.

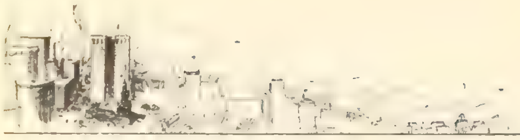
Paul Mann, booker at Metro, is lame these days. He has just been initiated into a fraternity at the University of Minnesota, where he is a student in his spare moments.

J. E. O'Toole, Minneapolis manager for Producers Distributing Corporation, is mourning the loss of eleven teeth, but the pep he has complained of lacking for several months is again seething in his veins.


There's a Reason
EXHIBITORS HAVE MADE MONEY WITH
COLUMBIA PICTURES
BOOK THEM
A "COLUMBIA" EXCHANGE EVERYWHERE

Hennegan
PROGRAM COVERS

New designs now ready
Variety! Dignity!
THE HENNEGAN COMPANY



Albany

MORE changes occurred last week on Film Row in this city, and according to all reports there are still more to come. Ted O'Shea, who has been handling the Merto-Goldwyn exchange here for the last year, is scheduled to return to Buffalo, where he will handle the exchange there, due to the fact that Henry W. Kahn is in ill health and will leave for the West soon. Arthur Goldsmith, who has been handling the Producers Distributing Corporation product in Northern New York, has gone to Pittsburgh, where he will be with Robert Mochrie, and Dick Melvin, of the Fox Exchange, has taken his place. Miss Madge Stemmel, who had been with Bond for some time, resigned during the week.

George Roberts, one of the best-known exhibitors in these parts, has just become manager of the Rialto and Playhouse Theatres in Hudson.

Mike Kallet, who runs the Madison Theatre in Oneida, wso so sick last week that no one was permitted to see him. Mr. Kallet had the grippe a short time ago, but disregarded the doctor's orders and went out too soon, with the result that he had a relapse.

Bob Pierce, of the firm of Whitney, Young & Pierce, owning and running the new theatre in Ilion, was in town during the week. Mr. Pierce is a prime favorite along Film Row.

Alex Herman is already packing his bag in getting everything in readiness for the latter part of the month, when he will leave for Chicago to attend the First National convention there.

James Dermody, former manager of the Fox exchange here and who is now a salesman out of the same office, was included in the group of Fox employes who left last week for the West Coast to attend the convention. Isadore Schmertz, local manager, also went.

Bob Landry of Ogdensburg, has been more than busy during these last two or three weeks, his doorman being off duty and recovering from a serious operation, while at home Mr. Landry's son was recovering from a very bad attack of the grippe.

Sam Burns, local manager for Bond, was in Northern New York last week and called on his old friend, Pat Quinlan, who runs the Ideal Theatre in Chateaugay.

Sidney Sampson, general sales manager for Bond, stopped over in Albany last Thursday on his way from Buffalo to New York City.

Joseph S. McHenry, district manager for Producers Distributing Corporation, is now in Albany, acting as temporary manager of the exchange here. Fred Horn, formerly of Des Moines, has resigned.

Hobart A. Rowe is planning to open his theatre at Stone Ridge on May 12 and will reopen his house at West Shokan later on as soon as the summer business gets under way.

Mrs. Harry Hellman is proudly showing a beautiful platinum lavalliere, containing about thirty-five diamonds, which was given her a week or so ago by her husband, Harry, owner of the Royal Theatre in Albany, the occasion marking their twenty-fifth wedding anniversary.

Austin Interrante, recent manager for Warner Bros. here, opened the Astor Theatre in Troy, which he has taken over, under auspicious conditions. The opening occurred last Saturday night and was attended by many from along Film Row. Mr. Interrante will admit all children free each afternoon when accompanied by parents or guardians.

Within a little less than two weeks three of the film exchanges in Albany will leave their downtown locations for the new Film Exchange Building on the Troy Road. The trio includes the Universal, Warner Bros. and Metro-Goldwyn exchanges. On June 1 the First National will move to the building and on July 1 Fox and Educational will move. Negotiations are pending with the First Graphic exchange and the Empire Movie Supply Company, which may follow the others.

Jake Rosenthal, owner of the Rose Theatre in Troy, observed his third anniversary as a theatre owner last week and gave two acts of vaudeville along with the regular picture program as a means of celebrating the event.

Emil Catricalla, organist at the Lincoln Theatre in Troy, became involved in an automobile accident last week and hot not one but two cars. He took out his accident insurance policy only the day before.

No improvement is reported in the condition of Jacob Golden, manager of the Griswold Theatre, who has been confined at a Boston hospital for several months.

Ed Trembly, of the American Theatre in Troy, is now running straight weeks, although later on, with the advent of daylight saving and hot weather, split weeks may prevail.

Alec Sayles ran an extra show at the Leland Theatre in Albany last Saturday night, starting in at 10:30 o'clock, in an effort to accommodate the crowds that were unable to see the picture being shown during the week.

C. H. Buckley, of Albany, was in Utica during the past week, and there was a report along Film Row to the effect that he was negotiating for another house. Mr. Buckley is said to be in the market for a theatre at the right price.

John Garry, of the Empire in Glens Falls, is now featuring Charleston contests one night a week.

There was a dance on the stage of the Avon Theatre in Watertown one night last week, starting at 11 o'clock.

J. H. MacIntyre, local manager for Famous Players, was in New York during the past week.

Uly S. Hill, of the Strand interests, has been so busy thus far this spring that he has not been able to indulge in his favorite pastime of trout fishing.

Ted O'Shea was elected last week as treasurer of the Albany Film Board of Trade, in place of Herman Stern, who recently resigned as manager of the F. B. O. office here. The annual election is scheduled for next month.

The Highland Theatre in Highland, N. Y., changed hands on April 12 and W. R. Seaman disposed of the theatre to the United Triangle Corporation of New York.

It never rains but it pours for Jane Halloran, secretary of the Albany Film Board of Trade. Confined to her house for three weeks with threatened pneumonia, Miss Halloran is just back at her duties and is now suffering from a badly infected finger.

William Benton, of Saratoga Springs, is using vaudeville at his Rialto Theatre in Glens Falls.

Small boys in Massena smashed the screen of the Strand Theatre in the village last week by using marbles hurled from a sling shot. The screen was completely ruined with the loss of several hundreds of dollars. The matter has now been placed in the hands of the police by V. A. Warren, owner of the theatre.

Boston

THE benefit dance to be given by the Movie Bookers of New England, at Loew's State Ballroom, Friday night, April 23, will be one of the best events of the season for Film Row. The general committee in charge consists of Edward Barry, of Metro-Goldwyn-Mayer; Miss C. C. James, of First National, and Charles Stevens, of Paramount, while every booker in Boston has an important place on the sub-committees.

Edward McVoys, manager of the Palace Theatre at Norwich, Conn., has resigned.

George H. Hackett, manager of the Medford Theatre, Medford, Mass., is one of the incorporators of the new First National Bank in Medford.

John Plunkett, booker for the United Artists and a brother-in-law of Henry Scully, branch manager of United Artists, passed away after a brief illness during the week. Mr. Scully, who was in Florida, returned at once and arrived in time to attend the services. Among the beautiful floral tributes were many from his associates in Film Row.

Miss Florence Scully, booker for Educational, a sister of Manager John Scully, of Educational, and Manager Henry Scully, of United Artists, was removed to St. Elizabeth's Hospital, Boston, during the week, where she underwent an operation for appendicitis.

Miss Rose McNulty, office manager at Producers, Boston, and William Bigley, manager of the Olympia Theatre at Hampton Beach, and the Town Hall at Hampton, N.H., will be married June 17. Miss McNulty is one of the best known film exchange officials in New England, and has been with Producers for the past eight years.

Walter F. Young, of the Strand Theatre, Farmington, and the Strand, Pittsfield, N.H., was a visitor to Boston Film Row during the week. He reports the snow rapidly disappearing from the famous White Mountain resorts.

Extensive improvements are being made at the Fox exchange, Broadway, Boston, where a new heating system is being installed.

District Manager H. F. Campbell, Sales Manager John Nolan and Thomas F. Jennings, of the sales force, left early in the week for Los Angeles to attend the national convention of the Fox Film Corporation.

Harry Kirchgessner has been appointed branch manager at Producers' Distributing Corp., 48 Melrose Street, Boston.

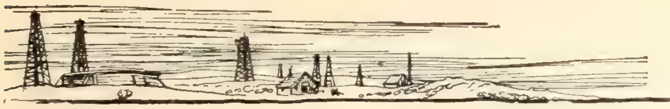
Joseph A. McConville and A. Montague, of Independent Films, Inc., have returned from a business trip to Portland, Me.

Louis Boas has taken over the Philbin Theatre at Clinton. Joseph Woodhead, who has been managing the house, will continue in that capacity.

T. B. Spry, branch manager of First National in Boston, with the New England sales force of that organization, leaves Boston April 24 for Chicago to attend the annual First National Convention at Chicago beginning April 26.

Frank Sullivan well known throughout New England in the motion picture industry, has joined the sales force of Metro-Goldwyn-Mayer and has been assigned to the New Hampshire territory.

Branch Manager M. N. Wolf of the New England area for Metro will be in New York City the week of April 26 attending the annual convention of the Metro-Goldwyn-Mayer organization.



Southwest

A NEW branch manager made his appearance along the local film row here this week in the person of William B. Zoellner. Mr. Zoellner, who has been connected with Metro-Goldwyn for the past seven years in the capacity of salesman and special representative in the East, arrived here Monday to take the place left vacant by M. M. Holstein's promotion as special representative in the South.

Metro-Goldwyn sent out cards this week announcing this new change in managers and giving their new address after April 15th at 523-527 S. Robinson, which will be in the new film building now almost completed.

A recent fire at the Capitol Theatre in Oklahoma City burned up 5,100 feet of film.

L. E. Schlotzhauer has recently taken over the picture show at Ross, Okla., has renamed it The Ritz and reopened it.

A new theatre costing $150,000 was opened at Cushing, Okla., last Wednesday evening. Hiram Dunkin, wealthy oil man, built this theatre as a matter of civic pride. The opening night of the Dunkin was greeted with a packed house in spite of the recent bad weather.

A few film folks from the exchanges in Oklahoma City were present that night, while many more who had planned on going over were prevented from doing so on account of the impassable roads.

A. C. Stalcup, who recently had the Hippodrome Theatre at Okmulgee. Okla., is now managing the Orpheum at Okmulgee.

A. C. Trott, who has the Morgan Theatre at Henryetta, has taken over the Hippodrome.

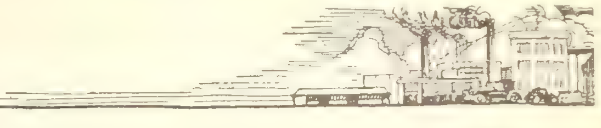
W. C. Robertson, who has the Cozy at Okmulgee, will make a second-run house of his theatre, it being understood that the first-run pictures now under contract of the Cozy will go into the Hippodrome.

Sam Benjamin, manager of F. B. O., is in Los Angeles, attending the F. B. O. Convention.

W. P. Moran, manager of Universal, and four salesmen are in New Orleans this week, attending a sales meeting.

A. J. Cary, former manager of Home State, has gone to Memphis and has been succeeded by Carr Scott, a salesman for Home State.

Detroit



A new Marr & Colton organ will shortly be installed in the Ferry Field theatre which Bill London just opened a few weeks ago..

Fred Aiken, mid-west division representative for Pathe paid a visit to Oscar Hanson, local manager, last week.

A number of exchange men and exhibitors in Detroit and Michigan are planning to attend the M. P. T. O. of America convention in Los Angeles, in June.

P. J. Schlossman, theatre magnate of Muskegon, Mich., paid his respects to local film exchanges last week.

Miss Alice Ray, formerly associated with United Artists, has returned, assuming Miss Dodd's position.

Manistique voters expressed their desire for Sunday movies at the city election, voting 944 to 570 in support of the resolution passed by the city council several months ago removing the ban on Sabbath performances.

The New Lasky theatre, Davison and Joseph Campau avenues, Detroit, was originally scheduled to open on April 1, but because of the inclement weather there were numerous building delays, hence the opening has now been postponed to somewhere around the first of May. This house, under lease to George Koppin, will seat 1,400 and will be a combination of pictures and vaudeville.

Plans are being drawn and bids will be asked soon on a new theatre and hotel building, 118 by 116 feet in size, to be erected in Fordson, Mich.

Branch managers and bookers will attend the First National regional convention to be held in Chicago, April 30th.

The new Butterfield-State theatre in Pontiac opened its doors to a full house last week, and Roy Tillson the manager had his hands full.

The architect who drew the plans for Charles H. Miles' new theatre on West Adams avenue is taking bids on the structure indicating that the new house is to be a reality.

W. D. Ward, well-known exchange man throughout the entire territory, has taken over the sales of National Screen Service trailers in the State of Michigan.

Once again a change of managers has taken place at the Fox-Washington theatre, Detroit, since W. D. Shafer left just a few weeks ago. Louis Pincus, well-known in theatrical circles came to Detroit from New York last week to take charge of this theatre.

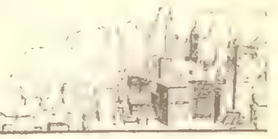
Henry S. Koppin who took over the Majestic theatre in Detroit some time ago has sub-leased this house for the coming summer months beginning April 24th, to a Jewish Stock Company.

The Lakewood theatre, formerly belonging to George Koppin, was turned over on April 1 to Henry S. Koppin. On April 20th, the Comique, Koppin, Garden, LaSalle and Rosebud, now belonging to George, will also be taken over by Henry Koppin giving him a total of seventeen theatres in Detroit.

Jake Schreiber, owner of the Blackstone theatre, Detroit, who is probably better known as "Jake the Cowboy," plans to leave soon on a bear hunt up in Alaska.

"The Uptown" is the name of Henry S. Koppin's new quarter of a million dollar theatre which will be located on Chalmers and Mack avenues, Detroit. This house with a capacity of 2,500, will be of the Spanish renaissance design—in stone and brick and will be ready for occupancy October first of this year.

New York and New Jersey



At last, here's something new for exhibitors to try out! Sam Perry, that particularly enterprising showman from Englewood, N. J., blew into town the other day and announced a most startling departure in exhibitor policy. In brief, Mr. Perry has planned to hold what will be known as SAM PERRY WEEK from April 18th to 24th inclusive—and he wishes to use the medium of these columns to urge that all local exchange managers, whose anniversaries, months and weeks, he has contributed to in the past—support him by quoting prices even below their lowest rentals. Sam says that one good turn deserves another—and besides he has not only just completed his fourth Sunday of charitable entertainment but has five more Sundays scheduled for the several local organizations. There is a volume of enterprise in this idea of Mr. Perry's which should not by any means be construed as personal exploitation. Give Sam a hand!

It's quite a long step from Times Square to Yonkers—but not long enough to keep practically all the local film trade notables from being on hand for the opening of the Parkhill Theatre.

Matthew Chrystmos and Harry Eldridge, proprietors of the Parkhill, once again proved themselves capable hosts to the huge crowd which consisted of prominent Yonkers citizens, local exhibitors, exchange managers and salesmen.

Among those present were William Raynor and Irving Wormser of Pathe, Phil Meyer of Associated Exhibitors, Dave Rosengarten and Ben Roman of Metro-Goldwyn-Mayer, Mrs. Iris, George Dillon and Joe Felder of Producers Dist. Corp., Henry Siegel and Louis Weinberg of Apollo, A. Gluckman, Sam, Harry and I. A. Roth, Joe Ungerfeld, Sol and Harry Raives, Gus D'Stamatis, Sam Ronheimer, Al Tuchman, Mueller and Schwartz, George Walsh, Hal Hodes, John Mannheimer, Irving Grishman, Chas. A. Lewis of the A. H. Schwartz circuit, Lamb of the Automatic Register Co., and Joe Hornstein, Dave Solomon, Billy Glick, Harry [illegible] and Dave Narcy, of the Howell's Cine Equipment Co.

Harry Harris opened [illegible] Bunny Theatre at Mt. Vernon last Thursday evening amid the usual first night festivities. The new addition to the Harris [illegible] is a 600-seat house of [illegible] and [illegible] is located at [illegible] and Prospect Avenues. Geo. C. Marrow will be the managing-director.

[illegible]

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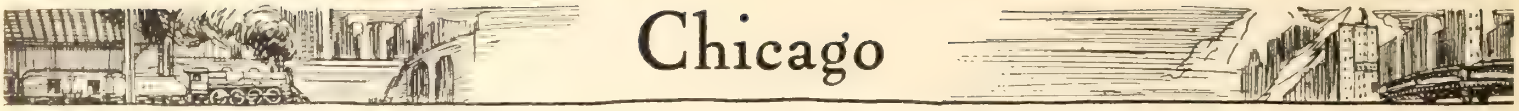


Chicago

Robert Jersey has been added to Metro-Goldwyn's sales force, working out of the Chicago office and will cover Western Illinois territory.

District Manager Maberry of Producers Distributing Corporation, is at his company's New York headquarters this week.

Clyde Eckhardt and Salesman A. W. Parker are in Los Angeles, attending the Fox convention, and expect to return about April 22nd.

Salesman Frank Ishmael, accompanied by his wife, is enjoying a vacation in New York City. Mr. Ishmael made a splendid record during the past year.

James A. Flynn and Eastern Divisional Manager Robert Cotton, of Producers Distributing Corporation, were in Chicago this week for a conference with Exchange Manager Harry Lorch.

Salesman Walter Brown of F. B. O., is to become a benedict Saturday, when he weds Miss Francis Gromberg of Elgin.

The Bond Theatre, East St. Louis, has been leased to E. Nance by Manager Greenberg, who has been operating it for some time past.

Charles Kamp of the Ashland and Madlin theatres, is chairman of the Motion Picture Division of the American Legion's Cook County Central Commitee, which is putting on the greatest membership drive in the history of the Legion and has completed arrangements whereby motion picture theatres throughout Chicago territory are to co-operate in making the Legion Drive a success.

Headed by Mid-west Divisional Manager L. W. Alexander and Exchange Manager William Brumberg, the Chicago Universal Social Club, with eighty-seven members, tendered Mr. and Mrs. Louis Laemmle a testimonial banquet in honor of Mr. and Mrs. Laemmle's fifteenth anniversary. The celebration was held at the Chicago Beach Hotel, April 10th, and arrangements for the event, which was most enjoyable, were perfected by Bruce Godshaw.

Jimmy Plodna, who recently returned from a vacation trip to Florida, is now in the Sacred Heart Sanitarium at Milwaukee, taking the rest cure. Another popular old time exhibitor who is resting up at the Milwaukee sanitarium is George Hopkinson, who has been there for several days.

Mrs. Louis L. Simon passed away after a brief illness at her home in Chicago. Mrs. Simon was the wife of Louis Simon, manager of the Orpheus Theatre, and sister of Louis and Meyer Marks, owners of an extensive chain of Chicago theatres.

Colonel Cole, president of the Motion Picture Theatre Owners of Texas, was in Chicago last week, attending a meeting of theatre men which was held at the Congress Hotel.

Bland Brothers have purchased and taken over the Rogers, Magnolia and New Era Theatres, formerly owned and operated by Brunhild Brothers. Pictures for these theatres will be purchased by Saperstein Brothers, in .conjunction with the other houses operated by Saperstein Brothers and Bland Brothers. Ned Rafelski remains as manager of the newly acquired houses. Brunhild Brothers are now operating the Temple Theatre which is in charge of Ruben Levanthal.

Joseph Hopp, who is in charge of the arrangements of a special train which will carry Illinois theatre men to the national convention of the M. P. T. O. of A., at Los Angeles, reports that many exhibitors have already made reservations, and that present indications point to even a larger number using this train than could have been expected. The party will travel over the Chicago & Northwestern, Union Pacific and Denver & Rio Grande, the plan being to leave Chicago at 11:30 on the night of May 26th.

Several changes in the ownership of Southern Illinois theatres have been reported within the last week. C. S. Ferris of Lovington, has purchased the Garden Theatre at Arthur, from E. B. Ferris; Ross Denny has taken over the Colonial Theatre at Jerseyville, and the Great States Theatres, Inc., are the new owners of the New Paris at Paris.

Harry Neal, who for some time past, has been connected with the Chicago office of Famous Players-Lasky, as a salesman, is leaving for the west coast to enter the Paramount Production Department.

Leo Grossman has been appointed manager of the Bryn Mawr Theatre, succeeding Mort Goldberg, resigned.

Louis Goldberg, former Chicago salesman for Paramount, has been promoted to Peoria manager.

A. S. Nowers is planning to reopen the Princess Theatre at Atkinson, Illinois, which has been closed for some time past.

C. W. Rude has taken over the Home Theatre at 3749 W. 26th Street, formerly operated by John Krunek.

Manager De Nune of the Majestic Theatre, Dewitt, Iowa, will open the Lincoln Theatre at Fulton, Illinois, shortly.

J. MacFarland, new addition to Producers Distributing Corporation's sales staff, has been assigned to country territory.

Samuel Goldwyn and Jimmy Ashcraft were among the week's visitors at United Artists' Chicago exchange.

Denver

LEM STEWART, advertising manager for the Publix Theatre Corporation of New York, and M. H. Field, special representative of the company, spent a day in Denver last week with Jay A. Haas, manager of the Rialto and Victory Theatres, the Denver Publix houses.

L. Weir, Western district manager for Producers, spent a couple of days in Denver last week, visiting J. S. Hammel, local branch manager for Producers.

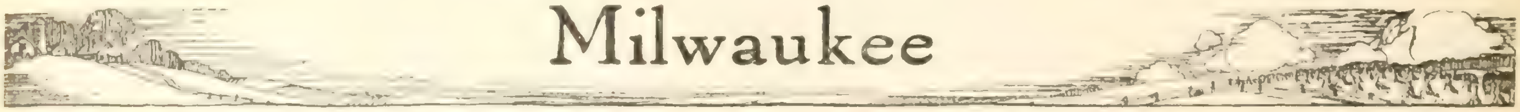
Kenneth Hodkinson, district manager for United Artists, is spending a few days in Denver, visiting Jack Krum, local United Artists manager.

E. L. Walton has resigned as manager of the local Greater Feature office. He will be succeeded here by J. T. Sheffield, one of the owners of the company. Mr. Walton will become sales representative for Producers in the Salt Lake City territory, assuming his new duties about April 20.

Frank "Rube" Milton, manager of the Rivoli Theatre, Denver, has returned from a three weeks' visit to the Pacific Coast on a combined business and pleasure trip.

Out-of-town exhibitors seen doing business around exchanges during the past week were J. E. Tompkins, of the America Theatre, Colorado Springs, Colo.; B. P. McCormick, owner and manager of the Jones Theatre, Canon City, Colo., and the Liberty Theatre, Florence, Colo.; Max Kohn, of Trinidad, Colo.; P. H. Hoppen, of the America Theatre, Longmont, Colo., and C. A. Mulock, of the Iris Theatre, Thermopolis, Wyo.

P. H. Hoppen, who recently sold all his theatres to the K. & F. Amusement Company, has left for a visit with relatives near Omaha, Neb. He will return early in May and acquire new interests in the Denver territory.



Milwaukee

S. H. Abrams, manager of the F. B. O. exchange in Milwaukee, has returned to this city from the Pacific coast where he attended the annual F. B. O. convention held at the Ambassador hotel at Los Angeles. He characterized the convention as one of the most successful gatherings of its kind in the history of the industry. District Manager and Mrs. M. J. Weisfeldt of Minneapolis accompanied the Milwaukee manager on the trip to the coast, the party traveling on the special train from Chicago to Los Angeles.

The Comfort theatre of Milwaukee has been sold by Ed. Mertz, its former owner and manager, to Sam Therion of Green Bay, Wis., manager of the Bijou theatre at that town. The new owner will assume active charge of his new house on April 17, it was announced.

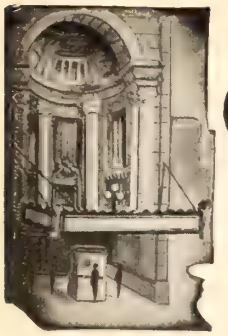
George Herzog, manager of the Orpheum and Strand theatres at Manitowoc, was among the out-of-town exhibitors to visit Milwaukee this week.

Art Roberts, popular assistant manager of the Milwaukee F. B. O. exchange, was confined to his home a few days this week by an attack of flu.

Charles Koehler, assistant manager of the Milwaukee office of Progress Pictures, claims the distinction of being the oldest film exchange man in point of service in Milwaukee. Last January he completed eighteen years in the business in this territory.

Word has been received in Milwaukee of the appointment of Frank Hensler, a former Milwaukee film man, as manager of the Metro Goldwyn Mayer branch office in Omaha. Hensler was identified with the film business in this territory for more than a decade.

William Tracey has assumed his duties as a new member of the sales force working out of the Milwaukee exchange of F. B. O.



CONSTRUCTION & EQUIPMENT DEPARTMENT

Lighting Effects and Control for Stage Presentations

How Elaborate Scenes Are Produced From the Switchboard

by JAMES C. MASEK

THE theatre is perhaps one of the World's oldest institutions. There were probably no respectable manufacturers of stage equipment when our prehistoric brothers hurled one another from cliffs for amusement and so on, but we can conceive the awestruck audience crouching behind boulders and we can perhaps imagine a suitable stage setting.

So for the theatre's past. Its present gives us such works as "The Miracle," perhaps the most impressive spectacle ever staged, a production in which the audience is part of the production, ten to fifteen thousand people swayed to reverent emotion by careful manipulation of lighting control. Max Reinhard had a glorious conception of the superb, and we are thankful there is equipment available which allows us to give the credit to such men.

Thousands upon thousands of dollars are spent annually by leading electrical manufacturers investigating the quality of light from different mediums of origin, the effectiveness of color screens and so many other details such as complex switching problems which make these stage miracles possible, that they are to-day in the unique position of having knowledge of all electrical requirements of the theatre.

Suppose we pass on to an American favorite—Novelty Revue, Artists and Models—a charming combination of esthetic settings in a production which extends through twenty-four scenes, including many perfect demonstrations of effects possible with artificial light. For the benefit of my readers familiar with the production, let me call your mind to a few artistic touches which will be ever ready to respond to your mind's eye. Cone Dreams—a few moments with a few subjects, a black stage and two spotlights, but what an effect— a house full of appreciation. Did you ever stop to think that the success of that scene was dependent upon the proper working of a switch somewhere? If at the end of one of the dreams the switch had failed to transfer the spot from prompt to off prompt stage the scene would have been spoiled, although the theme of the whole thing was the unexpected.

With stage rigging, as it is called, and the multi-pre-set theatre switchboard, manufactured by the Westinghouse Electric and Manufacturing Company, any number of scenes may be set up in advance and the manipulation of such complex problems becomes a simple mattter.

Any theatre producing Revues is well equipped when it has one of these boards. When once the set-up is completed, whether a production runs for a week, or years, a single switch movement will produce the desired switching effect for that particular scene and the stage director can rely upon his operator producing correct effects.

Out in the Golden West where the World is California we stop, think and remember the days of '49, and in admiration we breathe the air, enjoy their days and glory in their progressive works. Some day we may expect to see "California" staged as a world masterpiece. We will open with the overture. "California, Here I Come," intermingled with strains of another suitable melody and the low beating of Tom Toms. Our curtain will rise at drawing to the scenic setting, perhaps, of the hills overlooking the Golden Gate. The vistas of sunrise will be portrayed and the presentation will bear on the Indian life of bygone days. We can weave the story of the Pioneer period into tragedy. Perhaps to a setting of hills for a background and a sand desert with sage brush and smoke trees for effect; we can present the work of the old Franciscan monks and their missions in another scene with their ever-welcome hands and their trials. We can stage the humorous and heart-breaking incidents of the gold rush. The birth of prosperity can be depicted by a scene in the mining camp after a rich strike. We can stage the advent of transport facilities, perhaps an earthquake to demolish the town of our story and demonstrate the spirit of America in the rebuilding of the Old Town. Before our audience we can then show the new City, perhaps a Thanksgiving service on a mountain in the glory of a dazzling sunlight. There is astounding opportunity here for a producer.

I can feel myself manipulating the intricate control equipment for the effects. There are dozens of them, all strikingly charming and we would have just one piece of apparatus on which to pre-arrange them all while the production was being rehearsed.

The board will be placed on the stage so that the operator in charge will have full view of the effect produced. The controls will be logically arranged so that any individual group of lights anywhere on the stage can be controlled by themselves. The white groups will be separated from the red and the red from the blue and so on; the controls will be arranged so that we can readily find any particular group we need to manipulate; the lighter colors we will have arranged at the uppermost part of the control board—white at the top and the heaviest or darkest color lowest of all.

We need a switch to turn the current on or off to feed electrical energy to the particular circuits. We will have some sort of a lamp indication on the board adjacent to this switch so that we can tell at a glance which of the many circuits we are using, because otherwise we might become confused. We need some sort of a device to vary the intensity of the lighting from each of the many groups to be manipulated on this board. We will associate these three elements together, so that the finding of one is to locate all of them for one particular circuit.

We will consider just where we want to be to operate this equipment and from the point of the, let us call it stage switchboard, nearest the footlights. Suppose we locate the controls for that circuit, then let our eyes wander upward past the Proscenium lights, the concert border, first border, second border, until we reach back stage. We will have the controls for these circuits all arranged that way. To return the wanderings of our eyes to ourselves they pass along the prompt side of the stage so our next controls to be included [illegible] perhaps be the Prompt side pockets. These are usually duplicated for the off prompt side, hence we can include them next. Then we can pick up any other circuits to be controlled and arrange them in such a way that a glance in the direction of the group to be controlled will awaken our subconscious mind and permit us to locate immediately the correct control on our board. Could anything be simpler?

We may want to switch on all our white circuits at one time so we must have a means to close all those circuits simultaneously. A white master switch. We will have another one for the red circuits and still another for the blue and, indeed, one

(Continued on following page)

Light Control For Stage Presentations

Methods Employed to Produce Novel Scene Changes By Lighting

(Continued from preceding page)

for each color group and an extra one to enable us to throw on an effect in several colors by using one switch. As stage main, now we can do anything with these switches, combine them or operate them in sequence of colors, collectively or individually.

We can have a regulating resistance, a device with ten, twenty, fifty or a hundred and more points to give us varying intensities of lighting on each circuit. We want charming effects, we will use dimmers with a hundred and ten steps so that there will be no perceptible flicker. We will have for the group control of each of these a master dimmer-lever for each color and as our control board will really be quite a complex affair, insofar as number of con trol is concerned, we will have a grand master dimmer mechanism which will operate all our dimmers at once or any number of them. We can arrange our dimmer color masters so that any number will be able to move either upward or downward, in the reverse direction to any others at the same time. This is quite an ingenious trick, but it is remarkably successful in producing effects.

If we want to set up twenty scenes in advance of a program's production we need twenty separate sets of switches. We have in connection with each row of switches a means to feed all circuits from one source. Now let us forget they happen to be electrical elements. For each separate scene we have one large valve or tap. When we turn it on it becomes connected with many water ways. We have previously pre-set or opened certain taps or valves, hence there is a flow through these open taps but not through the closed ones. For the second scene there is a similar arrangement, a large valve or tap and a number of water ways fed by it when opened. These feed through the next set of taps which were pre-set and so it goes any number of scenes can be pre-set.

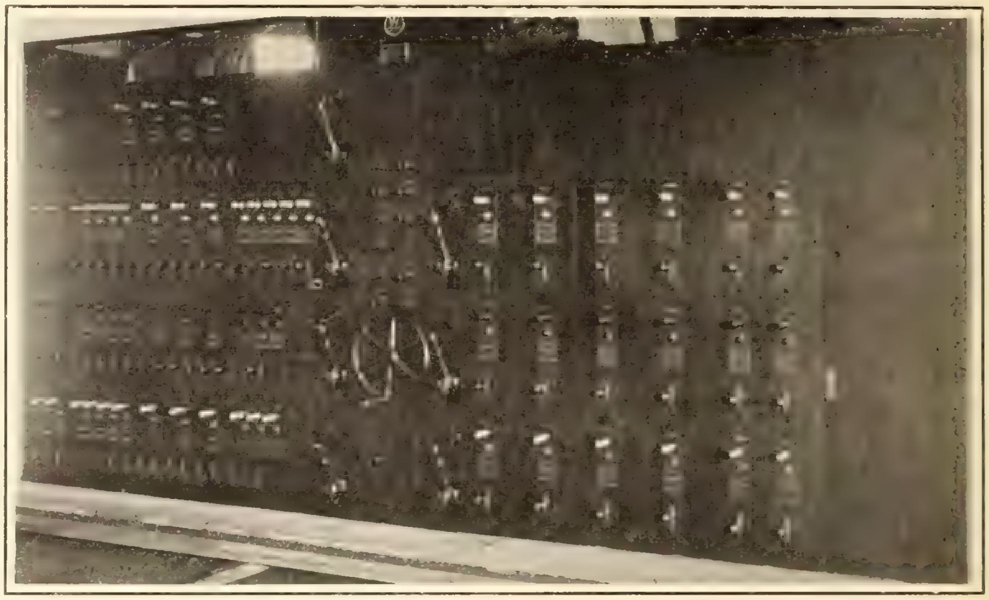
Now you are quite familiar with the idea. You have the scheme, your operations determined at leisure, you return to the board for your first scene. Manipulate the first scene lever, for the second scene the second lever and so on. To change from red to blue, interlock the red dimmer master to dim and the blue to brighten, turn the handwheel and produce your effects.

Montana Empress Changes Policy

The Empress Theatre, Butte, Mont., has changed its policy to a program of first run pictures and vaudeville. The theatre was formerly a stock house.

Cincinnati House Adds Tab Shows

The Boulevard Theatre, Cincinnati, is now running tabloid musical comedy and pictures. The pictures are changed daily, while the musical part runs through the week.



PRE-SET SWITCHBOARD

Photo above shows the Westinghouse Multi-pre-set switchboard installed at the Belmont Theatre, Chicago. A single lever controls the lighting for an entire scene, set up in advance on the board

Guise Forming Old Fiddlers Orchestra at Pantages

George Guise, manager of Pantages Theatre, Minneapolis, has found a new way to take advantage of the old-time fiddler craze. He is cashing in on Finkelstein & Ruben's recent fiddling contest, by hiring 25 of the fiddlers who participated and making them into a fiddle orchestra. Frank Basel, who won a radio championship, is the director. It is said that when all the heels come down at once the effect is very dramatic.

The MANAGER'S OFFICE

WILLIAM R. STEELE, who has been manager of the Stanley Company's Keystone Theatre in Philadelphia, has been transferred to the Orpheum, succeeding Walter Jacobs, who is seriously ill. John Boyd, manager of the Arcadia in Wilmington, succeeds Steele at the Keystone, while William Anderson, formerly assistant manager of Grauman's Million Dollar in Los Angeles, is now managing the Arcadia.

HENRY DYKEMAN, assistant manager at Keith's Palace, Cleveland, has been made manager of Keith's East 105th Street, in that city, succeeding Frank Hines, who has gone to Akron to manage the new Keith Theatre there.

CLIFF A. SCHAUFFELE, manager of the Park Theatre at Rockland, Me., has been promoted to the Bangor section of the Maine Theatres, Inc., with headquarters at Bangor.

NED BEETY, of the Princess and Liberty Theatres, Dayton, Ky., has acquired the ownership and assumed management of the Dolly Varden Theatre, Cincinnati.

EDDIE FORD is in charge of the Temple Theatre at Hamilton, Ontario, a long established downtown house, reopened April 5 with a combination pictures and vaudeville program.

Eisner Sells Rehabilitated Circle Theatre in K. C.

For many years Adolph Eisner, former president of the M. P. T. O., Kansas City, has been buying and building up "run down" houses, only to sell them at a good profit. When he purchased the Circle Theatre, Kansas City, it looked like a whole orchard of lemons. By making a "one price" rate of ten cents, booking the best of pictures, improving the theatre physically and using clever exploitation ideas, Mr. Eisner soon found himself host to capacity houses. Then along came J. E. Yancey, of Smithville, Mo., last week, to purchase the house and step into a good patronage.

Dance Revue at Atlanta's Rialto

A miniature dance revue was offered as as Easter prologue at the Rialto, Atlanta, last week. The work was directed by Nellie Sullivan, Atlanta dancing teacher, and was performed by local girl dancers. Songs, dances and pantomime were presented during the course of the act, which headed the bill surrounding the screen attraction, "Steel Preferred."

Violinist Gives Free Lessons

Eddy Brown, violinist, appearing as one of the stage features at the Orpheum, Kansas City, last week, gave free violin lessons to talented youngsters of the city between performances at the theatre. Brown's action was inspired by Fred Spear, publicity manager of the house, who scored much extra newspaper space as a result of the stunt.

Feature Phonograph Novelty

The Capitol Theatre, Cincinnati, last week featured a musical novelty in which the orchestra accompanied the phonograph rendition of a Marion Talley solo played on the Orthophonic Electrola. The number was arranged by Theodore Hahn, Jr., conductor of the orchestra, and scored a hit with Capitol patrons.

A Nation-Wide Seating Service

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$10,000 Show At Saxe's Wisconsin

Elaborate Program Celebrates Second Anniversary Week

Saxe's Wisconsin Theatre, Milwaukee, last week celebrated its second anniversary with an elaborate array of stage talent in a colorful setting. The show was advertised as a "$10,000 production."

The act was titled "Celebratin" and was the work of Edward J. Weisfeldt, production manager of the theatre. A new stage setting, representing a roof garden, replaced the one used since the opening of the house two years ago.

The cast appearing in the act included Harry Rose, as master of ceremonies; James Watts, last seen in Milwaukee with the Greenwich Village Follies; the Dexter Sisters, the Skelly Sisters, and Hughie O'Donnell, the "half-pint" entertainer. Others featured were the Six Dardenella dancers, the Orange Grove Trio, Earle Stanley, and Lola Fletcher. The leading screen attraction was "Miss Brewster's Millions."

Welsh Choristers Feature at Grand, Pittsburgh

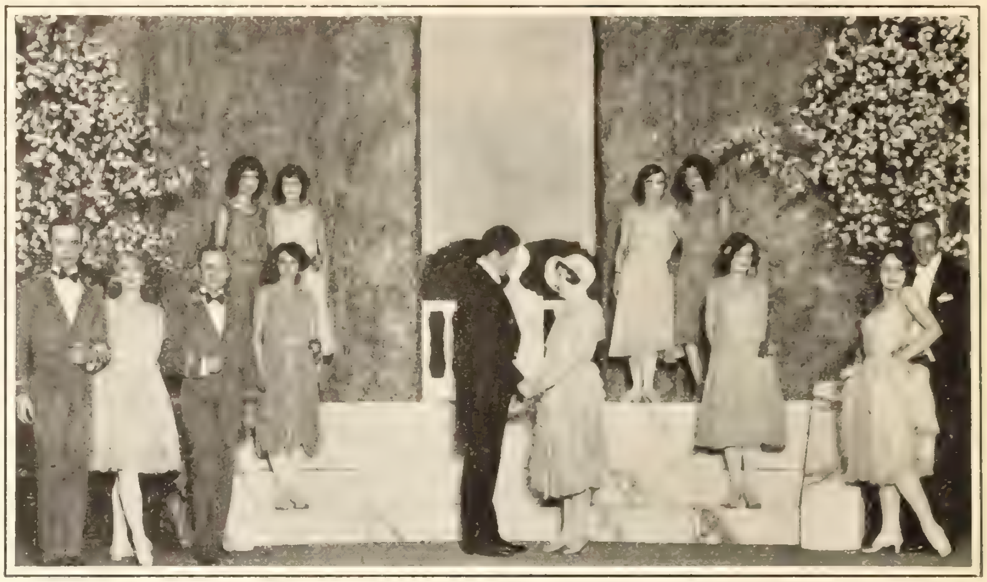
The Royal Welsh Fusileers Male Chorus of sixteen male voices was presented as the stage attraction on the Easter week program at the Grand, Pittsburgh. The same organization had previously scored in Pittsburgh several months ago in the Davis Theatre under the name of the Royal Mountain Ash Welsh Choir. The screen feature at the Grand was "The Man Upstairs."

White's Collegians At Aldine

Allen White's Collegians' Band and the Pittsburgh Stogies Trio in a program of harmony constituted the stage numbers presented at the Aldine, Pittsburgh, last week. "The Bat" was the leading screen attraction.

GEORGE A. LANGAN

Manager of the Allen Theatre. Cleveland. An experienced manager, Langan has the distinction of having set a new box office record at the Allen during his first week in charge



Stage setting and artists in the prologue for First National's "Irene," at the Brooklyn Mark Strand Theatre, are shown above

Ashland, Kansas City, Now Showing Pictures and Acts

W. L. Shelton, manager of the Ashland Theatre, Kansas City, conceded to be the most "unusual" exhibitor in the Kansas City territory, has changed his policy. For fourteen years Mr. Shelton has operated a 2,200 seat house without one line of newspaper advertising, charging 10 cents, with the exception of Friday nights, when he gave a mixed program for 5 cents. This week he changed his policy to include high class vaudeville acts, in addition to feature pictures, and has started an extensive newspaper advertising campaign. The admission price has been increased to 25 cents.

"I merely am giving more show for more money and expect to get more business," was his only comment.

Variety in Five-Act Bill at Fox Washington

The new policy of five-act vaudeville programs with photoplays at the Fox Washington Theatre, Detroit, last week brought to that house a bill marked by variety. Hall and Dexter in their skit, "The Nut Crackers," and the Malvin Franklin revue in "Hits and Bits of Broadway," were the leading items of the stage program. Other acts included Byron Brothers sextet in a musical melange; Cronin and Hart in "Songs and How," and the De Soto duo, a novel Indian presentation. The Tom Mix vehicle, "My Own Pal," was the featured photoplay.

Three Stage Features on Allen Program

The Allen Theatre, Cleveland, advertised a "brilliant Easter program of stage presentations" last week, and played to large audiences with the attractions headed by the screen version of "Beverly of Graustark," Marion Davies' new starring vehicle.

The stage bill included L. Wolfe Gilbert, composer of "I Miss My Swiss" and other song hits; Mortensen, who played two grand pianos simultaneously and offered other musical novelties which registered; and Clemons and Marcy, presenting their novelty, "A Lesson in Charleston."

Ben Bernie Plays Return Engagement at Mosque

Ben Bernie and his Hotel Roosevelt Orchestra played a return engagement at the Mosque Theatre, Newark, last week. The return booking of Bernie was advertised as a "popular request" attraction by the Mosque management.

The featured screen attraction was "The Bat," with Al St. John in "Hold Your Hat" as the comedy unit of the bill. The program proved a popular one with Newark theatregoers.

Correllis At Shea's Buffalo

The Correllis Sisters, presenting solo and duet renditions of operatic numbers, appeared as added attractions at the Shea's Buffalo Theatre last week, when the Publix revue, "The Fountain of Gold," held the stage as the premier presentation and Norma Talmadge in "Kiki" was the screen attraction.

Lydia Harris In Alhambra Revue

"A Revue in Blue" with Lydia Harris, formerly with Paul Ash, as the star, was the presentation offered with "Skinner's Dress Suit," the featured photoplay at the Alhambra Theatre, Milwaukee, last week.

English Rockets At Branford

The Ten English Rockets with Eddie Allen, Rudy Wiedoeft, saxaphonist, and Myrtle Leonard, contralto, made up the presentation numbers at the Branford Theatre, Newark, last week, in support of "The Dancer from Paris," the screen feature.

Jack Smith At Grand Central

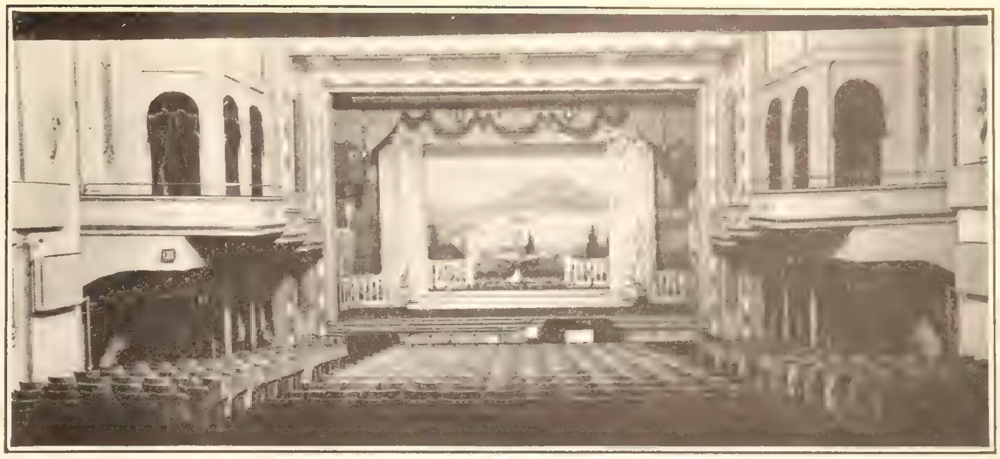
Jack Smith, "the whispering baritone," appeared as the featured artist on the stage of the Grand Central, St. Louis, last week in conjunction with Gene Rodemich's Orchestra. The featured photoplay was "Kiki."

Cameo Music Service Moves to Larger Quarters

Owing to a steady increase in their business the Cameo Music Service Corporation, publishers of the Thematic Music Cue-Sheet, have recently moved from their old quarters at 112 West 44th Street to 315 West 47th Street, New York City, where larger quarters will take care of the expansion.

That properly arranged music plays a most important part in the screening of every picture, every one will agree and it was with this idea firmly entrenched in his mind that the author made his first attempt to "cue" a production. Past experience as an accomplished musician, a distributor of motion pictures and as an exhibitor, furnished M. J. Mintz with a substantial foundation to successfully work out his scheme. James C. Bradford, another widely experienced musician, has also been intimately connected with the company's growth.

One of the most interesting facts in connection with this whole scheme is that which relates to the music library of the conductor in the average motion picture theatre. With the use of the cue-sheet, a very good orchestra may run along without the use of anything further in this respect. This, of course, also applies to the orchestra which has at its command a huge library of music—such as the Capitol Theatre, New York City—estimated to contain $50,000 worth of compositions. However, there is the conductor who only has a $500 collection—and here is where the real value lies—for this man, even though he may not possess every composition called for on the cue-sheet—can glean enough information from it to substitute another and fitting melody. From information gathered, it increases the value of this $500 library to one of at least $2,000, and others in proportion.


View of the interior of the Amsterdam Theatre Corporation's Strand Theatre at Amsterdam, N. Y. It is a 1,400-seat house and managed by J. A. Hutcheon

Another Community Theatre for Syracuse, N. Y.

Syracuse is to have another new community theatre. The Karp Amusement Company, with a capital of $50,000, will build a theatre at 656-662 South Geddes Street, work on which will begin at once. The policy will be pictures exclusively. The directors are Jacob, Elias and Leo Karp. The plans call for a seating capacity of 1,200, all on one floor. The house will be ready for opening about September 1, 1926.

Madison, Ill., to Have New Playhouse

Contracts for the new motion picture theatre at Madison, Ill., have been awarded by the owner, F. W. Laventhal, of 4025-A De Tonty Street, St. Louis, Mo. The house fronts on Madison Avenue and will cost $50,000. It is one story, 56 by 135 feet. The general contract went to Charles A. Lybarger, Madison. Charles Pauly & Son, Granite City, Ill., were the architects.

Fischer to Build at Portage, Wis.

Fischer's Paramount theatre chain will spend from $125,000 to $150,000 on a new theatre at Portage, Wis., it is announced. The statement comes on the heels of plans for a new house at Oshkosh.

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New Sight on an Old Problem

The Measurement of Glare

ONE of the most troublesome factors in the modern motion picture theatre is the item of glare—or rather, the avoidance of glare. It was early recognized that for satisfactory projection of motion pictures—satisfactory that is from the standpoint of obtaining maximum contrast between the picture and its field—no light, other than that projected to the screen for the illumination of the picture imaged thereon, should be permitted to be visible when the view was directed toward the screen.

Such practice was particularly necessary in the early days of the art since the low screen intensities provided by the inefficient optic systems then used, and the inability of the screens then available, to properly reflect and redirect the projected light, made necessary careful vigilance to see that the picture appeared of sufficient brightness to meet the demands of ordinary vision.

It was, therefore, necessary to eliminate all extraneous light since if any other than that useful for forming the picture was permitted to fall upon the illuminated screen during the course of the presentation, the contrast between tonal values would consequently suffer. If carried too far, the appearance of the entire picture would tend toward a washed-out effect.

Needless to say such a condition was highly undesirable.

New Methods Required

With the advent of higher brightness sources and more efficient optic systems, with the consequent improvement in lenses, sufficient picture light on the screen was available to meet the requirements of the largest houses.

It was, therefore, possible to direct more attention to the illumination of the theatre interior while the show was being projected so that patrons, upon entering the auditorium and casting about for seats would not be required to inch their way forward in an effort to avoid stumbling all over the place.

Experiments were conducted with a view toward determining just how far the interior illumination could be raised without causing the appearance of the projected picture to suffer seriously. A system of grading the general illumination from a low value near the screen to a much higher value in the rear of the theatre was recommended as being the most desirable and this practice has been applied in a more or less general manner.

Whether its strict application in practice is found is open to question, but the investigation at least served the purpose of making theatre managers aware of the fact that it was no longer necessary for their theatre interiors to resemble prison dungeons with the screen picture serving as a window through which the outside world could be observed.

Enter Glare

Directly such practice became established, however, the usual thing happened - abuses of various kinds rapidly became prevalent. This was particularly true among the smaller houses where the managers and proprietors with the best of intentions, unknowingly overstepped themselves in their zeal to follow big city practices.

As a result, unshielded maps, fixture glassware and brightly lighted wall, ceiling, and orchestra areas, obtruded themselves upon the field of view so that in many cases it became distracting, if not positively annoying to observe the picture being shown.

Strange as it may seem, these errors, so manifest to the outsider were consistently overlooked by the theatre management and unless their attention was called to the condition no efforts would be made to voluntarily apply the proper remedy, viz., carefully shielding exposed light sources and subduing the brightly illuminated areas.

Small theatres are not alone in violating this simple and fundamental law of motion picture projection since the same errors are to be observed in many large houses, the managers of which, presumably, should know better.

Not Entirely to Blame

There is some small excuse, however, for such practices since the root of the evil is to be found in a general lack of understanding concerning the entire subject of glare.

Illuminating engineers and scientific investigators in general having to do with practices affecting visual welfare long have studied this problem of glare with the direct view in mind of limiting the evil, if not altogether wiping it out. While in the main progress has been made, still much remains to be learned, and the future must yet be counted upon to bring forth a satisfactory solution and understanding of its causes and effects.

The exact measurement of glare, for example, has long remained a source of puzzlement to persons interested in the study of it. Indeed, it seemed hopeless to attempt to measure anything so abstract with any degree of exactitude.

A proper starting point for establishing a scale of comparative glare values was even in doubt since it was quite apparent that not one factor, but many, entered into a consideration of the subject.

Elements of Glare

A satisfactory definition of glare, it seems, has never yet been given—at least, in any general lighting literature. It has been variously defined as being "light out of place"—"non-useful light"—"light which causes interference with vision," etc. Suffice it to say, at this time, that the element of glare in any lighting system is harmful and should ordinarily be strictly avoided. It is recognized, however, that under some special conditions its presence is necessary, as for instance where glaring reflections are used to discern fine lines on polished surfaces. In a motion picture theatre, however, its presence is wholly uncalled for.

Strictly speaking, there is but one source of glare, that resulting from the brightness of either light sources or objects. Various conditions of usage, however, are responsible for the various forms of glare ordinarily encountered. With this in mind it is possible to analyze it by means of the following subdivisions:

I. Brightness of Source
    (a) High brightness
    (b) Low brightness
II. Conditions of rise
    (a) Brightness contrast
    (b) Location in field of view
    (c) Total volume of light entering the eye.

(I-a) High brightness light sources cause glare when viewed even casually. A glance at the sun or an incandescent lamp is sufficient to prove this.

(I-b) Objects possessing low brightness and which do not themselves emit light can be glaring when viewed for a continued length of time.

(II-a) If a decided contrast in brightness exists between a light source and its surroundings the eye will be unable to accommodate itself to the two degrees of brightness.

(II-b) Toleration of bright light sources in the immediate vicinity is made possible by locating them at such a height as to place them above the ordinary range of vision, which general agreement fixes as being fourteen degrees above the horizontal.

(II-c) The height of the light source in proportion to its distance from the observer has an important bearing on the possibility of glare, since a 100-watt lamp in an opal glass bowl can cause as much discomfort if placed near the observer as a bare lamp located farther away. The determining factor here is the total value of light entering the eye.

It is seldom that even the brightest light sources will prove glaring if located a considerable distance away from the observer.

Good Showmanship

You plan the program carefully, you arrange the publicity painstakingly—but good showmanship includes one thing more: checking up to make sure of photographic quality on the screen.

It takes but a moment—look in the transparent film margin for the black-lettered words "Eastman" and "Kodak", the identification of the film that carries quality through to the screen.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

Yonkers' Parkhill Holds Premiere; Is Fine Suburban Theatre

THERE must have been at least a thousand or more disappointed customers turned away from the doors of the Parkhill Theatre when that house held its premiere last Wednesday evening at Yonkers, N. Y.

Matthew Chrystmos and Harry Eldridge are the owners of the Parkhill, which is the latest addition to a fast growing and well known circuit, now known as Chrisedge Theatres, Inc.

There's not a chance to miss the location of the new house as one comes down the hill and into the city—the big, new sign installed by Murphy and Brode standing out like that of a Broadway playhouse.

The new theatre is of the stadium type and has a seating capacity of approximately 1,700. The comfortable seats were furnished by the American Seating Company and have been installed so as to permit plenty of space between the rows.

The stage, while not as large as some, is completely equipped to keep pace with presentation ideas which are now in vogue. Through their opening program the management expressed their regret that the installation of the Welte-Mignon organ was not completed in time for the premiere. This, however, will be ready within a short time.

Entrance to the theatre is made through a large lobby where the ticket booth and an Automatic Ticket Register are installed. The foyer entrance is particularly large and is another instance of how present-day exhibitors are catering to the comfort of their patrons. There are plenty of comfortable chairs and settees about for those who wish to await the start of a show or indulge in a tete-a-tete.

The ceiling of the foyer is finished in light blue, with small silver stars to give a sky effect and the corners are banked with incandescent lamps for the reflection. This idea is being used by a number of present-day designers.

As in all stadium type theatres, the throw from the projection room is long—in this case being 165 feet. Two Simplex projectors with Peerless Arcs and two Hertner Transverters were installed by the Howell's Cine Equipment Company.

Chrisedge Theatres, Inc., are now operating the following houses in addition to the Parkhill: The Broadway, 486 So. Broadway, Yonkers; the Orpheum, Main Street and Broadway; The American and Riverdale, at Riverdale, and the Model, Elm Street, Yonkers. Others under construction include The Bryn Mawr, Yonkers; The Bronxville, Bronxville; The Wakefield, White Plains Avenue; The Interboro, Throggs Neck, N. Y., and The Rosedale, Westchester Avenue, Bronx.

Wilson to Build at Quincy, Mass.

Bids have been received and contracts will be let within a few days for the construction of the Wollaston Palace Theatre in Quincy, Mass., which is to be built by W. Wilson of that city at Hancock and Beale Streets.

Theatre Projects Active in Kansas Territory

Many additional announcements of new theatres, changes in management and openings in the Kansas City territory were made this week. The new Jayhawk Theatre, Topeka, Kas., being erected by Hooper and Jencks, is to be equipped with a three-manual Kilgen orchestral organ and will open about June 1. Plans for the building of a $500,000 theatre at 736 Minnesota Avenue, Kansas City, Kas., are being completed by Grubel Brothers of Kansas City, Kas., owners of the Electric Theatre of that city. The new Kennedy Theatre, Kirksville, Mo., erected by Midwest Film Distributors, Inc., of Kansas City, had its formal opening Friday (March 26).

Another Second Run House for Seattle, Wash.

Kramer and Stout, a new theatrical corporation of Seattle, last week announced that they had secured the location of the former Lotus Cafe at Fourth Avenue and Pike Street in Seattle, and would soon begin the construction there of a modern second-run picture theatre. A seating capacity of approximately 500 is all that can be arranged for the size of the property, according to present plans. This location is in the center of the retail business district, just two blocks from the sites of the new 3,000 seat North American and Orpheum theatres.

Finishing Touches Put on New Chicago House

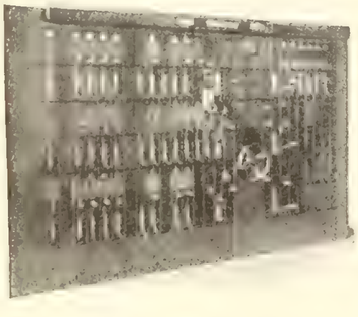
The finishing touches are being put on the new sixteen hundred seat Alamo Theatre, located at Chicago and Monticello Avenues, and Messrs. Lynch, Sass and Mueller, the owners, expect to open it to the public early in May. The house, which was designed by Hooper & Janisch, is of real Spanish architecture and beautiful colorings will be one of its outstanding features. A three manual Kilgen organ is already being installed and all appointments of the house will be de luxe. Messrs. Sass and Mueller will be in active charge of the Alamo.

Ruben Busy With Details of Detroit Convention

Max Ruben of the Amusement Supply Co. and Theatre Equipment Co., as chairman of the local entertainment committee in connection with the coming convention of the Association of Motion Picture Equipment Dealers of the United States, is very busy arranging the details and is also one of a committee working out the business program. The convention is scheduled for Detroit, July 15, 16 and 17. It is expected that several hundred dealers from all parts of the country will come for the meeting.

J. R. Cook Awards Contract

J. R. Cook has awarded the general contract for his new theatre at Maryville, Mo., to Henry L. Foster. The masonry work was given to Mitchell Thomas of St. Joseph, Mo. Boller Brothers, Kansas City, are the architects.



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Kansas City to Have New Suburban Theatre

Work on another new theatre for Kansas City was started this week with the beginning of excavation for a motion picture house at 1714 West Thirty-ninth Street, to be operated by W. Lee Vaughan, J. V. Lynn and Charles Vaughan, who have taken a ten-year lease on the building. The theatre, to be 55 x 110 feet, will be of brick and steel and will include a stage and modern dressing-room, ranking among the best of suburban houses. The rental of the house, the cost of which has not fully been determined, will be $4,200 the first year, $4,800 the second, and $5,400 for each year thereafter. S. B. Tarbet is the architect.

Construction Started On New Denver Theatre

The first shovelful of ground for the excavation for the new Aladdin Theatre at Colfax and Race Streets, Denver, was turned yesterday by Mrs. A. G. Huffman, wife of Harry E. Huffman, builder of the mammoth East Colfax playhouse. Work will be rushed in order to have the new suburban theatre ready for formal opening beginning with the autumn season. The new theatre will be one of the most attractive amusement houses in the West and will contain about twelve hundred seats.

New House for Bellows Falls, Vt.

E. P. & C. S. Gray have had plans drawn by Architect H. K. Wheeler of Nashua, N. H., for a theatre and a garage at Bellows Falls, Vt., to cost approximately $125,000.

Detroit Reports Show Unusual Amount of Theatre Construction

According to report there is considerable activity in the way of theatre building in and around Detroit, Mich. There are not only a large number of projects under way but on account of the steady increase in population, others are being planned to meet the demand for entertainment in the new sections that are rapidly being built up.

Here are a number of enterprises reported as being under way—

The new Michigan Theatre, now under construction by Balaban and Katz, is scheduled to open some time during the summer months and according to report will be the largest downtown house in Detroit.

William Fox has already made the announcement of his plan to build a five-thousand-seat theatre at Woodward and Montcalm Avenues.

Arthur D. Baehr and his associates, in addition to the house which they are building on Michigan Avenue, have another site picked out. This will bring three theatres under the management of Mr. Baehr.

Both Harry and George Koppin have several houses under construction and are also laying plans for new ones, and John H. Kunsky, while at present building a new house in the Birmingham district, is expected to announce several other projects before the end of spring.

Two other enterprises are those of Sam Brown and the Wadlow Brothers. Brown has a new theatre under construction on Dexter Street and is considering another. Wadlow Brothers are building on the East Side of Detroit.

Robertson Theatrical Enterprises, operating the Roosevelt, Cinderella and De Luxe Theatres, are planning an addition to their circuit while there is also a rumor that the Munz Circuit, which already has the Grand Riviera, Palace, Tuxedo and La Salle Gardens, also expect to make an announcement in the near future.

Other activities include a new theatre which is being built at Philadelphia and Linwood—the reported plan of one to be erected at Hamilton Avenue, near Virginia and a rumor that some one is to build a new house at Grand River Avenue at Dumbarton Road—only a stone's throw from the Grand Riviera. There is another report that Mack Avenue is slated for at least two new theatres.

Over in Dearborn, the Barney Wetzman Construction Co. have a theatre building under way for lease to Henry S. Koppin and architect P. R. Pereira is drawing plans for Charles H. Miles who will erect a 3,500 seat playhouse on West Adams Street, Detroit. Work is progressing in good shape on the East End Theatre and that house will undoubtedly be ready during the month of August.

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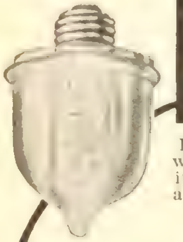

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New Harrisburg House to Open During April

Announcement was made by the Wilmer & Vincent Theatre Company that its new million-dollar State Theatre, built on the site of the old Orpheum, at Locust and Court Streets, Harrisburg, Pa., would be formally opened on the afternoon of April 12. It is a vaudeville theatre which includes also motion picture features in its daily programs. The building had been under construction for one year, during all of which time Harrisburg was without legitimate productions as the Orpheum, which it replaces, was the city's only legitimate house. One week prior to the opening of the new State, however, the Majestic, which had been devoted to vaudeville, was transformed into a legitimate house.

The new State has a seating capacity of 2,500. The Majestic orchestra, under direction of Arthur H. Thorne, has been installed in augmented form in the new structure. George W. Updegrove and his orchestra will provide the music at the Majestic hereafter. C. Floyd Hopkins is director of the Wilmer & Vincent theatrical interests in Harrisburg as well as in Reading. Ray S. Shoemaker, of Harrisburg, was the contractor for the new theatre.

Columbia Amus. Co. Enters Wesleyville, Pa.

The Columbia Amusement Company has purchased property in Wesleyville, Pa., near Erie, on the site of which ground will be broken at once for a motion picture theatre with a seating capacity of 850. It will be ready for opening by Labor Day. The property has been purchased from Hurley and Hamberger. It is on the north side of Main Street between the hotel and post office. Plans for the new theatre have been approved by G. E. Newton of the Columbia Company. They call for a modern, fireproof structure with every known modern convenience and bit of equipment. George E. Eichenlaub, of Erie, Pa., is the architect. The theatre will be operated as one of the chain of Columbia houses. While the plans call for only 850 seats, Mr. Newton explained that this capacity will not include a balcony. However the house will be so constructed that when the needs of the locality call for a greater capacity, a balcony can be added. A large tract of land near the theatre will be available for parking purposes which, the owners believe, will be a great help in attracting patrons.

Community Theatre Planned for Rochester, N. Y.

Detailed plans for a Tenth Ward community theatre in Rochester will be discussed at a meeting of the recently formed Tenth Ward Business Men's Association, on April 20. Members of the association have obtained an option on a site in Dewey Avenue near Ridgeway Avenue, 110 feet by 160 feet, on which it is proposed to erect the theatre. It is planned to finance the building as a community proposition, with business men of the section along Dewey Avenue and Ridgeway Avenue, participating. The cost of the structure is estimated at $300,000. It will be of brick, stone and steel construction.

The theatre proper will be of two stories, capable of seating 1,500 persons and there will be a large stage and orchestral organ. Those interested say 50,000 persons live within a radius of two miles of the site. Provision is to be made for a large hall on the third floor where the association and the residents of the ward may meet.

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Chambersburg, Pa., to Have New Playhouse

Announcement is made that plans have been drawn for the erection of a new $175,000 motion picture theatre, on South Main Street, Chambersburg, Pa., by a company to be known as the Chambersburg Theatre Company, with J. Frank Foreman, of Pottstown, Pa., as its president, and including also some prominent Chambersburg and Pottstown business men. The syndicate has purchased a three-story brick building. The site includes also the one-story structure adjoining.

The plot has a total frontage of 66 feet on Main Street and extends back 256 feet to an alley. The plans drawn by M. H. Rhodes, architect, call for a theatre two stories high in front with the lobby and a store on the first floor front and apartments above. The rear of the theatre will be only one story high, but will extend clear back to the alley. This will be the auditorium of the theatre and in itself will cover a space 57 by 140 feet.

The ceiling will be 50 feet with a 35 rise at the stage.

The lobby in front will be 21½ by 45 feet.

The Pottstown interests that have taken up the project represent men who now control a chain of theatres. Harry Mong, of Chambersburg, is among those financially interested in the enterprise.

Break Ground for Another Montreal Theatre

The United Amusement Corporation, Ltd., of Montreal, Canada, have recently broken ground for their new Rivoli Theatre at St. Dennis and Belanger Streets. The new house will be of the stadium type and will seat 1,600 people. Although the policy at the start will be that of straight pictures, provision will also be made to handle vaudeville. George Ganetakos has been chosen as managing director and Edward F. McMahon is secretary and treasurer. The United Amusement Corporation also operate the Strand, Belmont, Corona, Mt. Royal, Papineau, Plaza, Regent and Rialto Theatres in Montreal. D. C. Crighton has drawn the plans for the new Rivoli.

Oregon Supply Co. Changes Hands

R. C. Barthel, of the Theatre Supply Company of Seattle, last week announced that he had purchased the business of the Service Film and Supply Company of Portland. Mr. McMillan, formerly associated with Warner Brothers in Oregon territory, has been named manager of the business in that district.

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to March

MARCH

Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion	Special Cast	Truart (S. R.)	5800 feet	
Arizona Streak, The	Tom Tyler	F. B. O	4540 feet	April 3
Bar C Mystery, The	Phillips-MacDonald.	Pathe	5 reels	
Barrier, The	Kerry-Barrymore	M-G-M	6840 feet	April 3
Bat, The	Special Cast	United Artists		
Beverly of Graustark	Marion Davies	M-G-M		
Beyond All Odds	Eileen Sedgwick	Chesterfield (S. R.)	5 reels	
Big Show, The	Lowell-Russell	Assoc. Exhib		
Blue Blazes	Pete Morrison	Universal	4659 feet	Jan. 23
Broadway Billy	Billy Sullivan	Rayart (S. R.)	5000 feet	
Chip of the Flying U	Hoot Gibson	Universal	6596 feet	Mar. 6
Combat	House Peters	Universal	6714 feet	Feb. 20
Coming and Going	Buffalo Bill, Jr	Artclass Pictures	5000 feet	
Dancing Mothers	Special Cast	Paramount	7169 feet	Feb. 27
Dangerous Virtue	Jane Novak	Lee-Bradford (S.R.)	6000 feet	
Earth Woman, The	Alden-Bonner	Assoc. Exhib		
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp	5335 feet	
Gilded Highway, The	Devore-Harron	Warner Bros	6900 feet	
Happiness	Special Cast	F. B. O		
Hearts and Spangles	Wanda Hawley	Lumas Film	6200 feet	
Hell's Four Hundred	Margaret Livingston	Fox		
Her Second Chance	Nilsson-Gordon	First National		
Highbinders, The	Tilden-Daw	Assoc. Exhib		
High Steppers	Hughes-Astor	First National		
Let's Get Married	Richard Dix	Paramount	6800 feet	Mar. 13
Little Irish Girl, The	Dolores Costello	Warner Bros	6800 feet	April 10
Man Four Square	Buck Jones	Fox		
Manhood	Special Cast	Fox		
Marriage	Special Cast	Fox		
Miss Brewster's Millions	Bebe Daniels	Paramount	6457 feet	Mar. 20
Mlle. Modiste	Corinne Griffith	First National		
Monte Carlo	Special Cast	M-G-M	6129 feet	April 10
New Klondike, The	Thomas Meighan	Paramount	7445 feet	Mar. 27
Night Patrol, The	Richard Talmadge	F. B. O	6 reels	Mar. 20
Non-Stop Flight, The	Special Cast	F. B. O		
Nutcracker, The	E. E. Horton	Assoc. Exhib		
Other Women's Husbands	Blue-Prevost	Warner Bros	6700 feet	April 3
Red Dice	Rod La Rocque	Prod. Dist. Corp	6 reels	April 3
Roaring Forties, The	Special Cast	Jans (S.R.		
Sap, The	Kenneth Harlan	Warner Bros	5500 feet	
Sea Horses	Special Cast	Paramount	6671 feet	Feb. 27
Secret Orders	Evelyn Brent	F. B. O	5506 feet	Mar. 27
Siberia	Special Cast	Fox		
Six Shooting Romance	Jack Hoxie	Universal	4869 feet	Jan. 30
Social Celebrity, A	Adolphe Menjou	Paramount		
Taxi Mystery, The	Roberts-Agnew	Gingsberg (S.R.)	5052 feet	
Test of Donald Norton	George Walsh	Chadwick		
Three Weeks in Paris	Moore-Devore	Warner Bros	6050 feet	
Tramp, Tramp, Tramp	Harry Langdon	First National	5830 feet	April 10
Unknown Dangers	Frank Merrill	Hercules (S.R.)	4700 feet	
Untamed Lady, The	Gloria Swanson	Paramount	6132 feet	Mar. 27
Vanishing Hoofs	Wally Wales	Artclass Pictures	5000 feet	
Winning the Futurity	Landis-C. Horton	Chadwick		
Yellow Fingers	Olive Borden	Fox	5594 feet	April 10

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts	Special Cast	Fox		
Among Those Present	Harold Lloyd (Reissue)	Assoc Exhib		
Bells, The	Lionel Barrymore	Chadwick		
Blind Goddess, The	Special Cast	Paramount	7249 feet	April 3
Border Sheriff, The	Jack Hoxie	Universal	4440 feet	Mar. 13
Brown of Harvard	Jack Pickford	M-G-M		
Crown of Lies, The	Pola Negri	Paramount	5 reels	Mar. 1
Danger, Quest, The	Reed Howes	Rayart (S.R.)	5000 feet	
Dangers of a Great City	Special Cast	Fox		
Desert Gold	Special Cast	Paramount	6900 feet	Mar. 20
Desert Healer	Stone-Bedford	First National		
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
Fighting Thorobreds	Billy Sullivan	Rayart (S.R.)	5000 feet	
Flames	Valli-O'Brien	Assoc. Exhib		
For Heaven's Sake	Harold Lloyd	Paramount		
Hello, New York	Pringle-Sherman	First National		
Hidden Way, The	Mary Carr	Assoc. Exhib		
Isle of Retribution, The	Special Cast	F. B. O		
Kiki	Norma Talmadge	First National		
Lucky Lady, The	Special Cast	Paramount		
Mike	Sally ONeill	M-G-M		Jan. 23
Money Talks	Special Cast	M-G-M		
Racing Blood	Special Cast	Lumas Film		
Runaway, The	Special Cast	Paramount		
Rustlers Ranch	Art Acord	Universal	5230 feet	
Rustling for Cupid	George O'Brien	Fox		
Sandy	Madge Bellamy	Fox	7850 feet	
Savage, The	Ben Lyon	First National		
Seventh Bandit, The	Harry Carey	Pathe	6 reels	Mar. 27
Shamrock Handicap, The	Special Cast	Fox		
Silken Shackles	Irene Rich	Warner Bros		
Sir Lumberjack	Lefty Flynn	F. B. O	5129 feet	April 10
Skinner's Dress Suit	Reginald Denny	Universal	7025 feet	Dec. 26
Somebody's Mother	Mary Carr	Rayart (S.R.)	6000 feet	
Starlight's Revenge	Jack Perrin	Rayart (S.R.)	5000 feet	
Streets of Sin		Fox		
That's My Baby	Douglas MacLean.	Paramount		
Tony Runs Wild	Tom Mix	Fox		
Twin Triggers	Buddy Roosevelt	Artclass Pictures	4800 feet	
Up in Mabel's Room	Marie Prevost	Prod. Dist. Corp		
Watch Your Wife	Virginia Valli	Universal	6980 feet	Feb. 27
Western Trails	Bill Patton	Chesterfield (S.R.)	5 reels	

MAY

Feature	Star	Distributed by	Length	Reviewed
Chasing Trouble	Pete Morrison	Universal	5 reels	
Early to Wed	M. Moore-Perry	Fox		
Footloose Widow, The	Irene Rich	Warner Bros		
Gentle Cyclone, The	Buck Jones	Fox		
Hell Bent for Heaven	Monte Blue	Warner Bros		
Honeymoon Express, The	M. Moore-Devore	Warner Bros		
It's the Old Army Game	W. C. Fields	Paramount		
Looking for Trouble	Jack Hoxie	Universal		
Love Thief, The	Norman Kerry	Universal		
Man From Oklahoma	Jack Perrin	Rayart (S.R.)	5000 feet	
Palm Beach Girl, The	Bebe Daniels	Paramount		
Pals in Paradise	Special Cast	Fox		
Perils of the Coast Guard	Special Cast	Rayart (S.R.		
Phantom Bullet, The	Hoot Gibson	Universal		
Rainmaker, The	Collier-Hale	Paramount		
Sally in Our Alley	Mary Philbin	Universal		
Secret Spring, The	Special Cast	Paramount		
Sign of the Claw	Peter the Great (dog)	Lumas Film	5925 feet	
Racing Romance	Reed Howes	Rayart (S.R.)	5000 feet	
Shadows of Chinatown	Kenneth MacDonald	Bud Barsky (S.R.)	5000 feet	
Take a Chance	Richard Dix	Paramount		
Wet Paint	Raymond Griffith	Paramount		
Windjammer, The	Billy Sullivan	Rayart (S.R.)	5000 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Call of the Klondike, The	Special Cast	Rayart (S.R.)		
Deer Drive, The	Special Cast	Paramount		
Fighting Buckaroo, The	Buck Jones	Fox		
Good and Naughty	Pola Negri	Paramount		
Grass		Paramount		Mar. 7,'25
Hard Boiled	Tom Mix	Fox		
Hero of the Big Snows, A	Rin-tin-tin (dog)	Warner Bros		
One Punch O'Day	Billy Sullivan	Rayart (S.R.)	5000 feet	
Passionate Quest, The	Marie Prevost	Warner Bros		
Rolling Home	Reginald Denny	Universal		
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5
Self Starter, The	Reed Howes	Rayart (S.R.)	5000 feet	
Social Highwayman, The	Harlan-Miller	Warner Bros		
Volcano	Bebe Daniels	Paramount		
Yellow Contraband	Leo Maloney	Clarion Photoplays	4900 feet	

JULY

Feature	Star	Distributed by	Length	Reviewed
Dangerous Dude, The	Reed Howes	Rayart (S.R.)	5000 feet	
Sinister Detail, The	KennethMacDonald	Bud Barsky (S.R.	5000 feet	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
30 Below Zero	Buck Jones	Fox		
Accused	Special Cast	Inde. Film	5000 feet	Jan. 16
Aloma of the South Sea	Gilda Gray	Paramount		
Altars of Desire	Mae Murray	M-G-M		
Amateur Gentleman, The	Richard Barthelmess	First National		
American Sex, The	Jos. Schildkraut	P. D. C		
An American Tragedy		Paramount		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib		
Atlantis		First National		
Auctioneer, The	George Sidney	Fox		
Back Slapper, The	Special Cast	M-G-M		
Bad Habits	Special Cast	[illegible]		
Bankrupt		Ginsberg-Kann		
Bardelys the Magnificent	John Gilbert	M-G-M		
Barrier, The	Special Cast	M-G-M	6480 feet	[illegible]
Barriers of Fire	Monte Blue	Warner Bros		
Battling Butler	Buster Keaton	M-G-M		
Beau Geste		Paramount		
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Ronald Colman	United Artists		
Behind the Screen	Special Cast	M-G-M		
Bellamy the Magnificent	Ramon Navarro	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp		
Beverly of Graustark	Davies-Moreno	M-G-M		
Beyond the Trail	Bill Patton	Chesterfield (S.R.)	5 reels	
Ben Hur	Special Cast	M-G-M	12000 feet	[illegible]
Bigger Than Barnum's		F. B. O		
Big Night, The	Laura La Plante	Universal		
Big Parade, The	John Gilbert	M-G-M	12550 feet	Nov. 28
Black Pirate, The	Douglas Fairbanks	United Artists	8200 feet	Mar. 20
Border Thunderbolt, The		Assoc. Exhib		
Born to Battle	Tom Tyler	F. B. O	5100 feet	Feb. 13
Boy Friend, The	John Hamon	M-G-M		
Broken Hearts	Special Cast	Jaffe Art Film (S.R.)	7500 feet	Mar. 20
Broken Hearts of Hollywood	Harlan-Miller	Warner Bros		
Burning Bridges	Harry Carey	Pathe		
Call in the Night, A		[illegible] (S.R.)		
Cancelled Debt, The	Special Cast	Ginsberg-Kann		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Charity Ball, The		M-G-M		

Feature	Star	Distributed by	Length	Reviewed
Christine of the Bip Tops	Special Cast	Ginsberg-Kann		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Cleaner Flame, The	Louise Carter	Arrow		
Clinging Vine, The	Leatrice Joy	P. D. C		
Closed Gates	Special Cast	Ginsberg-Kann		
College Widow, The	Syd Chaplin	Warner Bros		
Coney Island	Special Cast	M-G-M		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M G M		
Crystal Cup, The	Special Cast	First National		
Cruel Truth, The		Ginsberg Kann		
Cyrano de Bergerac	Special Cast	Atlas Dist. (S.R.)	9500 feet	July 18
Danger Line, The	Special Cast	Astor Dist. (S.R.)		
Dangerous Friends	Special Cast	Ginsberg-Kann		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Dead Command, The	Special Cast	M-G-M		
Dead Man's Gold	Tom Mix	Fox		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9
Detour		Prod. Dist. Corp		
Devil Horse, The	Rex (Horse)	Pathe		
Devil's Dice	Special Cast	Gineberg-Kann		
Devils Master, The		Fox		
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp		
Do Clothes Make the Woman	Mrs. Valentino	F. B. O		
Don Juan	John Barrymore	Warner Bros		
Don't Lie to Your Wife	Haver-McDonald	Arrow		
Don Juan's Three Nights	Stone-Mason	First Nastional		
Door Mat, The		Warner Bros		
Duchess of Buffalo, The	Constance Talmadge	First National		
Duke of Black Butte, The	Fred Humes	Universal		
Dumb Head		Tiffany (S.R.)	6500 feet	
East of the Setting Sun	Constance Talmadge	First National		
Ella Cinders	Colleen Moore	First National		
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp		
Exquisite Sinner, The	Nagel-Adoree	M-G-M		
False Steps	Special Cast	Paramount		
Family Upstairs, The		Fox		
Fascinating Youth	Junior Stars	Paramount		Mar. 13
Fast Life in New York	Special Cast	M-G M		
Fifth Horseman, The		Lee-Bradford (S.R.)		
Fighting Boob, The	Bob Custer	F. B. O		
Fighting Fate	Billy Sullivan	Rayart (S.R.)	4991 feet	Feb. 6
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Peacemaker, The	Jack Hoxie	Universal	4500 feet	April 10
Fig Leaves		Fox		
Fine Manners	Gloria Swanson	Paramount		
Flames	Special Cast	M-G-M		
Flaming Forest, The		M-G-M		
Flaming Frontier, The	Special Cast	Universal	8829 feet	April 17
Flashing Heels	Bill Cody	Assoc. Exhib		
Flashing Steeds	Bill Patton	Chesterfield (S. R.)	5000 feet	Feb. 27
Flight to the Hills, The		Paramount		
Flying High	Wm. Fairbanks	Lumas (S. R.)		
Flying Mail, The	Al Wilson	Asso. Exhib		
Forbidden Trails	Bill Cody	Assoc. Exhib		
Forest of Destiny, The		Gotham Prod. (S. R.)		
Forever After	Corinne Griffith	First National		
Four Feathers	Richard Barthelmess	First National		
Four Stragglers, The	Special Cast	M G M		
Friends	Special Cast	Vitagraph		
Frisco Sal	Special Cast	M G M		
Gambling Chaplain, The	Special Cast	M-G-M		
Galloping Cowboy, The	Bill Cody	Assoc. Exhib		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M G M		
Get Off the Earth	Raymond Griffith	Paramount		
Glorifying the American Girl		Paramount		
Going Crooked	Special Cast	Fox		
Goose Man, The	Special Cast	M-G-M		
Great Deception, The	Ben Lyon	First National		
Greater Glory, The	Special Cast	First National		Apr. 17
Greatest Show on Earth		Paramount		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G M		
Hands Across the Border	Fred Thomson	F. B. O		
Harem Girl, The	Special Cast	Astor Dist. (S. R.)		
Haven, The	Special Cast	M-G-M		
Her Big Night	Laura La Plante	Universal		
Her Honor, The Governor	Pauline Frederick	F B. O		
Her Next Steps		Ginsberg-Kann		
Here He Comes	Earle Douglas	Sierra Pictures	5000 feet	
Here He Comes	Richard Talmadge	Universal		
Hidden Loot	Jack Hoxie	Universal	4375 feet	Oct. 31
High Society	Tom Mix	Fox		
His Woman	Special Cast	Whitman Bennett	7 reels	
Home, Sweet Home	Special Cast	Asso Exhib		
Human Mill, The	Special Cast	M-G-M		
Hurricane, The	Special Cast	Truart (S. R.)		
I Can Do It	Special Cast	M G M		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Imposter, The	Evelyn Brent	F B O		
Inevitable Millionaires, The	M. Moore-Devore	Warner Bros		
In His Arms	Special Cast	M G-M		
In Praise of James Carabine	Special Cast	M-G-M		
In the First Degree		Ginsberg-Kann		
In to Her Kingdom	Corinne Griffith	First National		
Jason	Special Cast	M G M		
Justice of the Far North		C. B. C. (S. R.)	5500 feet	
Keep Going	Earl Douglas	Sierra Pictures		
Kid Boots	Eddie Cantor	Paramount		
Kid Gloves	Johnny Hines	First National		
Killer, The	Marilyn Mills	Davis Dist.-Vital		
La Boheme	Gish-Gilbert	M G M	8781 feet	Mar. 13
Lady of the Harem, The	Special Cast	Paramount		
Lady of Leisure	Special Cast	M-G-M		
[illegible] Love	Al Ferguson	Davis Dist.-Vital		
[illegible] Valley	Bill Cody	Assoc. Exhib		
Lena Rivers	Special Cast	Arrow	6521 feet	
Les Miserables		Universal		
[illegible] Woman		Truart (S. R.)	6500 feet	
Lightning		Tiffany (S. R.)	6500 feet	
Lily, The		Fox		
Little Journeys				
Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 12
Lord's Referee, The		Fox		
Love—the Magician		Paramount		
Lover's Oath, A	Ramon Novarro	Astor (S. R.)	5800 feet	Oct. 1
Love's Blindness	Starke-Moreno	M-G-M		
Lovey Mary	Bessie Love	M-G-M		
Loyalties	Special Cast	Fox		
Lunatic at Large, The	Leon Errol	First National		
Lure of the West	Eileen Sedgwick	Chesterfield (S. R.)		
Lying Truth, The	Milton Sills	First National		
Man and the Moment		M-G-M		
Man With a Thousand Faces	Special Cast	M-G-M		
Mantrap	Born-Marmont	Paramount		
Mare Nostrum	Special Cast	M-G-Ingram	11000 feet	Feb. 27
Married Cheats		Fox		
Marrying Money		Truart (S. R.)	5800 feet	
Memories	Ramon Novarro	M-G-M		
Men of the Night		Ginsberg-Kann		
Men of Steel	Milton Sills	First National		
Message to Garcia, A	Special Cast	M-G-M		
Midnight Flames		Columbia Pict. (S. R.)		
Midnight Special		Truart (S. R.)		
Mile a Minute Man	Wm. Fairbanks	Lumas (S. R.)		
Million Dollar Doll		Assoc. Exhib		
Millionaire Policemen	Special Cast	Ginsberg Dist. (S. R.)		
Mismates	Doris Kenyon	First National		
Miss 318	Special Cast	M-G-M		
Miss Nobody	Anna L. Nilsson	First National		
Money Talks	Moore-Windsor	M-G-M		
Monte Carlo	Cody-Olmsted	M-G-M	6129 feet	Apr. 10
Morganson's Finish	Special Cast	Tiffany (S. R.)	6500 feet	
Mr. Battling Butler	Buster Keaton	M-G-M		
Mystery Club, The	Matt Moore	Universal		
Mysterious Island	Special Cast	M-G-M		
Mystery Lady, The	Special Cast	M-G-M		
Naughty Cinderella	Pola Negri	Paramount		
Nell Gwyn	Dorothy Gish	Paramount	9 reels	Feb. 6
Nervous Wreck, The		Prod. Dist. Corp		
Night Watch, The	Special Cast	Truart (S. R.)		
Nocturne	Special Cast	M-G-M		
North of Nome	Special Cast	Arrow	5491 feet	
Oh! Baby	Little Billy	Universal		
Old Ironsides		Paramount		
Old Soak, The	Jean Hersholt	Universal		
Open Book	Special Cast	M-G-M		
Ordeal, The	Special Cast	M-G-M		
Padlocked	Special Cast	Paramount		
Pals First	Special Cast	First National		
Paris	Chas. Ray-E. Boardman	M-G-M		
Paris at Midnight	Special Cast	Prod. Dist. Corp		
Pelican, The		Fox		
Perch of the Devil		Universal		
Pigs	Janet Gaynor	Fox		
Plumes	Special Cast	M-G-M		
Poker Faces	Special Cast	Universal		
Poor Girl's Romance, A	Short-Hale	Film Book. Offices		
Prince of Pilsen	Special Cast	Prod. Dist. Corp		
Prisoners of the Storm	House Peters	Universal		
Prowlers of the Night	Fred Humes	Universal		
Puppets	Milton Sills	First National		
Quality Street		Metro Goldwin		
Ransom's Folly	Dick Barthelmess	First National		
Red Clay	William Desmond	Universal		
Red Mill, The	Marion Davies	M-G-M		
Red Signals		Ginsberg-Kann		
Remember		Columbia Pictures		
Return of Peter Grimm		Fox		
Return of a Soldier	Special Cast	M-G-M		
Revillon	Blue-Miller	Warner Bros		
Rise and Fall of Jesse James		J. S. Woody		
Risky Business	Jetta Goudal	P. D. C		
Roaring Crowd, The		F. B. O		
Rogue's Riches	Special Cast	Astor Dist. (S. R.)		
Romance a la Carte	Richard Dix	Paramount		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rough Riders, The		Paramount		
Rust	Special Cast	M-G-M		
Sailors' Wives		First National		
Salvage		Truart (S. R.)	5800 feet	
Satan Town	Harry Carey	Pathe		
Scarlet Letter, The	Lillian Gish	M-G-M		
Sea Wolf, The	Ralph Ince	Prod. Dist. Corp	7500 feet	Dec. 19
Self Defense	Aileen Percy	Arrow Film Corp		
Senor Daredevil	Ken Maynard	First National		
Separate Rooms	Special Cast	Fox		
Set-up, The	Art Accord	Universal	4600 feet	Mar. 27
Seventh Heaven	Special Cast	Fox		
Seward's Folly	Special Cast	M-G-M		
Shadow of the Mosque	Stewart Rome	Ufa	5750 feet	Dec. 26
Share and Share Alike	Jane Novak	Arrow	5569 feet	
She's My Baby		Ginsberg-Kann		
Shipwrecked	Owen-Schildkraut	Prod. Dist. Corp		
Silence	H. B. Warner	Prod. Dist. Corp		
Silken Lady, The	Hulette-Hamilton	Arrow		
Silk Hat Cowboy, The	Tom Mix	Fox		
Silky Anne	Constance Talmadge	First National		
Silver Lanterns	Special Cast	Arrow		
Silver Treasure, The	Special Cast	Fox		
Smith of Cornell	George Walsh	Chadwick		
Son of the Sheik, The	Rudolph Valentino	United Artists		
Sorrows of Satan	Adolphe Menjou	Paramount		
Sparrows	Mary Pickford	United Artists		
Speeding Venus, The	Priscilla Dean	P. D. C		
Sporting Lover, The	Conway Tearle	First National		
Star Maker, The	Dove-Bushman	Universal		
Strange Bedfellows		M-G-M		
Subway Sadie	MacKaill-Mulhall	First National		
Sunny Ducrow	Vera Reynolds	P. D. C		
Sweet Daddies	Special Cast	First National		
Sweet Rosie O'Grady		Columbia Pict		
Take It From Me	Reginald Denny	Universal		
Tale of a Vanishing People		Tiffany (S. R.)	6500 feet	
Tardy Tolliver	Hale-King	Assoc. Exhib		
Tavern Knight, The	John Barrymore	Warner Bros		
Temptress, The	Garbo-Moreno	M-G-M		
Ten to Midnight		Prod. Dist. Corp		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan 9
There You Are	Nagel-Roberts	M-G-M		
Three Twins, The		M G M		
Three Wax Men, The	Emil Jannings	Red Seal		
Thumbs Down	Special Cast	Ginsberg-Kann		
Thundering Speed	Eileen Sedgwick	Chesterfield	5 reels	
Tin Hats		M-G-M		
Toilers of the Sea	Special Cast	M-G-M		
Tongues of Scandal		Ginsberg-Kann		
Tongo	Special Cast	M-G-M		
Totem Pole Beggar, The	Special Cast	Asso Exhibit		
Toto	Lew Cody	M-G-M		
Trailing Shadows	Edmund Lowe	Fox Film		
Trapped	Elinor Fair	Sierra Pictures	5000 feet	
Travis Coup, The		Tiffany (S. R.)	6500 feet	
Trip to Chinatown, A	Special Cast	Fox		

Feature	Star	Distributed by	Length	Reviewed
Uncle Tom's Cabin	Special Cast	Universal		
Unknown Soldier, The		P. D. C		
Unknown Treasures		Ginsberg-Kann		
Up in Mabel's Room	Marie Prevost	Prod. Dist. Corp		
Vengeance of Durand, The	Irene Rich	Warner Bros		
Volcano, The	Bebe Daniels	Paramount		
Volga Boatman, The	Elinor Fair	Prod. Dist. Corp		
Wanted—A Coward	Special Cast	Ginsberg-Kann		
Way of an Eagle, The	Special Cast	M-G-M		
Wedding March, The		Paramount		
What Will People Say?		M-G-M		
What Price Glory?		Fox		
When We Were Twenty-One	Special Cast	M-G-M		
Whispering Canyon	J. Novak-R. Ellis	Ginsberg Dist. Corp. (S. R.)		
Whispering	Special Cast	P. D. C	6187 feet	Apr. 10
White Chief, The	Monte Blue	Warner Bros		
White Heat	Special Cast	M-G-M		
Whole Town's Talking, The	Ed. Horton	Universal		
Why Girls Go Back Home	Miller-Brook	Warner Bros		
Wife, The	Special Cast	M-G-M		
Winner, The	Charles Ray	Chadwick (S. R.)		
Winning of Barbara Worth	Colman-Banky	United Artists		
Wise Guy, The	James Kirkwood	First National		
Wives at Auction	Special Cast	Astor Dist. (S. R.)		
Wolves of the Air		Ginsberg-Kann		
Woman's Heart, A		Ginsberg-Kann		
Woman Who Did Not Care		Gotham (S. R.)		
Women and Wives		M-G-M		
World's Illusion, The		M-G-M		
Yellow Back, The	Fred Humes	Universal		
Yoke, The	Special Cast	Warner Brothers		
Young April	Special Cast	Prod. Dist. Corp		
You Too	Special Cast	M-G-M		

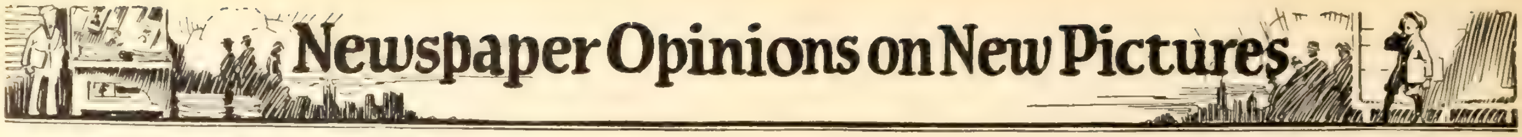
Short Subjects

Title	Distributed by	Length	Reviewed
American Today (Variety)	Fox	1 reel	
Animated Hair Cartoons	Red Seal	1 reel	
Angelus, The	Cranfield & Clarke	2 reels	
Aphrodite (Novelty)	Service Film	1 reel	
Bar-C Mystery (Serial)	Pathe	10 episodes	
Bed Time Stories	Sierra Pictures	2 reels	
Belgium Today (Variety)	Fox	1 reel	
Burkhardt's Plastic Film	Tiffany	1 reel	April 3
Canary Islands (Variety)	Fox	1 reel	
Casey of the Coast Guard (Serial)	Pathe	10 episodes	Feb. 20
Dancing Around the World (Variety)	Fox	1 reel	
Death Ray, The (Novelty)	Cranfield & Clarke	1 reel	
Dixie Doodle (Sportlight)	Pathe	1 reel	Mar. 27
Doctor, The (Famous Paintings)	Cranfield & Clarke	2 reels	
Emergency Man, The Edmund Cobb	Universal	2 reels	
Every Picture Tells a Story	Cranfield & Clarke	1 reel	
Fade Away Foster (Mustang)	Universal	2 reels	
Film Facts (Series)	Red Seal	1 reel	
Flashes of the Past	Pathe	2 reels	
Frame Up, The (Mustang)	Universal	2 reels	
From A to Z Thru Filmdom (Hodge Podge)	Educational	1 reel	
Fugutive Futerise (Novelty)	Cranfield & Clarke	1 reel	
Giggles (Novelty Series)	Tennek Film	1 reel	
Grinning Fists (Mustang)	Universal	2 reels	
Gunless Bad Man, The (Mustang)	Universal	2 reels	
Happy Hunting Grounds (Sportlight)	Pathe	1 reel	
Has Anybody Here Seen Kelly	Red Seal	1 reel	Mar. 6
Heavens Above (Novelty)	Service Film	1 reel	
Her First Night in a Beauty Parlor	Cranfield & Clarke	2 reels	
Hero Land (Color Novelty)	Service Film	1 reel	
Heroes of the Sea	Cranfield & Clarke	1 reel	
Hia Pal . . . Fearless (Dog)	Chesterfield	2 reels	
Homeless Husbands' Land (Novelty)	Short Film	1 reel	
Honeymoon Cruises	Tennek Film	1 reel	
Inside Dope, The (Sportlight)	Pathe	1 reel	
International Detective Stories	Tennek Film	2 reels	
Land of Rivers (Scenic)	Service Film	1 reel	
Leaps and Bounds (Sportlight)	Pathe	1 reel	Mar. 13
Let's Go Fishing	Cranfield & Clarke	1 reel	
Let's Paint	Cranfield & Clarke	1 reel	
Lightning Hutch (Serial)	Arrow Film		
Lizzie's Last Lap (Novelty)	Cranfield & Clarke	1 reel	
Love Fighter . . . Fearless (Dog)	Chesterfield	2 reels	
Marvels of Motion (Series)	Red Seal	1 reel	
Menace of the Alps, The	Universal	1 reel	Mar. 27
Mother, The (Famous Paintings)	Cranfield & Clarke	2 reels	
Mountain Molly O (Mustang)	Universal	2 reels	
Mountain of the Law, The (Variety)	Fox	1 reel	
My Old Kentucky Home (Song Car-tune)	Red Seal	1 reel	April 10
Neptune's Domain (Hodge Podge)	Educational	1 reel	
Nervous Moments (Sportlight)	Pathe	1 reel	
Off Shore Trails (Variety)	Fox	1 reel	
One Wild Time (Mustang)	Universal	2 reels	
Poland—A National Reborn (Variety)	Fox	1 reel	
Quick on the Draw (Mustang)	Universal	2 reels	
Radio Detective, The (Serial)	Universal	10 episodes	
Reelieves	Red Seal	1 reel	
Hidin' For Love (Mustang)	Universal	2 reels	
Rustler's Secret, The (Mustang)	Universal	2 reels	
Scotty of the Scouts (Serial)	Rayart (S. R.)		
Searchlight (Series)	Red Seal	1 reel	
Sky Skidder, The (Serial)	Bischoff	10 episodes	
Songs of England (Melody Series)	Pathe	1 reel	Feb. 6
Songs of Scotland (Melody Series)	Pathe	1 reel	Feb. 6
Songs of the Northern States	Pathe	1 reel	
Soul of the Cypress	Red Seal	1 reel	Feb. 27
String of Diamonds . . . Fearless (Dog)	Chesterfield	2 reels	
St. Pauls	Cranfield & Clarke	1 reel	
Sweden Today (Variety)	Fox	1 reel	
Trails of the Gods	Cranfield & Clarke	1 reel	
Tulip Land	Cranfield & Clarke	1 reel	
Vanishing Millions (Serial)	Sierra Pictures		
Where the Silver River Gleams	Cranfield & Clarke	1 reel	
Winking Idol, The (Serial)	Universal	10 episodes	Mar. 20
Wonder Book Series	Short Film	1 reel	
Wooden Shoes	Cranfield & Clarke	1 reel	Dec. 12

Comedy Releases

Title	Star	Distributed by	Length	Reviewed
Al's Troubles	Al Alt	Universal	2 reels	Mar. 13
At Home	"Our Gang"	Pathe	2 reels	
Baby Clothes	"Our Gang"	Pathe	2 reels	
Beauty Parlor, A	"Fat Men"	F. B. O	2 reels	
Bedtime Story, A	Arthur Lake	Universal	1 reel	
Big-Hearted Fish, A	Aesops Fables	Pathe	1 reel	April 10
Broken China	Bobby Vernon	Educational	2 reels	
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Mix-Up	Trimble-Turner	Universal	2 reels	
Buster's Sky Rocket	Trimble and Dog	Universal	2 reels	
Camel's Hump		F. B. O	1 reel	
Caught in the Act	Laymon-Dorety	Tennek Film	2 reels	
Circus Day		Pathe	2 reels	Mar. 13
College Yell, The	Neely Edwards	Universal	1 reel	
Couple of Skates, A	Neely Edwards	Universal	1 reel	
Dancing Daddy	Jack Duffy	Educational	2 reels	April 10
Dizzy Daddies		Pathe	2 reels	Mar. 20
Don Key-Son of a Burro	Holmes-Davidson	Pathe		
Do Your Duty	Snub Pollard	Pathe	1 reel	
Dog Shy	Charles Chase	Pathe	2 reels	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
Dumb Luck	"The Gumps"	Universal	2 reels	
Eight Cylinder Bull		Fox	2 reels	
Family Picnic, The	"Helen and Warren"	Fox	2 reels	
Farm Hands	"Aesop Fables"	Pathe	1 reel	
Felix the Cat Laughs it Off	"Cartoon"	Educational	1 reel	Mar. 27
Felix the Cat Misses the Cue	"Cartoon"	Educational	1 reel	
Felix the Cat Uses His Head	"Cartoon"	Educational	1 reel	
Felix the Cat Weathers the Weather	"Cartoon"	Educational	1 reel	
Fight Night		Pathe	2 reels	
Fire Fighter, The	"Aesop Fables"	Pathe	1 reel	
Flivver Vacation, A	Eddie Gordon	Universal	2 reels	April 3
Flying Wheels	Wanda Wiley	Universal	2 reels	Mar. 6
Fly Time	"Aesop Fables"	Pathe	2 reels	
Fool's Luck	Lupino Lane	Educational	2 reels	April 3
Fraternity Mixup, A	Alice Ardell	F. B. O	2 reels	
Fresh Faces	Walter Hiers	Educational	2 reels	
From the Cabby's Seat	"O. Henry"	Fox	2 reels	
Ghost of Folly	Alice Day	Pathe	2 reels	
Hard to Hold	Laymon-Dorety	Tennek Film	2 reels	
Haunted Heiress, A	Edna Marian	Universal	2 reels	
Hayfoot, Strawfoot		Pathe	2 reels	
Hearts and Showers	"Aesop Fables"	Pathe	1 reel	
Help Wanted	Charles Puffy	Universal	1 reel	
Hired and Fired	Paul Parrott	Pathe	1 reel	
His Taking Ways	Al St. John	Bischoff (S.R.)	2 reels	
Home Cured	Johnny Arthur	Educational	2 reels	Mar. 27
Honeymoon Feet	"Fat Men"	F. B. O	2 reels	
Hooked at the Altar	Ralph Graves	Pathe	2 reels	
Hug Bug, The	Glenn Tryon	Pathe	2 reels	Mar. 13
Hurricane, The	Alice Ardell	F. B. O	2 reels	
Ko-Ko at the Circus	"Cartoon"	Red Seal	1 reel	Mar. 27
Lickpenny Lover, A	"O. Henry"	Fox	2 reels	
Light Houskeeping	Lige Conley	Educational	2 reels	Mar. 20
Love Sundae, A	Alice Day	Pathe	2 reels	
Madame Mystery	Bara-Finlayson	Pathe	2 reels	
Mad Racer, The	"Van Bibber"	Fox	2 reels	
Meet My Girl	Ralph Graves	Pathe	2 reels	Mar. 13
Merry Blacksmith, The	"Aesop Fables"	Pathe	1 reel	
Min's Away	"The Gumps"	Universal	2 reels	
Monkey Business	"Our Gang"	Pathe	2 reels	Mar. 27
Mortgaged Again	Arthur Lake	Universal	1 reel	
Moving Day	Cooley-Perry	Fox	2 reels	Mar. 6
Mum's the Word	Charles Chase	Pathe	2 reels	
Never Too Old		Pathe		
Nobody's Business	Lloyd Hamilton	Educational	2 reels	
Number One Society, A	"East Side, West Side"	Fox		
Old War Yorse, The		Pathe	1 reel	April 10
On Thin Ice	"Mutt & Jeff"	Short Film Syn	1 reel	Mar. 6
Oo-La-La	Bobby Vernon	Educational	2 reels	
Painless Pain	Wanda Wiley	Universal	2 reels	
Pawnshop Politics		Fox	2 reels	
Phoney Express, The	Charles Puffy	Universal	1 reel	Mar. 13
Polar Baron, The		Fox	2 reels	
Quick Service	Cliff Bowes	Educational	1 reel	Mar. 20
Radio Mad	Lymon-Dorety	Tennek Film	2 reels	
Rah, Rah, Heidelberg	"Van Bibber"	Fox	2 reels	
Rain and Shines	Al St. John	Bischoff	2 reels	
Reported, The	"Van Bibbers"	Fox	2 reels	
Rough and Ready Romeo	"Aesop Fables"	Pathe	1 reel	
Say It With Love	Edna Marian	Universal	2 reels	
Scared Stiff	Holmes-Cook	Pathe	2 reels	
Scratching Through	Cliff Bowes	Educational	1 reel	
Shootin' Fool, The	"Aesop Fables"	Pathe	1 reel	
Shore Shy	Dooley-Joyce	Educational	2 reels	
Skating Instructors	"Mutt and Jeff"	Short Film Syn	1 reel	
Sky Bound	Al St. John	Educational	2 reels	
Social Triangle, A	"O. Henry"	Fox	1 reel	
Somebody's Wrong	Bowes-Newman	Educational	1 reel	
So This Is Paris	Neely Edwards	Universal	1 reel	
Spanish Love	"Aesop Fables"	Pathe	1 reel	Mar. 13
Spanking Breezes	Alice Day	Pathe	2 reels	Mar. 20
Swell Affair, A	Arthur Lake	Universal	1 reel	
Taking the Heir	Charles Puffy	Universal	1 reel	April 3
Tin Ghost, The	Lige Conley	Educational	2 reels	
Tonight's the Night	Bowes-Bradley	Educational	1 reel	
Too Many Babies	Darling-King	Universal	2 reels	
Too Many Relations	"Helen and Warren	Fox	2 reels	
Tune Up	Charles Puffy	Universal	1 reel	Mar. 6
Two Lips in Holland		Fox	2 reels	
Ukelele Shieks	Glenn Tryon	Pathe	2 reels	April 10
Up in the Air	"Aesop Fables"	Pathe	1 reel	
Wandering Willies		Pathe	2 reels	April 3
When Hell Froze Over	"Mutt and Jeff"	Short Film Syn	1 reel	Feb. 20
Whoa Emma	Jimmie Adams	Educational	2 reels	April 3
Wife Tammers	Cook-L. Barrymore	Pathe	2 reels	April 3
Wireless Lizzie	Walter Hiers	Educational	2 reels	Mar. 13
Wise Quacker, The	Eddie Gordon	Tennek Film	2 reels	
Yearning for Love	Wanda Wiley	Universal	2 reels	April 3

Advertising in the Equipment Department Pays



Newspaper Opinions on New Pictures

"The Johnstown Flood"—Fox, Chicago, Ill.

Chicago Tribune: "'The Johnstown Flood,' filmed thirty-seven years after that great calamity, was a splendid piece of picture work. The story, based on the catastrophe, was fictitious, but it was believable and to me intensely interesting. The scenery was great, the big scenes realistic and thrilling and much humorous human incident was introduced to soften what might have been too much horror."

"The Night Cry"—Warner's, New York City

American: "Rin-Tin-Tin, that Fairbanks, Mix and Barrymore of the canine world, has made his best picture. And it's his best, I rejoice to say, because it's all about Rin-Tin-Tin. What else should a dog story concern? There is also a giant condor, whatever that may be, in the Warner Theatre feature. It is, indeed, his shriek that plays the title role of 'The Night Cry.'"

Journal: "'The Night Cry,' Rin-Tin-Tin's latest picture at Warner's Theatre, is a wow—a bow-wow. The canine star is amazingly intelligent, and, by Sirius, he can act. He registers every emotion, affection, pathos, anger, coyness and pugnacity with a convincing and dramatic understanding and, what's more, his celluloid success has not yet made him develop temperament. The picture itself is great entertainment."

Times: "This picture, which is one of the best dog stories produced for the screen, not only thrilled the youngsters but also their mothers. The narrative gives Rin-Tin-Tin an opportunity to express affection, rage and cunning.

Post: "'The Night Cry' has been described as one of the best dog pictures in a long time, and this is quite true. Sharing honors with the canine star is a strange villain— a huge condor, a bird of prey, whose wings, when fully stretched out, measure twelve feet from tip to tip. This condor, it should be noted, is a real trained condor, not a stuffed museum piece, nor yet a papier-mache machine worked on strings. Altogether, 'The Night Cry' is good entertainment."

Herald Tribune: "We always had pictured the eagle as a noble bird, but instead he is a horrible vulture-like creature, with slimy poison dripping from his mouth. We were glad when Rin-Tin-Tin killed him. If you like dogs, you'll like 'The Night Cry.'"

Sun: "The best Rin-Tin-Tin melodrama since the one directed by Malcolm St. Clair, 'The Lighthouse by the Sea,' or was that a Strongheart film?—is now at Warners', and Rin-Tin-Tin, evidently to listen to the sweet music of plaudits—is appearing in the dog flesh at the same theatre."

Telegram: "'The Night Cry' is a thoroughly engaging picture, capably constructed and well off the beaten track. The histrionic leanings of this 'wonder dog' have already been established, but seldom before have such limpid, melting glances been captured by the camera as those registered by Rin-Tin-Tin in the hour of his distress."

Telegraph: "It is becoming rather usual to compare Rin-Tin-Tin with 'human' actors at the expense of the latter, so we shall avoid that and leave the choice entirely with you. Just allow us to say, however, that Rinty is magnificently eloquent in 'The Night Cry,' which is at the Warner Theatre for an indefinite run, and without disparagement of his other good pictures it seems to us the new one surpasses them all. It is box-office appeal concentrated to the nth degree, with no end of suspense and thrills and even novelty."

Mirror: "We dropped into the theatre yester noon and viewed the flicker with a crowd of enthusiastic youngsters, members of some club or other. Gosh, how they delighted in it! It was a joy to hear them shout and applaud and whoop when Rin-Tin-Tin accomplished his daring deeds. The theatre reverberated to the kiddies 'noisy enthusiasm. Drop into Warner's Theatre this week for an honest-to-goodness hour or so of crackerjack entertainment. That's all."

Evening World: "Yesterday I enjoyed Rin-Tin-Tin in 'The Night Cry' at the special performance for members of *The Evening World* Kiddie Club. They cheered every appearance of the dog star, and I agreed with their judgment."

Daily News: "There are two things in this picture that will appeal to every normal human—a beautiful dog and a chubby baby. Given such a running start, I don't see how 'The Night Cry' can fail to please any save the most cynical and fault-finding persons."

"The Three Wax Men"—Red Seal Pictures, Cameo, New York City

Telegraph: One of the most beautifully made pictures ever seen. A great piece of craftsmanship and imagination, with Conrad Veidt giving a glorious performance as Ivan the Terrible. Sets and photographic angles showed tremendous ingenuity. Most interesting."

Herald-Tribune: Captures more of the Arabian Nights spirit than did all the many times more costly backgrounds of 'The Thief of Bagdad.' Picture is important by reason of the brilliant atmospheric settings, the ingenious lighting, the photography and acting. Sets strikingly effective."

World: "'Three Wax Men' is the picture of the year. Here is a picture that is a masterpiece. If it should be on view at your neighborhood theatre, don't miss it, for it is the finest example of screen art. Beside it a picture like 'Ben Hur' is twenty years behind the times. Not only is the acting the finest ever seen on the screen, but the direction and photography surpasses anything the writer has ever encountered."

Telegram: "Not a good, but a great picture."

Times: "This picture contains the spice of originality from the first chapter to the last. Not only is the fantastic conception of the narrative quite absorbing, but the settings are remarkably well suited to the fables. There is excellent lighting throughout this film, scenic effects amazingly well done, with interesting rooms and queer thoroughfares."

Sun: "As good as anything which has ever come out of anywhere. Always masterful in matters of scenic architecture and photography. The camera captures moments of the uncanny—of the inexplicable. Altogether delightful —as much because of Emil Jannings as for any other reason." The scenes in which the eagle is shown are skillfully filmed."

New York and New Jersey

(*Continued from page* 1957)

local exhibitors on their opening nights, again participated at the Bunny as Master of Ceremonies. The Jewish Orphan Band contributed to the musical entertainment and John Hammond, noted organist, gave several selections on the new organ. Included among the guests of the evening were Lee Ochs, Arthur Hirsch, Wolfe of F. B. O., Phil Meyer of Associated Exhibitors, Irving Wormser and Rothenberg of Pathe, Howard Levy of First National, Abe Blumstein of Commonwealth, Al Strauss, Dave Sohmer and William Gluck of Howell's Cine Equipment Co., and Chas. Goldreyer of the Goldreyer circuit.

One of the oldest houses on the Loew circuit, Loew's Circle, the favorite movie house on Columbus Circle, is in the hands of architects. It is being remodeled, repaired, redecorated and refurnished, and will be ready shortly.

Morris Epstein recently returned on the *S.S. Paris* from a two months' European tour. Mr. Epstein was the former manager of the Washington Universal exchange. His future plans are not quite ready for announcement. Just at present he's resting.

Bernard Sholtz is in charge of the New York Fox exchange office while Harry Buxbaum, Joe Lee and Eddie Schnitzer are on a Los Angeles trip. Though no official announcement has come from the Fox office, it is generally expected that Ed Schnitzer will assume the post formerly held by Dave Gross who has been promoted to New York exchange manager for Producers Distributing Corp.

According to report, Charles Steiner and Harry Blinderman have taken over the theatre under construction at Avenue A and 14th Street, New York City. In addition to this house and their present holdings, they have four more under way in the Eastern District—and thus goes merrily on—the battle for the supremacy of the East Side.

Sam Baker has two theatres under construction on Long Island. One is the Bellaire, a 1,500 seat house which is scheduled for May 15th opening. The other is located at Ozone Park and this house will also seat 1,500. The latter is expected to be ready about June 1st.

The new theatre at Nutley, N. J., which is being built by proprietor Brodsky of the West End Theatre, Newark, is almost complete and will open on or about May 15th.

Roth Brothers' new house at Maplewood, N. J., will have a seating capacity of 1,700 and is expected to be ready for a June 1st opening. Roth Brothers are already operating two theatres in Morristown and two in Summit.

Charles Goldreyer left last Saturday night for a three-day trip to Rochester, N. Y.

Milton Kronacher, star salesman for Pathe, is taking a couple of days off for a rest in his Jordan eight. It takes a lot of hustling to keep up at the top of the Pathe list for that branch has a number of fast steppers.

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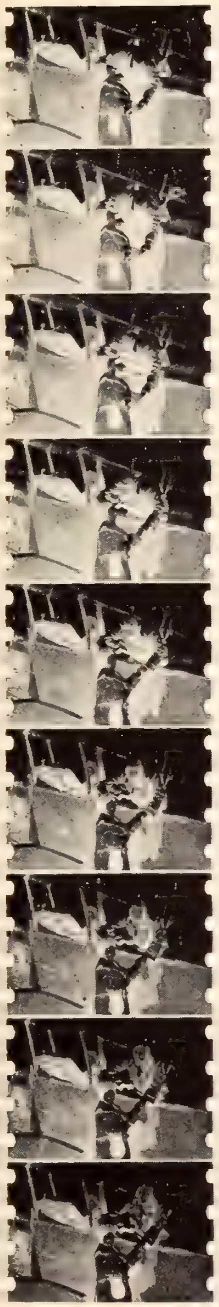

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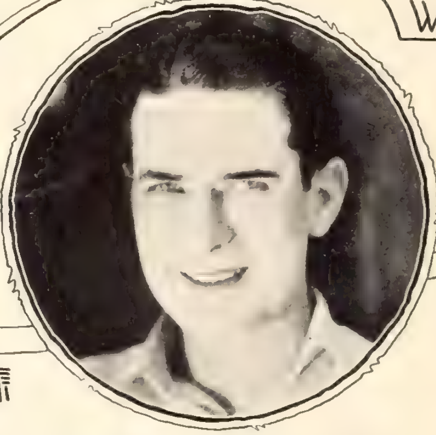

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